A Study on Job Satisfaction among the Employees at Hotel Sakthi, Kerala

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ABSTRACT

The success of the hotel industry falls in the service industry depends largely on the effective contribution of its employees. It is helpful to the hotel industry to understand the factors which can increase the employee loyalty and the management that should focus on the area of improving the employee loyalty in order to achieve the company objectives and goals. Review aims to describe the basic principle about employee loyalty, career development, compensation and rewards, job security, working environment etc. The study aims to study the level of satisfaction among the employees at Hotel Sakthi. Employee satisfaction is an independent variable however employee loyalty is a dependent variable in this research. This research aims to ensure the relationship between the factors in the employee satisfaction and employee loyalty in Hotel Industry.

INTRODUCTION TO THE STUDY

The hotel industry, where this study is intended to be carried out is a highly competitive environment worldwide. The formulations of an appropriate marketing strategy, strengthening of hotel operations, and upgrading the quality of the service have become essential not only for profitability, but also for hotel's survival (Hwang & Chang, 2003). Hence the study on the level of satisfaction of the employees in this service sector occupies high priority. The research aims to carry out an investigation into the level of the employees' satisfaction which would determine the success/failure of the organization.

STATEMENT OF THE PROBLEM

In Kerala, the hotel industry has been recognized as a potential prospect in the growth of the service industry owing to the large potential of tourism in the state. The revenue in the hotel and restaurant industry has also progressively grown over these years. This has led to the fact that the hotel and restaurant industry helping the government achieve the economic factors, since this industry's contribution is immense in providing hospitality to the tourists. The hotel industry has higher turnover rate issue from the loyalty of employees towards the company. This may linked with the employees' job satisfaction that the company given. Therefore, organizations should be concerned about their employees' level of job satisfaction because employees' satisfaction increases employee retention and hence this study.

SCOPE OF THE STUDY

This study will be helpful to the hotel industry understand the factors which can increase the employee loyalty and the management can focus on the area of improving the employee loyalty in order to achieve the company objectives and goals. The factors are researchers' independent variables such as career development, compensation and rewards, job security, and workplace environment. It will also serves as a future reference for other researchers on the subject of employee loyalty.

OBJECTIVES OF THE STUDY.

The specified objectives are as below:
i.   To find out the relationship between career development and employee loyalty.
ii. To find out the relationship between compensation and rewards, and employee loyalty.
iii. To find out the relationship between job security and employee loyalty.
iv. To find out the relationship between working environment and employee loyalty.
v.   To find out the relationship between independent variables and dependent variable.

RESERACH METHODOLOGY

DESIGN OF THE STUDY

The design of the study is descriptive which describes the existing level of employee satisfaction during the normal operation of the hotel without disturbing the normal working environment.

DATA COLLECTION METHOD

Both Primary and Secondary data collection methods are employed to collect and analyze data to draw meaningful conclusions.

Data can be divided into two:
* Primary data
* Secondary data

POPULATION
The population consisted of employees at Hotel Sakthi.

SAMPLING
The sampling technique employed is convenience sampling.
A sample size is fixed at 100 employees in the Hotel.

TOOLS USED IN DATA COLLECTION:
These are two used in data collection.
* Questionnaires have been used for data collection.
* Simple percentage method is used to analyze the data collected in primary source.
* Percentage, Pearson Correlation Analysis, Average, Doughnuts, Bar Charts are used.

LIMITATIONS OF THE STUDY

* A modest sample of 100 respondents was taken; a larger sample would increase the accuracy.

* Time available was inadequate for conducting the detailed study among the employees because they were continuously engaged in doing their day to day job.

REVIEW OF LITERATURE
Employee Loyalty
Based on Loyalty Research Centre (2002), employee loyalty can be defined as employees believe that they have no regrets for working in their organization and they are considered it was a best choice for them. Employees can represent an important investment and vital resource for all organization because the salaries, bonuses and employees' benefits can enhance the employees work hard and loyalty to the organization. So, there is a considerable expense for replacing an employee whether he/she is holding a high position or low position in the organization since the employee loyalty is not easily build up in the organization.
According to Vince (2005), understanding the employees' needs can cultivate the employee loyalty towards the organization. As early as 1950s, the famed psychologist, Abraham Maslow presented his Hierarchy of Needs Model as a way to explain the human behaviour. Maslow believed that human act on their unmet needs according to their urgency at any given moment. For instance, most people have no difficult to satisfy their basic physiological, safety, security and social needs on a daily basis.

Career Development

According to Mehta, Singh, Bhakar, and Sinha (2010), career development is a most important determinant of employee loyalty. According to Merchant (n.d.), career development means an individual can be and finding a place in an organization where they can express excellence and contribute to the goals of the organization and respected position in which could advance such as promotions and upward mobility. Career development consists of concerted efforts directed towards assessing workers' performance identifying likely career paths for that employee, designing and implementing different forms of training and experience to prepare that person for more advanced job. Besides that, career development has both personal and organizational dimensions. In organizational level, it is a planned program designed to match individual and organizational needs. Examples of program included are recruitment policy that encourages a full exchange of information between the applicant and the organization prior to hiring as well as promotion policy that considers the needs and objective of the organization and employees. According to Ginzberg, Ginsburg, Axelrad and Herma (n.d.) career development are influence by the educational process, the emotional factor and individual values. The researchers also state that individual will pursues their career goal through the educational experiences.

According to Kreisman (2002) state that career development is important to retain employee because the availability of skill development opportunities and career movement are "key attractors" of organizations. If an organization does not recognize the individual needs and desire to grow, then "development" becomes a primary reason for resignation.

