



## RESEARCH ARTICLE

### EMPLOYEE'S ATTITUDE TOWARDS JOB SATISFACTION IN STAR HOTELS IN CHENNAI

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#### ABSTRACT

In the recent years the hospitality sectors are growing very spontaneously. The hospitality sector mainly includes the hotels and restaurants. The hotel employees are getting high benefits from the industries. The employee, who are all have a positive attitude in the working hotel industries those are all get good benefits. Employee attitude increasing the productivity because; those are all have higher morale, job satisfaction. This study makes the analysis of one way ANOVA and correlation of the factors. Before going into the analysis the researcher finds the reliability of the instrument. From this study, the employees have a positive attitude when the hotel industry fulfills their needs.

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## INTRODUCTION

According to the Oxford dictionary, hospitality means "the reception and entertainment of guests, visitor or strangers with liberality and goodwill. The word hospitality is derived from hospice (nursing home), a medieval "house of rest" for travelers and pilgrims. Hospitality includes hotels and restaurants. Many people's definitions of hospitality extend only to restaurants and hotels. In reality, it goes far beyond this and includes any organisation that provides food, shelter and other services to people away from home. When viewed in this light, the hospitality industry can be quite large and far reaching. Also, the numerous career opportunities become readily apparent. Employee attitude is very important to the any kind of working places. If they are work with Attitude the industries get more productivity. Every employee has a two type of attitude. Attitudes are generally positive or negative views of a person, place, thing, or event-- this is often referred to as the attitude object. According to Baron (1987), Attitude is defined as, lasting evaluations of people, groups, objects, or issues- in fact, of virtually any aspect of the social or physical world.

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Attitude as a state of mind or feeling with regard to some matter. The word "attitude" is used rather loosely as a catchall term for the whole collection of one's opinions, prejudices, and sentiments, even though the basic meanings of these terms are different. Redefined, it means that attitudes are something we learn. This learning usually occurs gradually through many different kinds of experience or as the result of a particularly powerful emotional experience. Most attitudes have learned from those experiences can be favorable or unfavorable, pleasant or unpleasant, and the resulting attitude ends up as negative or positive. Social environment plays an important part in shaping attitudes. We may reflect attitudes from others, such as; parents, friends, leaders or persons of prestige (Mrs. Neha Rathi, 2012).

Attitude is divided into two categories that is positive and negative attitude of the working employees. A positive attitude helps predict the work behavior and the negative attitude will increase the absenteeism and decrease the employees' morale, motivation, commitment and job satisfaction. Employees' attitudes can be changed and sometimes it is in the best interests of managements to try to do so. For example, if employees believe that their employer does not look after their welfare, the management should try to change their attitude and help develop a more positive attitude in them.

## Objective of the study

- To evaluate the employee attitude with respect to the designation of the respondents.
- To study the relationship between the employee attitude and job satisfaction.

## Review of literature

Allport (1935) defined an attitude as a mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence on the individual's response to all objects and situations to which it is related. A simpler definition of attitude is a mindset or a tendency to act in a particular way due to both an individual's experience and temperament. How people behave at work often depends on how it feels about being there. Therefore, making sense of how people behave depends on understanding their work attitudes. Banjoko (1996) states that many managers use the money to reward or punish workers. This is done through the process of rewarding employees for higher productivity by instilling fear of loss of job or other related issues (e.g., no annual increment or promotion due to poor performance). The desire to be promoted and earn enhanced pay may also motivate employees. Rewards, financial or otherwise, should be valued and must be perceived as based on performance. Perhaps there is no hitch in acknowledging this principle. But most organizations have far to go in implementing them. Brown (1969) categorizes commitment as (1) includes something about the notion of membership; (2) it reflects the current position of the individual; (3) it has a special predictive potential, providing predictions concerning certain aspects of performance, motivation to work, spontaneous contribution, and other related outcomes; and (4) it suggests the differential relevance of motivational factors.

Kristof-Brown et al. (2005) demonstrated that person-organization fit is more closely related to attitudes than any other category of outcomes. The same cannot be said of other types of person-environment fit (e.g., person-job). With respect to attitudes, person-organization fit was more strongly related to organizational commitment than to job satisfaction. The degree to which this relationship holds when the environmental variable is at the work group level is unknown. Murphy (1985) informs us that individual attitudes are positive when there is a tourism related community involved. Owning or operating businesses in such a particular area, thus providing employment to a vast number of local people, has a positive impact on their attitudes and 35 Perceptions and attitudes towards the hospitality professionals in Cyprus perceptions. The authors argued that there has been a trend for more positive attitudes in the industry by those who have some contact them by those who have no direct involvement or perceive that they derive no benefit from tourism.

