

Role Of Demographic Factors On Job Satisfaction Among The Star Category Hotel Employees

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ABSTRACT: The goal of this paper is to examine the influence of certain demographic factors (level of education, employee level) on employee perception regarding satisfaction among the star category hotel employees in India. As the hotel industry is linked with the tourism industry, the growth in the Indian tourism industry directly impacts the growth of Indian hotel industry. Sample of 500 employees were considered and they were asked to reveal their satisfaction level with the present job. Each employee was asked in person regarding the satisfaction with job (low, medium or high). The obtained data was analysed using cross tabulation and ANOVA. The results revealed that education level and employee level have relationship with job satisfaction.

Keywords: job satisfaction, education level, employee level

1 INTRODUCTION

THE Hospitality and Tourism industry of India plays a major role in the service sector of the Indian economy and offers diverse products throughout the globe. The service sector comprises of many industries. It includes hotels and restaurants, transport, insurance, business services and community, real estate and social & personal services. Indian Hospitality Sector is experiencing a rare sustained growth trends. The quality of the product of the hotel industry heavily depends on the employees. Quality employees are the building blocks of the organisation and though attracting and retaining the skilled workforce is a critical and challenging task for the employers, they should retain their valuable employees. The hotel's successful growth greatly depends on the creation of environment that attracts and exceeds the expectation of the employees because employees are the most valuable assets of hotels. Employee job satisfaction may be affected by many factors, and there are numerous consequences of employee job satisfaction. Factors related to job satisfaction can be divided into work-related characteristics and demographic variables. Supervision quality, orientation and training, job characteristics, and demographic variables are factors that have been shown to be related to employee job satisfaction in some job settings. The tenure of employees is affected by their job satisfaction because it is important to establish the employee retention plan (Fernsten & Brenner, 1987). The quality of supervision, orientation and training programme, job characteristics, and demographic variables are factors that are related to employee job satisfaction in the job settings (Blank & Slipp, 1994).

2 LITERATURE REVIEW

Job satisfaction refers to the individual contentment with the job, likeness towards the job or individual mindset towards the aspects of the job. Any combination of psychological, physiological and environmental circumstances that make a person satisfied with the job is termed as job satisfaction (Hoppock, 1935). This implies that though many external factors influence job satisfaction, it acts internal as job satisfaction is related with the feelings of the employees. According to (Vroom, 1964), an affective orientation of the employees towards their roles in the organisation is referred as job satisfaction. Job satisfaction can be termed as a collection of feelings and be-

liefs that people have about their current job. The degree of job satisfaction among the employees can vary from high satisfaction to high dissatisfaction. Satisfaction not only include attitude of the employees about their jobs as a whole but also their attitudes towards various aspects of their jobs such as the kind of work they do, their co-workers, supervisors or subordinates and their pay (George et al., 2008). Job satisfaction is a complex and multidimensional concept which varies according to the people. The employee attitude which is the internal state acts as the factor to which job satisfaction is related. It is linked with the personal feeling of the employees for quantitative or qualitative achievement (Mullins, 2005). Job satisfaction may be considered as a feeling that appears as a result of the perception of the employees when their job enables the material and psychological needs (Aziri, 2008). Job satisfaction is used to predict the behaviour of the employees such as turnover, morale, and commitment to the organization (Anton, 2009). Meyer and Allen (1997) suggest that the most variables include work experiences, socialization experiences, management practices, personal characteristics, and environmental conditions. These variables begin with work experiences, role states and psychological contracts, followed by affect, norm and cost related judgments

3 RESEARCH METHODOLOGY

The study aimed in analysing the employees' satisfaction based on two categories, i.e., education level and the employee level. Sample of 500 employees were considered and they were asked to reveal their satisfaction level with the present job. Each employee was asked in person regarding the satisfaction with job (low, medium or high). The obtained data was analysed using cross tabulation and ANOVA.

4 RESULTS AND DISCUSSIONS

On the basis of educational qualification and level of satisfaction with the job (Table 1), there are 162 employees who are working in the hotels after completing their schooling, out of them 22.8% employees have low level, 60.5% employees have medium level and 16.7% employees are highly satisfied with their job in the star category hotels. There are 65 employees in the hotels who are working after completing certificate course and diploma and out of them 9.2% employees have low level, 75.4% employees have medium level and

15.4% employees have high level of satisfaction. Out of 137 employees who have completed bachelor degree 22.6% have low level of satisfaction 59.1% employees have medium level and 18.2% employees have high level. There are 136 employees who have completed master's degree and out of them 16.9% employees have low level, 64.7% employees have medium level and 18.4% employees have high level of satisfaction.

