

The Study on Employee Motivation Was Conducted In Hotel Femina, Trichy

Lenin Kumar M¹, Dr. S Venkatesh²

^{1,2} Dept of MBA

²Associate Professor

^{1,2} PRIST School of Business PRIST University Thanjavur

Abstract- The research study conducted is descriptive in nature and the sample size used for this study is 100. Both primary and secondary data are collected to meet the requirements. For collecting the data a structured questionnaire method is used as an instrument. The questionnaire is based on multiple choices, open ended and close ended question.

The study is mainly based on the primary data and the required primary data were collected through the structured questionnaire from the hundred sample respondents. In this study percentage analysis, chi-square is used to interpret the data collected.

And this study reveals that the Employee Motivation, also identified and relevant suggestion are given to improve the employee motivation in Hotel Femina.

I. INTRODUCTION

Employee motivation is an element that extensively determines the final outcome of some activity. Without proper employee motivation all capabilities and experience of an individual are in vain. Motivation is like the fuel in the engine. You can have a perfect machine, but without the fuel you can go nowhere. Motivation is important aspect of business management. Motivating employees is not just task of Human Resources but it is a responsibility of all managers. Lack of on job motivation can cause increased employee turnover. There are a certain levers that can support employee's moral at certain level.

DEFINITION OF EMPLOYEE MOTIVATION:

The only way to get people to like working hard is to motivate them, Today people must understand why they are working hard, Every individual in an organization is motivated by something different.

NEED OF THE STUDY:

Employee motivation at the work place is as the heart to your body. If you are partially satisfied then you can work but there will be less or no productivity.

- To ensure the dynamic needs of the individuals development ,
- To meet the needs of organizational development ,
- To meet the challenges by changes in technologies, job systems and working methods,
- To meet the need of a developing economic of country.

OBJECTIVES OF THE STUDY:

- To study the socio demographic characteristics of the respondents,
- To examine the general employee motivation inside the organization,
- To study the opinion of employees regarding management style followed by the organization,
- To find the impact of employees involvement inside the organization,
- To offer suggestions for enhancing employee motivation.

SCOPE OF THE STUDY

- The study helps the management to study the employees opinion regarding the present employee motivation inside the organization,
- The study reveals the employees involvement in the present era and there by suggesting the management for its future development,
- The scope of the study is limited to all level of employees in the organization,
- The study analyzes the relationship between certain variables.

LIMITATION OF THE STUDY

- The primary data is collected from the employees during their limited leisure hours,
- This study is conducted on all the department irrespective of all the levels,
- This study deals with all the major concepts regarding the Employee motivation,
- All the employees were highly co-operative to give their answer open mindedly,
- The survey has some practical difficulties in collecting the maximum information from the employees,
- The answer of one employee influenced the other at the time collection of data hence; here was generalization of the response from the workers.

II. REVIEW OF LITERATURE:

Cristina M.Giannantonio and Amy E.Hurle, Chapman University, One University Drive, Orange, USA, Available online 1th July 2002. Over 1100 Human Resource (HR) executives responded to a survey concerning their perception of the HR issues their companies are facing, the role of HR in their organization, the skills HR employees should possess, and the substantive HR knowledge that graduates of HR programs should be able to demonstrate. Result suggests the most important issues facing HR executives today is managing change. Executives felt it was extremely important for HR professional to be able to create a recruitment program in today is labor market. The results of the research provide several implications for the design the delivery of HR educational programs.

Golhar, Damodar Y A good HRM program will recruit, select, motivate, and return employees who have the require work force characteristics (Deshpante, Golhar, and Stamm 1993; Saha 1989). A majority of the published research investigating HRM issues in small business is conceptual and concentrated on drivers HRM topics.

Shailesh J Reviewing the relationship between human resource practices and psychological contract and their impact an employee attitude and behaviors' conceptual model. Practical implication- HRP and PC influence employee attitudes and behaviors as well as have a bearing an organizational effectiveness. Suggestively, as a policy implication, firms need to craft and effectively communicate their HR toolkit based on their employment relationship and business strategies.

III. RESEARCH METHODOLOGY

A proper research methodology is imperative to derive meaningful inferences and conclusions from the study. The Methodology followed for this study is as follows.

RESEARCH DESIGN:

Since the aim of the present study is to describe the various dimension of a study on Employee Motivation, Hotel Femina, Trichy, an empirical research design is used.

DATA COLLECTION TOOLS:

A questionnaire was applied to extract they require information for the executives and employees. All the questionnaires contain the multiple-choice questions.

SCORING PROCEDURE:

The scoring is done in a five point scale techniques and mentioned below,

1. Highly Dissatisfied
2. Dissatisfied
3. Neutral
4. Satisfied
5. Highly satisfied

FIELD OF STUDY:

The researcher has conducted the study among the executives and employees in hotel Femina, Trichy.

