EFFECT OF CORPORATE PLANNING ON ORGANIZATIONAL GROWTH IN SUNNY CITY HOTEL, UGHELLI NORTH LGA, DELTA STATE

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ABSTRACT

This research focused on effect of corporate planning on organizational growth: A study of Sunny City Hotel, Ughelli, Delta State. Some of the objectives of the study were listed; to ascertain the effect of corporate planning on employee job growth in Sunny City Hotel, Ughelli; to find out the available employee motivational packages that may result to high productivity of staff of the hotel; to determine the extent these motivational packages affect employee growth in Sunny City Hotel, Ughelli, etc. The problem embedded in the system under study was made familiar to the researcher through review of literature. The study collected data from both primary and secondary sources. In the examination of the data and testing of the hypotheses, statistical methods such frequency distribution tables, percentages, means, standard deviations, and T-test were employed. Through the hypotheses that corporate planning does not have any effect on timely service delivery, the research came to the following conclusion, among others. Based on the problem description, the researcher made the following recommendations: greater training and retraining should be offered for all staff levels; a corporate strategy effect on organisational growth in Sunny City Hotel, Ughelli of
Delta State. According to the study's findings, it is crucial to allocate resources effectively as a corporate planning strategy that promotes organisational growth in order to support the growth that is needed for improved organisational growth. The report suggested that hotels concentrate on developing a better system for controlling and distributing their resources. This will aid in assuring resource-driven innovation, which can have the inclination to ensure growth enhancement.

**Keywords:** Corporate Planning, Resource Allocation, Efficiency, Effectiveness, Resource Based View and Organizational Growth.

### INTRODUCTION

Corporate planning is the methodical laying out of a long-term development plan based on all the information available, referring to the ultimate goals of a corporation and the means by which it wants to attain them. The necessity to precisely identify the business sector in which to operate is essential to the creation of a corporate plan. Any such strategy must also be adaptable and updated on a frequent basis when circumstances change the criteria upon which it is based (Lingham, 2006). The idea of organisational effectiveness is the ability of an organisation to produce the results it sets out to (Right, 2010). According to Richard, Haynes, John and Ghosh (2009), organizational effectiveness captures organizational growth plus the myriad internal growth outcomes normally associated with more efficient or effective operations and other external measures that relate to considerations that are broader than those simply associated with economic valuation (either by shareholders, managers, or customers), such as corporate social responsibility. An organization’s effectiveness is also dependent on its communicative competence and ethics. The relationships between these three are simultaneous. Ethics is a foundation found within organizational effectiveness. An organization must exemplify respect, honesty, integrity and equity to allow communicative competence with the participating members. Along with ethics and communicative competence, members in that particular group can finally achieve their intended goals; that is organizational growth (Right, 2010).

Corporate organisations that have effective and dynamic corporate planning typically experience strong productivity and organisational goal achievement. Maximum employee motivation and successful employee goal growth are examples of these. Sunny City Hotel has been open for business. In the midst of intense market competition at the time, Sunny City Hotel concentrated on providing lodging and offering a choice of rooms at affordable prices. As a result, the company's clientele significantly increased. Since Nigeria was a popular destination, Sunny City Hotel also wants to promote change that would have long-term domestic benefits, obvious economic development, updated local infrastructure and facilities, and improved community quality of life (Aimiuwu, 2014). One of the more significant hotels through which the staff provides its services to the public is Sunny City Hotel. Therefore, the purpose of this study is to assess how corporate planning affects organisational growth, particularly in terms of employee job growth and staff motivation.