TABLE 1: CROSS TABULATION OF EDUCATION LEVEL AND JOB SATISFACTION

		JSLEVEL			Total
		1	2	3	
1	Count	37	98	27	162
	Expected Count	31.4	102.4	28.2	162.0
	% within EDN	22.8%	60.5%	16.7%	100.0%
	% within JSLEVEL	38.1%	31.0%	31.0%	32.4%
	% of Total	7.4%	19.6%	5.4%	32.4%
2	Count	6	49	10	65
	Expected Count	12.6	41.1	11.3	65.0
	% within EDN	9.2%	75.4%	15.4%	100.0%
	% within JSLEVEL	6.2%	15.5%	11.5%	13.0%
	% of Total	1.2%	9.8%	2.0%	13.0%
3	Count	31	81	25	137
	Expected Count	26.6	86.6	23.8	137.0
	% within EDN	22.6%	59.1%	18.2%	100.0%
	% within JSLEVEL	32.0%	25.6%	28.7%	27.4%
	% of Total	6.2%	16.2%	5.0%	27.4%
Total	Count	23	88	25	136
	Expected Count	26.4	86.0	23.7	136.0
	% within EDN	16.9%	64.7%	18.4%	100.0%
	% within JSLEVEL	23.7%	27.8%	28.7%	27.2%
	% of Total	4.6%	17.6%	5.0%	27.2%
Total	Count	97	316	87	500
	Expected Count	97.0	316.0	87.0	500.0
	% within EDN	19.4%	63.2%	17.4%	100.0%
	% within JSLEVEL	100.0%	100.0%	100.0%	100.0%
	% of Total	19.4%	63.2%	17.4%	100.0%

TABLE 2: ANOVA FOR EDUCATION LEVEL AND JOB SATISFACTION

	Sum Squares	Df	Mean Square	F	Sig.
Between Groups	1667.460	3	555.820	4.579	.000
Within Groups	60205.490	496	121.382		
Total	61872.950	499			

The F-value (Table 2) of 4.579 implies that there is a statistically significant relationship between the educational level of employees in star category hotels and the job satisfaction of

the employees in the star category hotels. Hence, the null hypothesis of there is no significant difference between educational level of employees in star category hotels and the job satisfaction of the employees in the star category hotels is rejected. From Table 3, out of 146 employees belonging to manager levels in star hotels 18.5% employees have low satisfaction level, 63.7% employees have medium satisfaction levels and 17.8% employees have high satisfaction level with the job. There are 140 employees who belong to supervisor level, 20.7% employees have low satisfaction level towards their job.62.1% employees have medium level and 17.1% employees have high level of job satisfaction. Out of 214 employees belonging to staff level, 19.2% employees are with low satisfaction level towards the job, 63.6% employees have medium level and 17.3% employees have high job satisfaction towards their job in star category hotels. The F-value of 5.599 (Table 4), indicate that there is a statistically significant relationship between the level of employment in which the employees of star category hotels work and their satisfaction levels with the job in the star category hotels. Hence, the null hypothesis of there is no significant difference between the level of employment in which the employees of star category hotels work and satisfaction levels with the job in the star category hotels is rejected.

TABLE 3: CROSS TABULATION OF EMPLOYEE LEVEL AND JOB SATISFACTION

		JSLEVEL			Total
		1	2	3	
1	Count	27	93	26	146
	Expected Count	28.3	92.3	25.4	146.0
	% within LEVEL	18.5%	63.7%	17.8%	100.0%
	% within JSLEVEL	27.8%	29.4%	29.9%	29.2%
	% of Total	5.4%	18.6%	5.2%	29.2%
2	Count	29	87	24	140
	Expected Count	27.2	88.5	24.4	140.0
	% within LEVEL	20.7%	62.1%	17.1%	100.0%
	% within JSLEVEL	29.9%	27.5%	27.6%	28.0%
	% of Total	5.8%	17.4%	4.8%	28.0%
3	Count	41	136	37	214
	Expected Count	41.5	135.2	37.2	214.0
	% within LEVEL	19.2%	63.6%	17.3%	100.0%
	% within JSLEVEL	42.3%	43.0%	42.5%	42.8%
	% of Total	8.2%	27.2%	7.4%	42.8%
Total	Count	97	316	87	500
	Expected Count	97.0	316.0	87.0	500.0
	% within LEVEL	19.4%	63.2%	17.4%	100.0%
	% within JSLEVEL	100.0%	100.0%	100.0%	100.0%
	% of Total	19.4%	63.2%	17.4%	100.0%

TABLE 4: ANOVA FOR EMPLOYEE LEVEL AND JOB SATISFACTION

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1363.331	2	681.666	5.599	.000
Within Groups	60509.619	497	121.750		
Total	61872.950	499			

5 CONCLUSION

From the analysis it is clear that education level of the employees is linked with job satisfaction. Employees who have completed diploma/certificate course and master's degree have high level of job satisfaction compared to other two. Employees recruited as soon as completing the schooling without proper training are not satisfied with the job because they tend to move to other jobs basically for pay. They are not aware of the value of their job. So, hotels either should recruit well trained employees or assign jobs to them after providing sufficient training. Job satisfaction plays a prominent role in success of the hotel industry. In a customer oriented industry, the employees play a prominent role. The hotel's endeavour should be in satisfying their employees as it will increase the customer satisfaction leading to the rise of productivity and profitability of the hotel industry.

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