STATISTICAL TOOLS USED:

- Sample analysis by Percentage Method,
- Sample analysis by Chi-square Method.

PERCENTAGE ANALYSIS:

Percentages are often used in data presentation, for they simplify number, reducing all of them to a 0-100 range. Through the use of percentage, the data are reduced into the standard form with base equal to 100, which in the fact facilitates relative comparison.

$$\text{Percentage} = \frac{\text{Number of Responses}}{\text{Total number of responses}} * 100.$$

CHI-SQUARE TEST:

Chi-square test is used to find out whether two or more attributes are associated or not. In order to test the association of the attributes, the hypothesis are taken.

HYPOTHESIS TESTING

IV. CHI-SQUARE ANALYSIS

I. Calculation whether there is any significant relationship between physical working condition and job security & equal promotional opportunities

Level of Significant:

$$\begin{aligned} \text{Degree of Freedom} &= (r-1)(c-1) \\ &= (5-1)(2-1) \\ &= 4 \times 1 \\ &= 4 \end{aligned}$$

$$\begin{aligned} X^2_{\text{tab}} &= 9.49 \\ X^2_{\text{cal}} &> X^2_{\text{tab}} \\ 27.92 &> 9.49 \end{aligned}$$

Decision making:

The table values of χ^2 for 4 the degree of freedom at 5% level of significance 27.92. The calculated value of χ^2 is higher than the table value. So we accept the Null Hypothesis (H_0) and reject the Alternative Hypothesis (H_1).

Interpretation:

There is a no significant relationship between physical working condition and job security & equal promotional opportunities.

II. Calculation whether there is any significant relationship between medical allowances and punishing system like memo, pay cuts, etc...

Level of Significant:

$$\begin{aligned} \text{Degree of Freedom} &= (r-1)(c-1) \\ &= (5-1)(2-1) \\ &= 4 \times 1 \\ &= 4 \end{aligned}$$

$$\begin{aligned} X^2_{\text{tab}} &= 9.49 \\ X^2_{\text{cal}} &> X^2_{\text{tab}} \\ 2.74 &> 9.49 \end{aligned}$$

Decision making:

The table values of χ^2 for 4 the degree of freedom at 5% level of significance 2.74. The calculated value of χ^2 is

higher than the table value. So we reject the Null Hypothesis (H_0) and accept the Alternative Hypothesis (H_1).

Interpretation:

There is a significant relationship between medical allowances and punishing system like memo, pay cuts, etc...

V. FINDINGS, SUGGESTIONS & CONCLUSION

FINDINGS

- Most of the respondents (68%) belong to the age group of below 25.
- 62% of the respondents belong to the male category.
- 62% of the respondents have 0-2 years of experience
- 46% of the respondents are satisfied towards this medical allowance
- 62% of the respondents belong to the monthly income of less 7000
- 52% of the respondents in educational qualification belong to the S.S.L.C/H.S.C
- 62% of the respondents are not satisfied with the present wages & salary structure
- 48% of the respondents are neutral monetary and welfare schemes
- 64% of the respondents are satisfied with this efficiency and productivity encouraged by the management
- 56% of the respondents are satisfied with this suggestion is accepted and implemented by your head.
- 45% of the respondents are satisfied with this agree to working under the pressure of your superior
- 49% of the respondents are satisfied with this training programmed helpful for my career development
- 40% of the respondents are satisfied towards the physical working condition.
- 40% of the respondents are satisfied with this job security & equal promotional opportunities.
- 44% of the respondents are satisfied with this management provides required guidance and support in improving the performance
- 56% of the respondents are highly satisfied with this organization is accepting the new generation of idea
- 45% of the respondents are highly satisfied with this enjoy all fringe benefits provided by your company

SUGGESTIONS

- The company can concentrate on employee working condition. Since majority of the employee dissatisfied with this concept.

- Some concentration can be shown on freedom of employee to express
- their views in the department
- The company can concentrate improve its communication process method. So that it reaches all the employees.
- The company can concentrate in reliving their wages & salary structure.
- The company can concentrate on labor welfare measures especially on female employees.
- The company can change their method of training especially in front office department.
- The work environment inside the company needs some concentration.

CONCLUSION

Employee motivation is vital for any organization to achieve its objectives. The study by the researcher reveals that the employee motivation is satisfactory but still the level can be enhanced by making using of the above suggestions. If the company makes a constant and conscious attempt to enhance the prevailing level of employee motivation the company can reap benefits in the long run. A simple step like timely increments and larger rests breaks go a long way in showing that the company cares for it employees and this would take up the company's image in the eyes of its employees. When the company is planning to go in for diversification in the near future its main thrust would be to have satisfied employees for reaching its mission and visions in the long run.