

A STUDY ON JOB SATISFACTION OF HOTEL EMPLOYEES IN PATHANAMTHITTA DISTRICT

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ABSTRACT

A study on job satisfaction of hotel employees in pathanamthitta district aimed to assess the job satisfaction of hotel employees in Ranni taluk, to assess the job satisfaction on compensation and rewards, assess the job security of the employees and employees work environment; and to understand the level of satisfaction of employees. 50 respondents have been selected following convenient sampling method. Questionnaires were used as data collecting instrument. Data was analyzed using tabulation, percentages, and likert scale. Recommendations from the study was Management should take adequate steps to improve salary of the employees, Supervisors should take care of employees and allow them to express their view point's without fear. Management should provide accommodation for their employees.

keywords: *Job satisfaction, Hotel Employees, Hotel industry*

INTRODUCTION

Hotel industry is belonging to service industry. In today's world, service industries are the source of economic leadership, hotel industry get into a new age. Therefore, developing human resources and using technology to operate hotel businesses become more important. "For many travelers, a hotel room is a hotel room and what separates one hotel from another is the quality of service. It is what people remember." Service is a hotel's most important product and good service does not just happen. It is a team effort, requiring constant attention, training, and supervision. Providing good service to reach customer satisfaction is the essential task in this field. To provide good service, we have to reach employee satisfaction first. Employee is the first line to receive customer, their satisfaction will affect service quality.

In the Hotel industry, which involves both production and service aspects, creation and rendering of services from the hotel to the customer are primarily achieved through its employees. The success of this industry is therefore dependent on the caliber of its employees and how effectively they are managed in its routine acts.

One of the upcoming industries in Kerala with a huge development potential is tourism and tourism cannot thrive without a wide choice of well run hotels. The desirability of a hotel is determined by many factors and one of the most important of them is the quality of human services. But the hotel industry in Kerala is criticized as a sector with poor employee management practices and the criticisms are not totally out of place. Unscientific recruitment, inadequate training and development facilities, low wages, unsocial working hours and shift patterns, non existence of career structures, difficulties in retention of employees and high level of labour turnover are the main allegations leveled against the employment practices in the hotel industry in Kerala. Even though there are instances of good management practices particularly in state owned hotels and in highly starred private hotels, most of the hotels have not yet given due importance to the HR factor. It is widely accepted that only satisfied employees can make the guests satisfied-such dictum has not yet rooted in the mindset of hoteliers in Kerala

STATEMENT OF THE PROBLEM

Organizations consist of people, and so the development of these people should be a key task of the organizations. Every organization begins and ends with people. The importance of employee satisfaction within an organization is becoming increasingly accepted in today's rapidly changing and uncertain business environment. In today's complex business scenario, no one can deny that the most important cog in the wheel of management is human resources, around which all other management facts revolve.

An organization's success increasingly depends on the knowledge, skills and abilities of employees, particularly as they help establish a set of core competencies that distinguish an organization from its competitors. Effective employee satisfaction is crucial for every organization's success. The quality of the organization's Human resources, their sense of fair treatment, their enthusiasm and satisfaction with their job, all affect the organization's productivity, customer service, reputation and survival.

OBJECTIVES OF THE STUDY

- ☐ To assess the job satisfaction of hotel employees in Ranni taluk;
- ☐ To assess the job satisfaction on compensation and rewards;
- ☐ To assess the job security of the employees;
- ☐ To assess the employees work environment;
- ☐ To understand the level of satisfaction of employees;

NEED & IMPORTANCE OF THE STUDY

A service industry like hotel industry cannot afford to neglect the human element because the efficiency of the employees determines, to a great extent, the quality of service rendered. Hotel industry in India is often criticized as a sector with poor employee management practices. A number of studies on this regard reveal that this sector is characterized by poor employee relation, low pay, and high labor turnover. All these pitfalls are mainly on account of poor satisfaction of job. Changes in the development of hotel industry alone will change tourism and hospitality industry too.

Kerala's economy is largely dependent on the tourism and hotel industry. Proper development of human resources is the need of the hour for developing the hospitality industry to its full potential. A good employee management practice will create satisfied employees and only satisfied employees can make the guests satisfied. Satisfied guests will create more revenue to the state and in turn it will create a good image for the nation. The present study is significant in that it analyzes the HRM practices prevailing in the hotel industry in Kerala. It looks in to the pitfalls on the employee management practices and puts forward remedial measures to resolve serious drawbacks.

