

# An analysis of the impact of employee satisfaction at Comfort Inn legacy, Rajkot (Gujarat)

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**Abstract:** Job satisfaction is one of the most important factors which have drawn attention in today's time by the organization. Various studies have been conducted to find out the factors which determine job satisfaction and the way it influences productivity in the organization. Though there is no conclusive evidence that job satisfaction affects productivity directly since productivity depends on so many variables, it is still a prime concern for managers. Job satisfaction is the mental feeling of favorableness which an individual has about his job. "Job satisfaction is very important because most of the people spend a major portion of their life at their working place & it has its impact on the general life of the employees also, because a satisfied employee is a happy human being. The study tries to evaluate how factors affect the satisfaction level of employees individually in COMFORT INN, RAJKOT. It assesses how different factors motivate the employees in the organization. The study also attempts to analyze the opinion of employees towards the working life in the organization.

**Key Words:** Job satisfaction, Factors affecting job satisfaction, Employees view on different job satisfaction policies by the organization.

## 1. INTRODUCTION:

Job satisfaction is defined as the extent to which an employee feels self-motivated, content & satisfied with his/her job. Job satisfaction happens when an employee feels he or she is having job stability, career growth and a comfortable work life balance. This implies that the employee is having satisfaction at job as the work meets the expectations of the individual. Employee dissatisfaction is a major concern for businesses. Billions of dollars are lost each year because of high turnover. According to studies, the situation can be improved by increasing workplace engagement.

## 2. LITERATURE REVIEW:

**Azman Hashim, Johor (23 June 2018)** Spector (1997) refers to job satisfaction in terms of how people feel about their jobs and different aspects of their. A recent study results showed that university graduates were more satisfied with their jobs. It was found that job satisfaction is more related to extrinsic rewards than intrinsic rewards. Robbins (2001) said when employees feel happy about their compensation they are more motivated towards their work and the performance of the company also boosts.

**Nithish Vijayakumar & Prof. Soni Vivek;** There are a handful of factors that impact the level of satisfaction in the hotel business, for example, career improvement, remuneration and rewards, employer stability and working environment. If you treat your employees more like hotel guests, you will reduce turnover. The results indicate that there has been an occurrence of a strong correlation amid all the factors of compensation & rewards along with the satisfaction of the job.

**Andreas MASOURAS (March 2015)** There are many factors that can influence a person's level of job satisfaction; these factors include the level of pay and benefits, the perceived fairness of the promotion system within a company, the quality of the working conditions, leadership and social relationships, and the job itself. The main objective is to evaluate in a measurable way the employees' job satisfaction, to examine the relationship of specific environmental factors with job satisfaction and to develop an action plan including suggestions and recommendations for improvement.

**Marina LaškarinAžić (10 March 2017)** Positive behavior inside organization is not only the proper way of serving guests but also the only way in which hospitality organizations could develop healthy relationships with guests in the long term. Employees who show satisfaction in their everyday job performance are more likely to provide "service with a smile", which will result in guests who are more satisfied.

**Dr. Neeraj Kumari(March 2016)** The following are the eight parameters that have been considered for the study of employee satisfaction: Work Culture, Training, Communication, Compensation, Rewards & Recognition, Performance Appraisal System, Work Relations and Work Environment. The top parameters we notice here are: 1) Rewards and Recognition 2) Communication 3) Training 4) Work Culture.

**3. RESEARCH OBJECTIVE:**

- To study various factors affecting job satisfaction in Comfort Inn Legacy
- To examine the overall job satisfaction level amongst employees of Comfort Inn Legacy.

H1- There is significant difference between the mean score of salary offered to the different gender of employees.

**3.1. RESEARCH DESIGN:**

Here we are using descriptive research design which is an organized way of gathering and analyzing the data obtained from various resources

**3.2. SAMPLE DESIGN:**

**Sampling Method-** Convenience Sampling

**Sample Size-**85

**4. DATA COLLECTION :**

For this study the primary data is collected through a questionnaire.

**4.1 DATA ANALYSIS TOOLS**

For this study usage of Excel is done for generating charts while SPSS is used for analysis and interpretation.

**5. ANALYSIS AND INTERPRETATION:**

The questionnaire is divided into two parts- Part 1 is the demographic study and it consist of questions pertaining to the respondents demographic profiles, such as age, gender, marital status, educational qualification. Part 2 Has questions related to major factors affecting Job Satisfaction salary being offered, framework & policies, incentives, good performance recognition, fair promotional policy, relationship of the co-workers, working environment, safety and security, working hours.