ANALISYS

Table 1 showing whether the organisation is supportive in long term career development of their employees

Response	Frequency	Percentage
Strongly Disagree	0	0
Disagree	0	0
Neutral	10	10
Agree	12	12
Strongly Agree	78	78
Total	**100**	**100**

Diagram 1 showing whether the organisation is supportive in long term career development of their employees
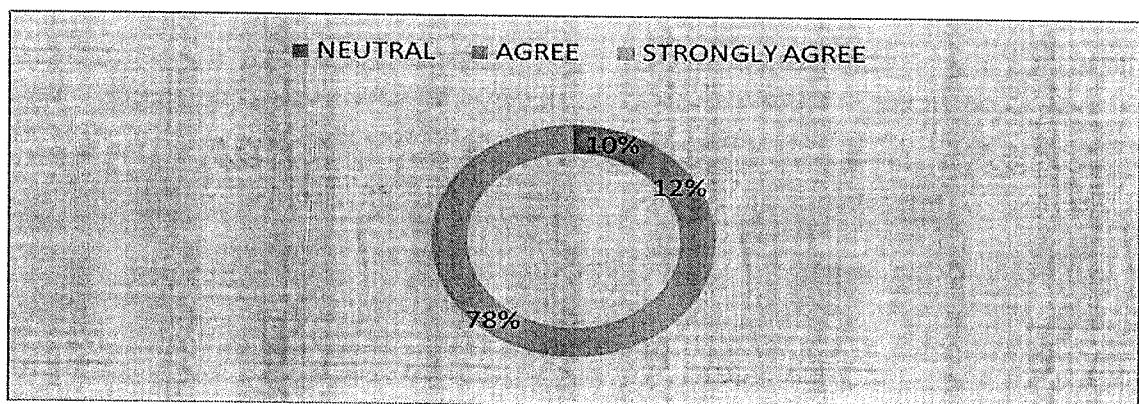
INFERENCE: From the above details it is clear that majority of respondents strongly agreed with the statement.78 percent of respondents strongly agree, 12 percent of respondents agree , 10 percent neither agree nor disagree with the opinion that the organisation is supportive in long term career development of their employees.

FINDINGS

1) 98 % of respondents are male employees
2) 47 % of respondents belong to the age limit of 30-34
3) Above 75 % of respondents are married
4) 30 % of respondents are bell boys
5) 57 % of respondents have just completed their high school
6) Above 50 % of respondents strongly agreed to the fact that organisation take   steps for career progression
7) All the respondents have strongly agreed that organisation helps them to gain more   work experience
8) 73 % of respondents have strongly agreed that organisation provides   opportunities to achieve career goals
9) Almost 80 % strongly agree with the opinion that the organization is supportive in long term career development of their employees
10) All respondents feel proud when they get recognition from the organization
11) 70 % of respondents believe that the organization links reward to performance appraisal
12) Above 80 % all of the respondents have opined that the non-financial benefits such as leave benefit, retirement plan and health benefit creates employee loyalty
13) All the respondents are in agreement to the fact that compensation and rewards are important for the respondents to stay in the organization
14) All the respondents have strongly agreed that they are treated as a part of organization
15) All the respondents have shown a positive intent to have a long relationship with the organization
16) Above 90 % of respondents agreed that they consider the organization's problem as their own
17) Above 70 % of respondents have opined that job security is high in the organization
18) 54 % of respondents strongly agreed that the physical conditions are comfortable to work
19) 80 % respondents strongly agreed to the fact that they feel secured in the   organization
20) A good majority of 62 % of respondents have opined that the co-operation and team work is high in the organization
21) 98 % of respondents strongly agree that the organization is a pleasant place to work
22) All respondents are willing to continue the same job in the organization
23) 31 % of respondents agreed to quit the job if other jobs offer them more pay.
24) All the respondents have shown a positive intent to uphold the reputation of organization to the public
25) All the respondents strongly agree to enhance the image of organization to the public
26) From the analysis and testing, it can be clearly inferred that career development   impacts employee loyalty in hotel industry
27) Through the statistical tools, it is evident that compensation and rewards have a great impact on employee loyalty
28) Through analysis, it is clear that job security plays an important role in employee loyalty
29) From the analysis and testing, it is evident that working condition plays a key role in employee loyalty

SUGGESTIONS

1) Motivation through both monetary and non-monetary ways may help to improve the morale and job satisfaction level of workers and the company can increase the percentage of very satisfied employees.
2) Welfare schemes and incentives are well accepted by the employees. So introducing new welfare scheme and packages will improve the morale and job satisfaction of employees.
3) Organizing annual day and family tour will help to develop and improve belongingness which increase job satisfaction
4) Motivates the employee by providing good relationship with them to increase the efficiency for producing effectively and also motivate the members to contribute co-operation among them
5) Introducing new blood helps the company to compete with other companies. So company may recruit new employees
6) Give respect to everyone which will definitely improve their satisfaction with the job

CONCLUSION

From the study on job satisfaction of employees in Hotel Sakthi, I conclude that, majority of the employees are satisfied with their job. Most of the employees are very satisfied with the facilities provided by the organisation. Majority of them are very satisfied with the guidance from superior and communication within the company.

Presently employees want more control of their careers and rewards based on performance. They are also concerned about opportunities for growth. Job satisfaction is a measure of how happy workers are with their job and working environment. Keeping high morale among workers can be of tremendous benefit to any company, as happy worker will be more likely to produce more take fewer days off and stay loyal to the company.

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