RESEARCH METHODOLOGY

The study is an empirical one based on survey method. The main thrust of the study is to analyze the job satisfaction of the employees in hotel industry

In the first stage **Job Satisfaction** of the employees in Ranni taluk were identified. For identifying the level of satisfaction of employee's, discussions were held by the researcher with the hotel employees in Ranni taluk. On this basis, the researcher identified the satisfaction of different employees. The **Job Satisfaction Survey** was conducted at the second stage by the researcher to measure the satisfaction of the employees working in hotel industry.

RESEARCH DESIGN

Descriptive design is used for research design.

COLLECTION OF DATA

Both primary and secondary data have been used for the purpose of study.

TOOLS USED

• TOOLS FOR ANALYSIS

For analysis of data, various statistical tools are used.

• Percentage Analysis

Percentage is often used in the data presentation as they simplify numbers, by bringing all data to 0-100 range. Through the use of percentage the data is reduced to a standard with base equal to 100, which helps in relative comparison. This technique is used for simplifying and studying the opinion of respondents with regard to the level of satisfaction.

• Likert's scale

Likert scale or summated scales are developed by utilizing the item analysis approach, wherein a particular item is evaluated on the basis of how well it discriminates between those persons whose total score is high and those whose score is low. Summated scales consist of a number of statements which express either a favorable or unfavorable attitude towards the given object to which the respondent is asked to react.

B) TOOLS FOR PRESENTATION

• Pie chart:

A pie chart is used to emphasis proportion or shares of each category. It is a circular chart divided into sectors, illustrating relative frequencies. The relative frequency in each category or sector is proportional to the arc length of that sector or the area of that sector or the central angle of that

• Bar chart

A bar chart consists of a series of rectangles (or bars). The height of each rectangle is determined by the frequency of that category.

LIMITATIONS OF THE STUDY

- A sample of 50 respondents was taken, so it is very difficult to draw the inferences of the actual population from this sample.
- The study requires more time as it involves detailed analysis. But the time period of study was limited.
- The area under the study is limited to respondents in Ranni Taluk, so the inferences drawn will not be that reliable.
- Capabilities, exposure, experience and knowledge of the researchers on the subject are other limitations applicable to the study

DATA ANALYSIS AND INTERPRATION

TABLE 1
GENDER WISE CLASSIFICATION

Gender	No. of respondents	% of respondents
Male	35	70
Female	15	30
Transgender	0	0
Total	50	100

(Source: Primary Data)

From Table 1 it is clear that majority of the respondents (70%) are male while female respondents constitute only 30%.

TABLE 2
AGE WISE CLASSIFICATION

Age	No of respondents	% of respondents
Below 18	0	0
18-25	15	30
26-40	19	38
40-60	11	22
Above 60	5	10
Total	50	100

(Source: Primary Data)

From Table .2 it is clear that 38% of the respondents is in the age group of 26 – 40 while 30% are between 18 – 25. Respondents of the age group 40 – 60 constitute 22%. Few respondents (only 10%) are above 60 years.

TABLE 3
RACE WISE CLASSIFICATION

Basis	No of respondents	% of respondents
Malayali	18	36
Bengali	12	24
Tamilian	9	18
Bihari	6	12
Others	5	10
Total	50	100

(Source: Primary Data)

As per the above table it is clear that 36% of the respondents are malayalees, 24% of the respondents are Bengalis, 18% of the respondents are tamilians, 12% of the respondents are Biharis and 10% of the respondents are from other states.

TABLE 4
MARITAL STATUS

Basis	No of respondents	% of respondents
Married	29	58

Unmarried	14	28
Divorced	7	14
Total	50	100

(Source: Primary Data)

Table 4 shows that, 58% of the respondents are married.28% of the respondents are unmarried and 14% of the respondents are divorced.

TABLE 5

EDUCATIONAL QUALIFICATION

Qualifications	No of respondents	% of respondents
Below 8 th class	6	12
8 th – 10 th	17	34
10 th – 12 th	11	22
12 th Above	16	32
Total	50	100

(Source: Primary Data)

The above table shows the educational qualification of the respondents. 34% of the respondents belongs to 8th – 10th class group, 32% of the respondents belongs to 12th above, 22% of the respondent are in between 10th – 12th class group and 12% of the respondents are below 8th class.

TABLE 6

JOINING YEAR OF EMPLOYEES

Year joined	No of respondents	% of respondents
Before 2005	8	16
2005 - 2010	17	34
2010 - 2015	15	30
After 2015	10	20
Total	50	100

(Source: Primary Data)

The joining year of employees as given in Table 6 reveals that 34% of the employees joined during 2005 – 2010, 30% of the employees joined during 2010 – 2015, 20% of the employees joined after 2015 and 16% of the employees joined before 2005.

