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JOB SATISFACTION, JOB MOTIVATION, AND EFFICIENCY IN WORK PERFORMANCE OF THE HOTEL EMPLOYEES: A CASE OF THAINUM RIVERSIDE HOTEL, THAILAND

Abstract:

The main objectives of this research were to study job satisfaction, job motivations, and efficiency in work performance of employees in the Thainum Riverside Hotel, Thailand and to analyze their demographic profile on their job satisfaction, job motivations, and efficiency in work performance. This study employed a quantitative research methodology. A questionnaire was used to collect the data. The collected data were then analyzed with descriptive analysis including frequency, percentage, mean, standard deviation, and t-test. The sample included 100 employees of the Thainum Riverside Hotel. The research findings showed that the overall satisfaction of the employee on their job was at a high level and their satisfaction on the rate of remuneration was rated the highest, followed by that on superordinate, and the characteristics of their job. In terms of their job motivation, it was found that their motivation was at a high level. The most rated motivation was the unique characteristics of their job, followed by incentives and benefits. As for the efficiency in their work performance, the findings indicated that the work performance of these employees were high. This was evidenced from the compliments from colleagues and superordinate and the achievement of the goals.

Keywords:

Job Satisfaction, Job Motivations, Efficiency in Work Performance

JEL Classification: Y80

Background and Significance of the Research

As the hotel business is a business that has to provide services to the guests for 24 hours a day and all year round without having holidays, sufficient number of administrators and employees are needed to run the business and provide services for the guests. With this reason, employees at every level of the hotel are regarded as the most importance resources. These people have to be trained so that they can have proper knowledge, capabilities, and skills. They also have to be taken care of with proper ways from the hotel administrators. It is believed that with appropriate training and care, the hotel employees can provide better services according to the global standards (Fongtanakit, 2016).

Work performance of the hotel employees and their service can impress the guests. These serve as the connection point that links between the guests and the hotel. Making the employees happy, satisfied, and motivated would help enhance their work performance and service mind (Wattananarungsun, 2015)

At the present, Thailand has given importance in the service industry because it has been generating a large amount of income, especially foreign currency to the country. It drives the country to enjoy better economic status. However, to be sustainably successful in the development and promotion of the service industry is not quite difficult for the entrepreneurs of medium-sized hotels because they have to have good marketing strategic plan to encourage prospective guests to use their services as well as encourage current guests to come back to the hotels.

Each hotel is different in terms of its size, design, services, image, strategies, management style therefore each of them is likely to have different kinds of guests. Some hotels have a lot of guests whereas some hotels have very few guests. Creating impression for the guests is regarded as a key that the hotels have to recognize the most. If their services are of quality, the guests are likely to come back again (Hanburut, 2015). The hotel business is one the most competing businesses. Retaining existing guests and attracting new guests need a number of factors that are used to satisfy the guests' needs such as comfort and convenience of the hotel rooms, taste of food and beverage, and hotel facilities etc. Among these factors, the most important factor is the quality of service provided by the hotel employees that can be used to develop the competitive advantages for the hotel. Quality of service can create good image for the hotels and make the hotel superior to other hotels in the point of views of the guests. It can also be used to promote the hotels because the guest can produce good word of mouth about the hotels (Hasoontree, 2009). The quality of service provided by the hotel employees normally comes from their job satisfaction and motivation.

With the above mentioned reason, this research aimed to examine the influence of the hotel employees' job satisfaction and job motivations on the efficiency of their work

performance. The findings of this research was expected to provide guidelines for planning a plan for human.

Research Objectives

The main objectives of this research were to:

1. study job satisfaction, job motivations, and efficiency in work performance of employees in the Thainum Riverside Hotel, Thailand; and
2. analyze the influence of these employees' demographic profile on their job satisfaction, job motivations, and efficiency in work performance.

Scope of the Research

Scope on content

This study focused on the study on factors influencing the efficiency in work performance of the hotel employees including job satisfaction, job motivations, and their demographic background which were gender, age, educational level, working duration, and income.