**Statement of the Problem**

Every organisation faces a difficulty in the future. The survival of their organisation is a top management priority for all deserving managers. No organisation can truly predict what the future will bring. Even with meticulous planning, there are still thousands of variables that
they cannot foresee. There cannot be a single CEO who has not taken the time to consider the direction and activities of his or her company in the years to come. However, a lot of people don't think enough about the future. They may, perhaps, look at their organizations occasionally through rosy spectacles or with fears of the pessimist. Most hotels have been known to run the risk of straying from their goals, engaging in attractive and multiple but unattainable activities. They become disoriented and lose their sense of direction, and they frequently aren't ready for changes in their dynamic surroundings. Such hotels phase out as they appear while others barely manage to survive because it is tough for them to adjust to the climate. These measuring criteria included both a global perspective and particular organisational growth factors. It then follows that a company that fails to plan automatically plans for its failure. Most business enterprises fail not because they lack good employees, adequate capital or even sufficient business opportunities, but because their management lacks adequate planning mechanism. Many of them start businesses without having a clear understanding of their strengths and weaknesses, let alone carefully taking into account the prevailing economic conditions or industry-specific business conditions. To put it another way, a lack of employee services and organisational support activities like staff development and training, employee motivation, and job insecurity and assurance are to blame for the issue with corporate planning and organisational growth in an organisation. In order to meet the problems of providing excellent service, Sunny City Hotel has done a lot by introducing a variety of products. But if the organization's employees also gain from cutting-edge motivational tools and strategies to boost organisational growth is a question that needs to be answered by the researcher. Some of these incentives could take the form of pay, promotions, training, cost-free medical care for employees and their families, severance payouts, etc.

The purpose of this study is to therefore examine the effect of corporate planning on organizational growth in sunny city hotel, Ughelli North Local Government of Delta State.

Objectives of the Study
The general objective of this study is to assess the effect of corporate planning on organizational growth in Sunny City Hotel, Ughelli North LGA, Delta State. In line with the general objective, the following are the specific objectives of the study.

i. To ascertain if resource allocation has any effect on organizational growth

Research Questions
The following research questions are formulated to guide the study;

i. To what extent does resource allocation have effect on organizational growth?

Research Hypotheses
The following null hypotheses will guide this study:
H01: resource allocation has no significant effect on organizational growth

Significance of the Study
As this study aims to determine how corporate planning affects organisational growth in Sunny City Hotel, Ughelli, it will contribute to the body of knowledge regarding the function of corporate planning in fostering organisational effectiveness. as a result, the study will be theoretically significant in elucidating the crucial issue of corporate planning as a factor of organisational growth.
LITERATURE REVIEW

Concept of Corporate Planning
A firm is a very complicated organisation that acts in and responds to its very complex environment, according to Hussey (1971). Companies create plans to direct their actions in order to adapt to the dynamics of the environment in which they are situated. Corporate planning is frequently discussed in writing using phrases like "total plan," "long-range plan," and "corporate strategic plan." They all concur that it is a continuous, methodical approach to strategic decision-making, regardless of the label assigned to it. They all concur with Hussey (1971) that corporate planning entails acknowledging that the organisation does not operate in a vacuum and that events in the world surrounding it have an impact on it. Corporate strategic planning entails choosing the appropriate aims and objectives for the organisation given the uncontrollable situation it is facing as well as its competence, resources, and capability. According to Steiner (1967), comprehensive corporate planning is a system method used in top management planning to guide the firm through time through the choppy waters of its environment and accomplish predetermined goals. He provides a specific definition of business planning. The planning examines the viability of existing choices, as well as the philosophy and framework of corporate strategies. He contends that the goal of thorough corporate planning is to identify potential possibilities in the future and develop strategies to take advantage of them.

Corporate planning also considers the operation and business of the organisation as a whole. Corporate management is the collection of choices made and actions taken in the creation and application of strategies intended to forward the goals of the organisation. It is a discipline that, in accordance with specified objectives, requires each unit of an organisation to coordinate its operations with those of every other unit or function, according to Payne (1963). Planning, in Adeleke's (2014) opinion, helps us get from where we are to where we want to be. It enables events to take place that otherwise would not be able to. Unless we plan, we would, in consequence, leave things to chance. Planning can be a very difficult exercise, because it requires that we consciously determine courses of action and base our decisions on hope, purpose, knowledge, and considered estimate.

Important of Corporate Planning
One of the four key management responsibilities, along with organising, leading, and controlling, is planning. Planning is the process of identifying the most effective approaches to accomplish organisational goals. Making decisions, which requires managers to choose the best course of action from a variety of possibilities intended to achieve organisational goals, is thus a crucial component of planning (Gryphon, 2016). Since planning takes place in contexts related to the environment, managers must be fully aware of how their organization's internal and external environments affect and are affected by the planning process (Gryphon, 2016). Planning may not be productive or successful if the internal and external organisational contexts are not thoroughly understood.