TABLE 7

TYPE OF EMPLOYMENT

Basis	No. of respondents	% of respondents
Daily wages	6	12
Permanent	20	40
Contract Based	24	48
Total	50	100

(Source: Primary Data)

As per table 7, 48% of the respondents are on contract basis while 40% of the respondents are permanent and 12% of the respondents are on daily wages.

TABLE 8

Compensation and reward

SI NO	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Salary is adequate for meeting my expenses.	26	18	3	3	0
2	Fairly paid compared to other hotels.	14	25	9	2	0
3	Gets salary on correct time.	14	21	10	4	1
4	Gets yearly bonus.	12	9	20	7	3
5	Gets non-financial incentives	10	20	15	4	1

(Source: Primary Data)

TABLE 8.A

COMPUTATION

Si No	Particulars	Weight				
		5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1
1	Salary is adequate for meeting my expenses.	130	72	9	6	
2	Fairly paid compared to other hotels.	70	100	27	4	

3	Gets salary on correct time.	70	84	30	8
4	Gets yearly bonus.	60	36	60	14
5	Gets non-financial incentives	50	80	45	8

- **The salary which I get is adequate for me to meet my expenses:**

26 out of 50 respondents are strongly agreeing. The computed value as per Likert's scaling technique is 217 and the score in 5 point scale is 4.34, which is above the value assigned to the statement agreed. Hence we can conclude that most of the employees are satisfied.

- **I am fairly paid as compared to other employees working in different hotels:**

25 out of 50 respondents agree. The computed value as per Likert's scaling technique is 201 and the score in 5 point scale is 4.02. Hence we conclude that most of the employees are fairly paid.

- **I am getting my salary on correct time prescribed in the job contract:**

10 out of 50 respondents are neutral. The computed value as per Likert's scaling techniques is 193 and score in the 5 point Likert's scale 3.86, since score is above 3, it is clear that employees salary according to the contract.

- **I am getting yearly bonus for my work:**

7 out of 50 respondents are disagrees the content, but only 3 of them are strongly disagree. The quantified value as per Likert's scaling techniques is 173 the score in the 5 point scale is 3.46; it is clear that employees gets yearly bonus for the work.

- **I am getting non financial incentives (leave, health incentives etc.)**

10 out of 50 respondents are strongly agrees, 20 of them agrees. The computed value as per Likert's scale techniques is 3.68. Since score is above 3, it is clear that employees gets financial incentives.

TABLE 9

Job Security

SI NO	PARTICULARS	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1	I am secured about the future of my job.	13	25	7	4	0
2	Supervisor treats me as a family member.	10	20	15	5	0
3	I can express my view points without much fear.	8	23	13	2	3
4	I view organization problem as my own.	13	19	12	6	1
5	The job security in the organization is high.	14	23	10	3	0

(Source: Primary Data)

TABLE 9.A
COMPUTATION

Weight		5	4	3	2	1
SL No	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I am secured about the future of my job.	65	100	21	8	0
2	Supervisor treats me as a family member.	50	80	45	10	0
3	I can express my view points without	40	92	39	4	3

4	much fear. I view organization problem as my own.	65	76	36	12	1
5	The job security in the organization is high.	70	92	30	6	0

- **I am secured about the future of my job:**

13 out of 50 respondents have strong agreement to this statement. The computed value as per the Likert's scaling technique is 194 and score in the 5 point scale is 3.88, which is very closer to the value assigned to the statement agreed. Hence we can conclude that employees are secured about their job.

- **Supervisor treats me as a family member:**

20 out of 50 respondents agree to the statement. The computed value as per scaling technique is 185 and score is 3.7 (185/50).since the score is above 3, so it can be concluded that supervisor treats employee as family member.

- **I can express my view point's without much fear:**

13 out of 50 respondents are neutral. The computed value as per Likert's scaling technique is 178 and the score in 5 point scale is 3.56.Hence we conclude that most of employees can express their views without much fear.

- **I view organization problem as my own:**

The quantified value as per Likert's scaling technique is 190. Hence the score in five point scale is 3.8. Hence it can be concluded that employees treat organizational problem as his own.

- **The job security in the organization is high:**

23 out of 50 respondents agree to the statement. The computed value as per Likert's scaling technique is 198 and score in five point scale is 3.96.So it is clear that job security for employees is high in the organization.