Scope on population

Population of this research were employees of the Thainum Riverside Hotel. There were around 100 persons at the time of conducting this study.

Scope of studied variables

There are two groups of variables. The first group is independent variables including demographic profile of the hotel employees, job satisfaction, and job motivations. The second group is dependent variables which is the efficiency in their work performance.

Scope of the study site

This study was conducted at the Thainum Riverside Hotel

Research Methodology

Research design

This study used a quantitative research methodology because it aimed to investigate the relationship between demographic profile, job satisfaction, and job motivations of the hotel employees and the efficiency of their work performance.

Population and sample

Population of this research were employees of Thainum Riverside Hotel. All of them were selected. As a result, 100 employees were respondents of this study.

Data collection tool

A self-administered questionnaire was used to collect the data. It contained two parts of questions. The first part contains questions on demographic background of the respondents. The second part was designed to gain the data on the employees' opinion on their job satisfaction, job motivations, and the efficiency of their work performance. Questions in the latter part were in a form of Likert scale (Zikmund, 1997, cited in Serirat, et al., 1998). There were five scales from the highest, high, moderate, low, and the lowest scales.

Data analysis

In analyzing the collected data, the followings approaches were used:

Data on demographic background of the respondents were analyzed by descriptive statistics including frequency and percentage.

Data on the employees' job satisfaction, job motivations, and the efficiency of work performance were analyzed with percentage, mean, and standard deviation.

Research Findings

In terms of the employees' demographic backgrounds, it was found that from the total of 100 employees, 65 percent of them was female and the rest (35 percent) was male. The average age of the respondents was between 25-30 years old. Most of them were graduated with vocational degrees, had worked for around 1-3 years. The average income per month was between 10,001-20,000 Bath.

In terms of the employees' job satisfaction, it was found that it was rated at a high level and when considering at each aspect the job satisfaction including the rate of remuneration, superordinate, colleagues, job characteristics, work condition, and career path opportunity, each of which was also rated at a high level. The satisfaction on the rate of remuneration was rated the highest, followed by that on superordinate, the characteristics of their job, colleagues, career path opportunity and work condition, respectively. This might be because the hotel had good environment, faced the sea and had privacy, therefore there were many guests staying. With this reason, the hotel had earned a lot of money from the guests and could arrange satisfied benefits and salary to the employees. These aspects of job satisfaction reflect the employees' desires on their work. This is consistent with the argument of Spector (1997) who states that job satisfaction is the feeling of like or dislike which in general feeling on the job.

As for the job motivations of the hotel employees, it was found that their overall job motivations were rated at a high level and each aspect of the motivations including unique characteristics of their job, management style of the hotel, and incentives and benefits provided for employees was also rated at a high level. The most rated motivation was the unique characteristics of their job, followed by incentives and benefits, and management style of the hotel. This is consistent with the study of Kohklang (2009) which studied relationship between job motivations of the hotel employees and other factors. This study revealed that the employees' job motivations had the most relationship with their bond established with the organization, followed by job characteristics, benefits, respect from others, career path, relationship with superordinate, and rate of their income.

In term of the efficiency in their work performance, the findings indicated that the work performance of these employees were high. This was evidenced from the compliments from colleagues and superordinate and the achievement of the goals.

As for the influence of the employees' demographic factors on their job satisfaction, job motivations, and the efficiency of their work performance, the data analysis showed that these three factors had an influence on the efficiency of the hotel employees' work performance. Specifically, the hotel employees with different gender were like to be different in the efficiency of their work performance, whereas those with different age, duration of work, and income per month tended to have no difference in the efficiency of their work performance. This means that only gender had an influence on the efficiency of work performance.

To conclude, this study argues that the overall job satisfaction, job motivation, and efficiency of work performance of the hotel employees of the Thainum Riverside Hotel were high. This might be because the administrators of the hotel had good vision and management style in managing the hotel. This might in turn enable the employee selection and recruitment process to be able to filter only efficient people to work. The hotel should maintain this management style with the aim to keep their employees satisfied and motivated. This study can conclude that happy employees are likely to have efficient work performance and provide good services to the guests.

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