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## UTILIZING STRATEGIC APPROACHES TO CULTIVATING EMPLOYEES' LOYALTY THROUGH EFFECTIVE REWARD TECHNIQUES

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### ABSTRACT

Organizations that have a team of loyal employees tend to have a better reputation in the job market. This elevated status helps in attracting and recruiting skilled and talented professionals. The presence of loyal workers is a crucial factor in enhancing an organization's overall image and brand value (Goman, 2019). This study aims to utilize strategic approaches to cultivating employees' loyalty through effective reward techniques. This study utilized the descriptive method of research, involving 41 employees from Jollibee Palico-Tuy as respondents. The findings revealed the following: The respondents agree that there are significant factors affecting their perceptions of loyalty to the organization. These factors include recognition, rewards, and career development opportunities. The respondents agree to an extent that various factors significantly affect their commitment and loyalty to the organization, including monetary incentives, non-monetary incentives, and career development opportunities. The respondents agree that certain best practices in reward techniques have proven successful in enhancing employee loyalty. These practices include providing retirement benefits, offering wellness programs, and implementing flexible work schedules. These reward techniques are viewed as effective in creating a sense of security and work-life balance, which are key factors in fostering long-term loyalty to the organization. There was a significant relationship between Recognition and loyalty as well as between Reward and loyalty. However, there was no significant relationship among other factors such as Career development opportunities, Best practices in reward techniques, Monetary incentives, and Non-monetary incentives in relation to loyalty based on the respondents'

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perceptions. The action plan for cultivating employee loyalty is designed based on the results of the study.

**Keywords:** *Employee loyalty, Reward techniques, Recognition, Monetary incentives, Non-monetary incentives*



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