TABLE 10

Working Environment

SL NO	PARTICULARS	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
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1	I am having lavatory facilities in my organization.	21	21	6	1	1
2	I am having enough leisure time before and after my work.	15	19	11	4	1
3	I am having enough safety in my workplace.	9	22	11	8	0
4	The working conditions are very comfortable to work in.	9	20	15	6	0
5	My work place isn't confusing to me.	20	11	12	6	1

(Source: Primary Data)

**TABLE 10.A
COMPUTATION**

Weight		5	4	3	2	1
Si No	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I am having lavatory facilities in my organization.	105	84	18	2	1
2	I am having enough leisure time before and after my work.	75	76	33	8	1
3	I am having enough safety	45	88	33	16	0

	in my workplace.					
4	The working conditions are very comfortable to work in.	45	80	45	12	0
5	My work place isn't confusing to me.	100	44	36	12	1

- **I am having lavatory facilities in my organization:**

The quantified value as per Likert's scaling technique is 208. Hence the score in 5 point scale is 4.16. Since the score is just above 3. So it is clear that employees have lavatory facilities in organization.

- **I am having enough leisure time before and after my work:**

19 out of 50 respondents agree to the statement. The computed value as per scaling technique is 193 and score is 3.86 (193/50).since the score is above 3, so it can be concluded that employees have leisure time before and after the work

- **I am having enough safety in my workplace:**

Only 9 respondents out of 50 strongly agree with this statement while 22 respondents agree to the statement and The calculated score as per Likert's scaling technique is 3.64 (182/50), since the score is just above 3, employees have enough safety in workplace.

- **The working conditions are very comfortable to work in:**

The quantified value as per Likert's scaling technique is 182. Hence the score in five point scale is just 3.64. This is above 3. Hence it is very clear that working condition is comfortable for employees to work.

- **My work place isn't confusing to me:**

The quantified value as per Likert's scaling technique is 193.Hence the score in five point scale is 3.86. Hence it can be concluded that work place isn't confusing

RESEARCH FINDINGS

The study found that most of the questionair respondents are male.38% of the respondents are between the age group 26 – 40.36 % of the respondents were malayalees.Out of 50 respondents, majority were having educational qualification of 8th – 10th. 34% of employees joined during 2005 – 2010. Most of the employees are on contract basis. Majority of the respondents disagree that the salary they get is adequate to meet their expenses. Majority (18 out of 50) of the employees shows disagreement with the statement that they are fairly paid compared to other hotels.Most of the respondents agree with the statement that they gets salary on correct time .20 out of 50 respondents partially agree or they have neutral attitude towards the statement that they “gets yearly bonus for their work”.20 respondents agree that they get non –financial incentives such as leave, health benefits. 25 out of 50 respondents are of the opinion that they are secured about the future of their job. Majority have strong disagreement to the statement “Supervisor treats me as a family member”.23 out of 50 strongly disagree that they can express their view points without much fear. Majority have stated that they view organization’s problem as their own. 23 respondents opined that the job security in their concerned organization is high. Majority of the respondents strongly agree that they have lavatory facilities in their organization.19 out of 50 respondents agree that they have enough leisure time before and after their work. 22 respondents opined that they have enough safety in their work environment. Majority of the respondents are satisfied with the working conditions in the organization. Most of the respondents (20 out of 50) have strong agreement to the statement that their work environment isn’t confusing.

CONCLUSIONS AND RECOMENDATIONS

The objective for which the present project work was taken up were to assess the job satisfaction of hotel employees in Ranni taluk, to assess the job satisfaction on compensation and rewards,to assess the job security of the employees and work environment and to understand the level of satisfaction of employees. As per study Majority of the respondents disagree that the salary they get is adequate to meet their expenses. Majority (18 out of 50) of the employees shows disagreement with the statement that they are fairly paid compared to other hotels.Most of the respondents agree with the statement that they gets salary on correct time .20 out of 50 respondents partially agree or they have neutral attitude towards the statement that they “gets yearly bonus for their work”.20 respondents agree that they get non –financial incentives such as leave, health benefits. 25 out of 50 respondents are of the opinion that they are secured about the future of their job. Majority have strong disagreement to the statement “Supervisor treats me as a family member”. Majority have stated that they view organization’s problem as their own. Majority of the respondents strongly agree that they have lavatory facilities in their organization. 22 respondents opined that they have enough safety in their work environment. Majority of the respondents are satisfied with the working conditions in the organization. Most of the respondents (20 out of 50) have strong agreement to the statement that their work environment isn’t confusing.

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