Setting goals and determining and outlining the steps necessary to reach them are all part of planning (Schmerhorn, Osborn, Uhl-Bien & Hunt, 2012). Whether they are managers who engage in corporate strategy planning or functional planning, managers need a variety of technical, interpersonal, and conceptual skills to plan effectively for organisational goals.
Planning, according to Adelman and Marks (2016), is a methodical process that moves an organisation from one desired state to another in the future.

**Resource Allocation**

According to Mwai et al. (2018), organisational resources are an organization's assets, talents, capabilities, and intangible possessions that are valuable, uncommon, unreplicable, and non-substitutable and that when combined give an organisation a strategic edge. The tangible and intangible assets a company utilises to select and carry out its strategy are called resources (Ngui & Maina, 2019). The internal resources of the various businesses in the same industry are frequently diverse (Jiang, 2014). Poor leadership in the use of resources is one of the main barriers to successful strategy implementation, leading to failed organisations (Cater & Pucko, 2010). While a well-formulated strategy, a strong and effective pool of skills, and human capital are extremely important resources for strategy success. In order for a firm to develop and carry out plans that increase its efficiency and effectiveness, it must have control over all assets, capabilities, organisational processes, firm attributes, information, and knowledge (Kariuki & Kilika, 2016).

The general distribution of financial resources to departments or devolved management units within a corporation, organisation, or government could be referred to as resource allocation. Budgeting, which emphasises assertions of particular spending plans within this broad locative upper limit, is closely related to it. An organisation must strive to effectively allocate its resources in a cost-efficient and unique way from its competitors for increased performance and competitive advantage because it is believed that this will affect how a firm invests and even seizes emerging opportunities. Technological, physical, human, and financial resources are the sorts of resources required by businesses to achieve desirable goals (Kibicho, 2015). Each of these materials outlines the types of actions necessary to put certain techniques into practise. Each strategic plan should be implemented at the level where operations are carried out (Mailu, Ntale, & Ngui, 2018). The resources may be physical or abstract. In order to explicitly assist in converting inputs into outputs, an organisation is also thought to have the potential to combine resources, people, and procedures (Gitau, Abayo, & Kibuine, 2020). Resources inside the organisation must be effectively distributed for efficient operation. Resources enable organisations to function efficiently, according to Chepkosgei and Atambo (2018), and careful consideration should be given when distributing these resources to a given organisation. Allocating these resources might be challenging, but with proper practise, an organisation can get the resources they require. The human, financial, and technological resources of an organisation are a few examples. These organisational resources are all essential to an institution's development and success.

**Organizational Growth**

Organizational growth comprises the actual output or results of an organization as measured against its intended outputs (or goals and objectives) (Wikipedia, 2022). The organizational growth depends first of all on how it is managed and, secondly, on the active and correct involvement of the employees in fulfilling the strategic objectives of the companies. The fulfillment of strategic goals is achieved both by observing the plans and procedures established, as well as by creating and accumulating new knowledge in all areas of the organization's activity.
Some businesses will focus on their interactions with consumers in an effort to improve customer satisfaction and retention through a deeper comprehension of their wants and needs. Other businesses will concentrate on their products (constantly creating fresh concepts and bringing them to market swiftly). The third category of organisations largely focuses on internal operations (exchange of best practises across various divisions, cost-cutting, and increased productivity) (Shannak, 2019).

**Relationship between Corporate Planning and Organizational Growth**

Because they provided the appropriate product at the right time for many years, many of today's great commercial organisations are still in operation. In the past, many important decisions were made without the advantage of corporate planning. It doesn't matter if these choices were made based on chance or window. They generated momentum that propelled these organisations to their current positions. But modern managers are increasingly aware that in the constantly shifting world of today, wisdom and intuition alone are insufficient to lead the organisations. Uncertainty, instability, and changing environments have essentially become the norm rather than the exception; top management is under more pressure than ever before as a result of rising inflation, increased foreign competition, technological obsolescence, and shifting market conditions. Managers are increasingly relying on corporate planning to help them respond more accurately, on time, and with a plan of action in mind.