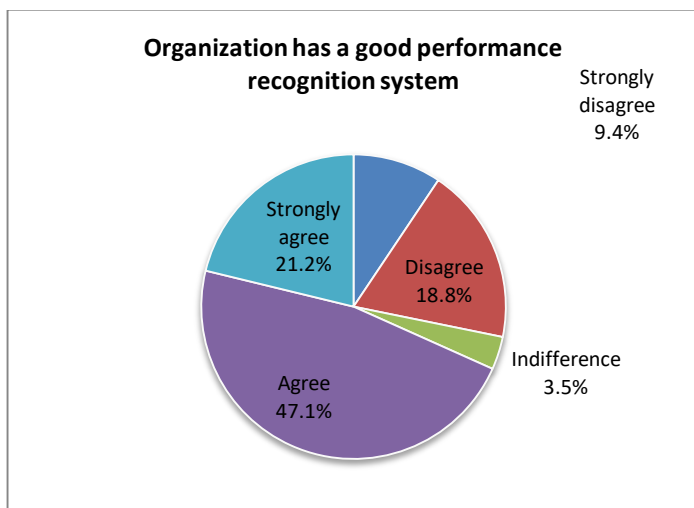


Figure-1

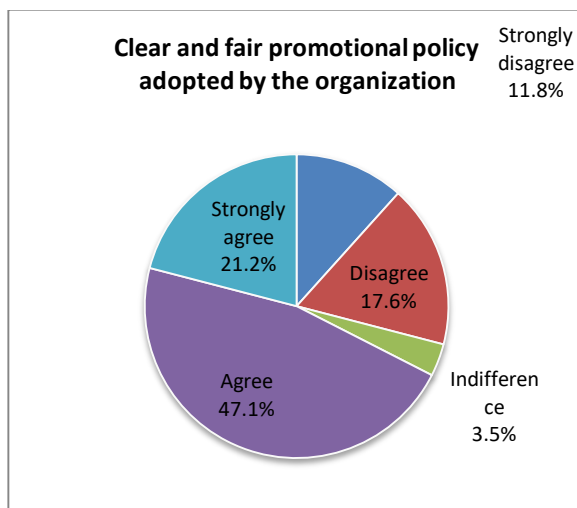


Figure-2

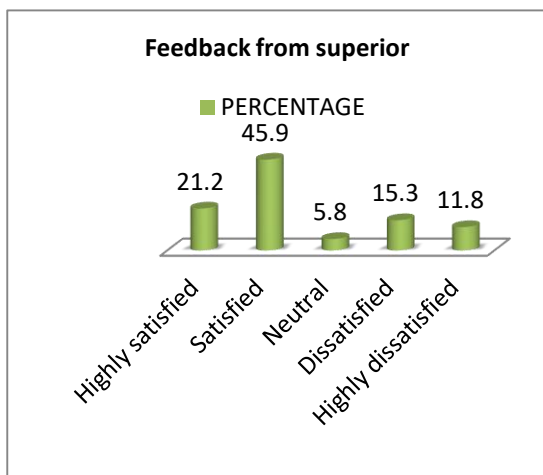


Figure-3

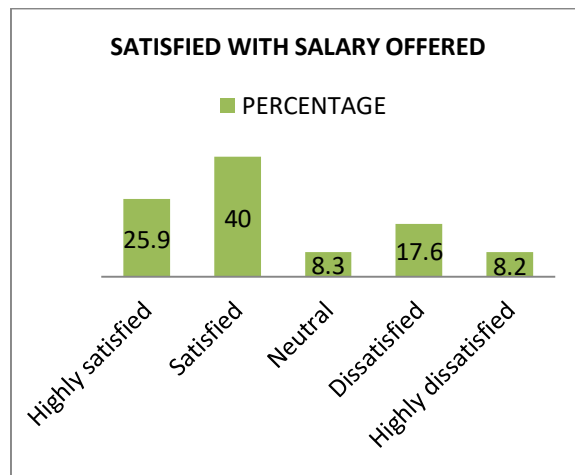


Figure-4

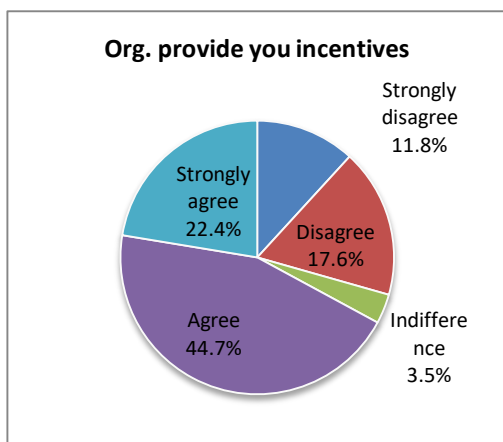


Figure-5

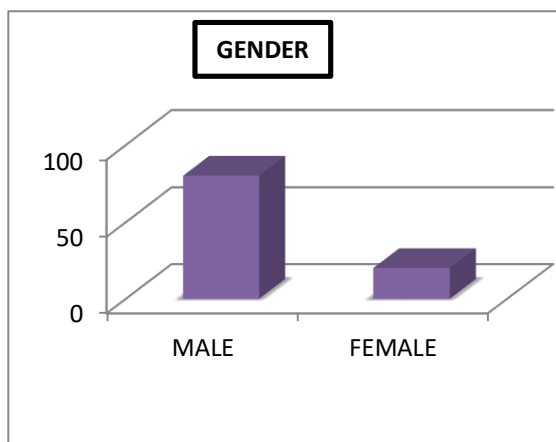


Figure-6

**5.1. T-Test for salary offered to the employees:** An independent sample t-test was conducted to compare salary of male and female. There was no significant differences in the score of gender ( $M = -2.21$ ,  $SD = 0.338$ );  $t(83) = -6.53$ ,  $p = 0.515$ . These results suggest that gender really doesn't have an effect on salary

**5.2. T-Test for incentives provided by the organization:** An independent sample t-test was conducted to compare salary of male and female. There was no significant differences in the score of gender ( $M = 0.176$ ,  $SD = 0.386$ );  $t(83) = 0.457$ ,  $p = 0.652$ . These results suggest that gender really doesn't have an effect on incentives.

**5.3. T-Test for fair promotional policy adopted by the organization:** An independent sample t-test was conducted to compare salary of male and female. There was no significant differences in the score of gender ( $M = 0.059$ ,  $SD = 0.397$ );  $t(83) = 0.148$ ,  $p = 0.884$ . These results suggest that gender really doesn't have an effect on promotional policy.

**5.4. T-Test good performance recognition system adopted by the organization:** An independent sample t-test was conducted to compare salary of male and female. There was no significant differences in the score of gender ( $M = 0.235$ ,  $SD = 0.363$ );  $t(83) = 0.648$ ,  $p = 0.524$ . These results suggest that gender really doesn't have an effect on performance recognition.

**5.5. T-Test for feedback received from the superiors :** An independent sample t-test was conducted to compare salary of male and female. There was no significant differences in the score of gender ( $M = -0.044$ ,  $SD = 0.369$ );  $t(83) = -0.120$ ,  $p = 0.906$ . These results suggest that gender really doesn't have an effect on feedback.

## 6. LIMITATIONS:

- Limited time was allocated for the study which was not sufficient to gather in-depth information.
- We can't consider that all the answers given by the employees are right or the real one some employees might have answered for the sake of answering.
- The research was limited only to the employees of Rajkot city so the result can't be generalized to the whole market.

## 7. FINDINGS:

- The employees are satisfied with the salary being offered in the organization and even the incentives offered in the organization
- The employees agree that the organization has a good performance recognition system and they have a clear fair promotional policy.
- The employees are satisfied with the feeling of belongingness and the relationship of the co-workers in the organization.
- The employees agree that the organization provides a stable working environment and even the safety measures are very good.
- The employee disagree that the salary offered isn't up to the expectations, hence we can say that are satisfied with the salary offered.
- The employees are satisfied with the communication done with the superiors and even they are contended with the feedback received from the supervisor
- The employees agree that the complaints are duly addressed by the organization, the
- Employees are even satisfied with the working hours of the organization

## 8. CONCLUSION:

We were very lucky as we got the chance to do the research work at COMFORT INN. We got a lot of practical exposure and learning's. We learnt about the facilities and polices they provide to employees for their satisfaction, by which the employees are motivated towards the work and their performance is increased. We have learned that gaining practical knowledge is more important than theoretical aspects. The research study, analysis and findings are mentioned in this project.

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