**Theoretical Framework**

**Resource Based Theory**

The Resource-Based Theory was used in this study's analysis of how resource allocation affects organisational development. Wernerfelt first proposed the thesis in 1984, according to which an organization's potential to expand depends more on the resources it can access and utilise than on its capacity to control its surroundings (Ahmed & Othman, 2017). Resources are "all assets, capabilities, organisational processes, firms' attributes, information, and knowledge controlled by the firm," according to Barney Jay's 1991 definition. (Luján, 2017). These assets/capabilities of the organisation are also included in these resources. They are significant sources of competitive advantage and so support organisational growth (Ahmed & Othman, 2017). Examples of these sources of competitive advantage include shared knowledge, employee competency, capital equipment, employer brand, and organisational reputation. Businesses have a variety of important, uncommon, hard to duplicate, and growth-promoting assets, competencies, processes, skills, and knowledge (Ande et al., 2018). In order to perform actions to achieve value maximisation, organisations employ their distinctive resources and competencies. The theory is predicated on the idea that a corporation has assets and skills that it can use to gain a competitive edge (Mwikya & Khamah, 2020). Therefore, a company's competence and aptitude to successfully manage its resources in order to enhance organisational growth determines its success. Better growth requires an understanding of an organization's resources and how they can be used to improve goal attainment (Karama et al., 2019). As a result, it is crucial in determining how businesses use their financial resources to better achieve organisational growth. In order to achieve organisational growth, managers must create and acquire strategic resources that are valuable, uncommon, non-imitable, and non-substitutable. The resource-based perspective, however, does not outline how managers might go about doing this. It also means that the theory is self-verifying and cannot be empirically tested, according to the value creation idea that has been put forth based on this
theory regarding valuable resources (Utami & Alamanos, 2022). The authors claim that the resource-based paradigm has a narrow scope of application. Due to the static character of the theory and the lengthy procedure required to develop the necessary resources, the concept itself cannot be used to address market difficulties that are rapidly changing or dynamic (Widjaja & Yuga, 2020). Because sustainable growth cannot be supported by static resources, smaller businesses are therefore not included in the resource-based paradigm. The idea illustrates how resource allocation in particular affects how a strategy is implemented and how services are provided. As a growth strategy theory, it clarifies "growth heterogeneity": variations in business performance and the underlying heterogeneity that underlies these variationsOrganisational growth only happens when resources are heterogeneous (different resources are used by different organisations) and immobile (competing firms are unable to obtain resources from other businesses) (Stoelhorst, 2021). A resource is more likely to be a source of sustained organisational growth if it is not completely movable (that is, it cannot be moved easily between organisations) or if a firm incurs significant costs in creating, acquiring, or using it. Any advantages gained from replicating or replacing a resource could be temporary (Campbell & Park, 2017).

**Empirical Review**

Mutambuki and Kabiu (2022) aimed to comprehend the impact of resource distribution on the provision of services by Kenya's WWDAs. A sample of 80 employees from these agencies answered to a questionnaire, and a census of all the agencies in Kenya was conducted. Through the use of questionnaires, primary data were gathered; after cleaning and coding, they were entered into the Statistical Package for Social Sciences. Skewness and kurtosis were used to confirm that the data had a normal distribution, and descriptive statistics measures of central tendency were employed to evaluate and interpret the data. A potential association between the independent and dependent variables was examined using inferential statistics in ordinal regression. The evaluation's findings showed that resource allocation significantly impacted how well WWDAs in Kenya delivered services. The results showed a substantial positive and significant connection between the dependent variable and resource allocation (service delivery). This study proved that resource allocation had a favourable and significant impact on how Kenya's WWDAs delivered services. The study came to the conclusion that every variation in resource distribution causes a proportional variation in the services provided by Kenya's WWDAs.

In Lagos State, Nigeria, SMEs' ability to be innovative was investigated by Odusote and Akpa in 2022. The research design for the study was survey-based. 8,396 owners and managers, or the total number of officially registered SMEs in Lagos State, Nigeria, made up the study's population. Using the researcher advisors table of sampling, 481 owner/managers of SMEs were included in the sample. A genuine and trustworthy survey with a Cronbach alpha value over 0.7 was used to collect the data. Both descriptive and inferential techniques were used to analyse the data. The Statistical Package for Social Science (SPSS) version 25.0 was used to conduct linear, multiple, and hierarchical regression analysis to ascertain the effects of the variables. The study found that the distribution of resources significantly affected the level of innovation in a sample of SMEs in Lagos State, Nigeria ( =.290, t = 7.163, R ² = 0.098, p 0.05). The study came to the conclusion that resource allocation has an impact on innovation in a subset of small and medium-sized businesses in Lagos State, Nigeria. According to the
survey, SMEs should concentrate on developing better methods for managing and distributing their resources. This will make it possible to guarantee resource-driven innovation, which has the potential to boost productivity.

Muthoni (2018) identified how the Kenya Tea Development Agency's (KTDA) strategy plan was implemented in relation to leadership practises, resource allocation, and employee attitudes. The study is grounded in theories of resource allocation and leadership. The two ideas explain how leadership philosophies and resource distribution affect how strategic plans are carried out. A case study approach was used for the investigation. The study's target demographic was made up of KTDA management and employees. To identify the 322 employees and 12 managers, both random and purposeful selection techniques were used. According to the study, KTDA's strategic plan implementation is influenced by employee attitudes, resource allocation, and leadership styles. Attitude, resource allocation, and leadership styles all have an impact on how well a strategic plan is implemented (C. V = 47.17, 46.618, and 27.465, respectively). In addition to future research in other organisations focusing on underlying difficulties affecting strategic plan implementation, the report recommends elaborate policy to address the highlighted challenges. The study concludes by advising that managers be informed about the significance of resource allocation, leadership practises, and employee attitudes on the effectiveness of strategic plan execution.

RESEARCH METHODOLOGY

A portion of the population unit makes up the sample. The technique of unintentional sampling was used to collect samples. A sampling strategy called accidental sampling uses participants who researchers just so happened to run into while gathering data. The study looked at how corporate planning affected organisational development at the Sunny City Hotel in Ughelli. Hypotheses were posed and put to the test in the study based on the goal of the investigation. With this sampling technique, everyone has an equal chance of being included in the sample. The Sunny City Hotel workforce in Ughelli Delta State was the study's target group. As a sample for the study, 80 copies of the questionnaire were used. In addition to testing the hypotheses using linear regression at the.05 level of significance to determine whether a significant difference existed between the dependent and independent variables, the research questions were addressed using percentage and mean ratings. 80 people were included in the study's sample because they were seen as directly responsible for the allocation and implementation of strategy resources. Using questionnaires judged sufficient for the data analysis to continue, the study was able to collect an excellent response rate of 88.75%; these results give sufficient evidence for drawing study conclusions. The Statistical Package for Social Sciences (SPSS Version 26) was used to modify, arrange, and sort the data from the administered questionnaire before coding it into a data-usable table for analysis. The data were analyzed using a variety of statistical methods, including descriptive statistics and linear regression, all of which was tested against the respective assumptions. The statistical parameters obtained by the software were displayed in the tables for easy comprehension and interpretation.

RESULTS AND DISCUSSION

The main objective of the study was to comprehend how resource allocation affects organisational development. Eighty (80) copies of the questionnaire were given out to the respondents in the study, and 71 of those copies were completed and returned to the
researcher. The data analysis was based on the 71 copies of the questionnaire, which equaled an 88.75 percent response rate. The unit of analysis was created by combining all of the respondents’ responses (the unit of observation).

**Simple Linear Regression Test**

Simple linear regression analysis was used to determine the direction of the linear relationship between the independent variables on the following variables:

Table 1

*Simple Linear Regression Analysis Coefficients*\(^a\)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Resource Allocation)</td>
<td>4.940</td>
<td>1.840</td>
<td>2.039</td>
<td>.051</td>
</tr>
<tr>
<td>Service quality</td>
<td>1.840</td>
<td>2.039</td>
<td>.922</td>
<td>21.110</td>
</tr>
</tbody>
</table>

\(^a\). Dependent Variable: Organizational Growth

Based on table 1, the simple linear regression equation is obtained as follows: \(Y = 4.940 + 1.084X\) The equation can be interpreted as follows: The constant value (a) is 4.940, meaning that if the resource allocation is 0 (zero) then organizational growth remains at 1.084. The regression coefficient value of the service quality variable (b) is 1.084 positive, meaning that for every one unit increase in the resource allocation variable, organizational increases by 1.084. Based on the results of simple linear regression above, it can be concluded that the direction of the relationship that the resource allocation variable has on the organizational growth variable has a positive relationship direction which is indicated by a positive b value, positive means that there is a positive relationship between resource allocation and organizational growth.

**Partial Test (t)**

Based on the results of the regression test in table 2, the calculation results obtained \(t\) count > \(t\) table (21.110 > 1.990) then \(H_a\) is accepted. This means that there is an effect of resource allocation (X) on organizational growth (Y).

**Coefficient of Determination (R²)**

The coefficient of determination test is used to measure the accuracy of the analytical model made. The value of the coefficient of determination is a tool to measure the contribution of the independent variables studied to the variation of the dependent variable. The results of the coefficient of determination of each variable are as follows:

Table 2

*Coefficient of Determination*

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.922a</td>
<td>.849</td>
<td>.848</td>
<td>1.80991</td>
</tr>
</tbody>
</table>

\(^a\). Predictors: (Constant), Resource Allocation
\(^b\). Dependent Variable: Organizational Growth

*Source: Processed Data, 2023*
Based on table 2 above, it can be obtained the value of R Square or the coefficient of determination of 0.849 or 84.9%. R Square is used to determine the percentage of the influence of the independent variable (resource allocation) on changes in the dependent variable (organizational growth). The conclusion that can be drawn is that the magnitude of the influence of the independent variable (resource allocation) on the dependent variable (organizational growth) is 84.9% while the remaining 15.1% is influenced by other variables.

**Discussion**

The goal of the study was to determine how resource allocation affected organisational development. The findings of the correlation analysis (organisational growth) showed a positive and statistically significant (p<0.05) relationship between Resource Allocation and the dependent variable. Therefore, variations in resource distribution would also result in variations in the services provided by Kenya's WWDAs. The results of this study supported Mengich and Kiptum's (2018) findings, which showed that strategic plan resource allocation significantly contributed to the expansion of sugar manufacturing businesses in Kenya's Western Region (p-value 0.000). The Resource-Based View (RBV) was discovered to be the hypothesis that best explains the distribution of resources. According to Pearce and Robinson (2013), RBV analyses and categorises a firm's organisational growth based on its combination of competencies, skills, assets, and intangible assets. The primary tenet of RBV theory is that a firm differs from another in important ways because each firm internally has a "unique" collection of resources, including both real and intangible assets, that are used by organisational capabilities (Ombaka, Machuki, & Mahasi, 2015). The organisation can get a competitive edge thanks to its resources and competences (Pesic, 2007). In the context of this theory, it is evident that the resources a firm owns influence its strategic resource allocation process and are important for a firm to develop competencies from its resources, which form part of the firm’s growth.

**CONCLUSION AND RECOMMENDATION**

**Conclusion**

Resources are assets that can be utilised to manage growth, productivity, and performance. Resource allocation aims to ensure that the resources that are now available are dispersed more effectively and efficiently in order to ensure the achievement of organisational goals and objectives. The following conclusions can be drawn from writing this paper:

Simple Linear Regression \( Y = 4.940 + 1.084X \).

Based on the results of simple linear regression above, it can be concluded that the direction of the relationship that the resource allocation variable has on the organizational growth variable has a positive relationship direction which is indicated by a positive b value, positive means that there is a positive relationship between resource allocation and organizational growth. The effectiveness and efficiency of resource allocation, the organizational growth of the firm will also increase. Based on the results of hypothesis testing, Resource allocation has an effect on organizational growth as evidenced by the calculation results obtained t count > t table (21,110 > 1,990) then Ha is accepted. This means that there is an effect of resource allocation (X) on organizational growth (Y). The magnitude of the effect of the independent variable (resource allocation) on the dependent variable (organizational growth) is 84.
Recommendation
Based on the findings and conclusions made so far in the study, the following recommendations have been made:

i. For every employee already employed by Sunny Hotels, the report also suggests staff development efforts.

ii. To ensure compliance with strategic resource allocation, more information might be communicated to managers of businesses providing comparable hospitality services. Such details ought to cover approaches to dealing with the fundamental problems that affect how resources are allocated and how people are led. This would guarantee that the strategic plans were carried out correctly.

iii. Finally, it is advised that hotels concentrate on developing a better system for managing and allocating their resources. This will aid in ensuring resource-driven innovation, which has the potential to provide growth improvement.

References