Robbins, (2001) considered work attitude to be a set of attitude and thoughts toward work, and such attitudes and thoughts are reflected in the form of worker involvement and organizational commitment. Therefore, it examined work involvement and organizational commitment in terms of work attitude. Silva (2006) explained that studying the attitude of the workers has

become a major issue because, by knowing the reasons that make an employee unhappy, the company can make arrangements to the basis of the problem. Moreover, diverse job tasks, kind co-workers and a nice working environment have been detected both as a motivational and satisfaction factors. People agreed that a pleasant atmosphere contributes in the creation of optimistic feelings.

## Methodology

### Respondents

Participants of this research paper were the employees of different star hotels, i.e., Three, Four, and Five star hotels. Our target was the employees of different star hotels in Chennai District. Housekeeping, front office, food and beverage service, food production and Restaurant manager and the workers are targeting peoples.

### Instrument

We used closed questionnaire having four research variables, so questionnaire was consisted of total 17 questions. The items of the questionnaire are measured by five-point Likert's scale.

### Procedures

We visited all these hotels and first of all we informed the respondents that all their information will keep confidential and then got the feedback directly from the respondents on the spot.

### Sampling

We used Stratified Random Sampling design to select samples from a population.

### Sample Size

The Sample size of research was 146 respondents from which we collected data.

### Data Collection

We used questionnaire which consists of 17-Questions of 4 variables of the impact of employee attitude. We distributed 160 questionnaires and received 146 in complete form.

### Data Analysis

Data collected from respondents was put into SPSS 20 and check the Reliability after that using factor analysis find our factors and then we taken in to further analysis like One –way ANOVA and Correlation.

### Reliability Test

Before applying factor analysis, testing of the reliability of the scale is very much important as it shows the extent to which a scale produces consistent results if measurements are made repeatedly. This is done by determining the association in between scores obtained from different administrations of the scale. If the association is high, the scale yields consistent

results, this is reliable. Cronbach's alpha is most widely used method. It may be mentioned that its value from 0 to 1 but, satisfactory value is required to be more than 0.6 for the scale to be reliable (Malhotra, 2002; Cronbach, 1951). Cronbach's Alpha scales as measures reliability. Its value is estimated to be 0.848 (Table 1). If, reliability value is compared with the standard value alpha 0.6 advocated by Cronbach (1951), it has been found that the scales used by us are highly reliable for factor analysis.

### Factor analysis

Factor analysis explores the interrelationships among variables to discover if those variables can be grouped into a smaller set of underlying factors. It is used to assess the number of factors and the loadings of variables.

### KMO and Bartlett's Test

Kaiser- Meyer-Olkin (KMO) measure of sampling adequacy is useful method to show the appropriateness of data for factor analysis. The KMO statistics vary between 0 and 1. Kaiser (1974) recommends that values greater than 0.5 are acceptable.

Between 0.5 and 0.7 are mediocre, between 0.7 and 0.8 are good, between 0.8 and 0.9 are superb (Field, 2000). In the table no 2 given below, the value of KMO of overall matrix is .804, thereby indicating that the sample taken to process the factor analysis is statistically significant.

### Total Variance Explained

Principal component analysis (PCA) is used by varimax rotation. The values were analyzed by the PCA. Four variables extracted from the analysis with an Eigen value of greater than 1, which explained 59.672% of the total variance. The first component explains the most and about 50.060% and second component explains 39.019% and third and fourth variables respectively 26.343%, 13.318%.

### Rotated component matrix

The PCA are further orthogonally rotated using varimax with Kaiser Normalization algorithm. It is worth mentioning out here that factor loading greater than 0.30 are considered significant, 0.40 are considered more important and 0.5 or greater are considered very significant. According to the principles rotated (varimax) component matrix loadings the four factors. From the loading four factors are taken to be further analysis.

**Table 1. Reliability Test**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.848	.848	17

**Table 2. KMO and Bartlett's test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.804
Bartlett's Test of Sphericity	Approx. Chi-Square	697.344
	Df	136
	Sig.	.000

**Table 3. The employee's attitude vs. designation of the respondents**

Dimension	Front office	Housekeeping	Food and Beverage service	Restaurant Manager	Others	F value	Sig. Value
Factor 1	3.300	2.882	3.166	3.062	3.488	2.325	.059
Factor 2	3.175	3.066	3.479	2.875	3.392	1.400	.237
Factor 3	3.150	3.132	3.152	3.625	3.327	0.410	.801
Factor 4	3.306	2.976	3.483	3.150	3.542	2.460	.048*

**Table 4. Correlation of employee attitude factors and Job Satisfaction**

To find out the relationship between Attitude Factors the correlation analysis is performed.

		Factor1	Factor2	Factor3	Factor4
Factor1	Pearson Correlation	1			
	Sig. (2-tailed)				
Factor2	Pearson Correlation	.349**	1		
	Sig. (2-tailed)	.000			
Factor3	Pearson Correlation	.455**	.344**	1	
	Sig. (2-tailed)	.000	.000		
Factor4	Pearson Correlation	.518**	.471**	.519**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	146	146	146	146

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## One way ANOVA

H0- There is no significant difference in employee's attitude among respondent of varied designation.

From this Table 3, that the others position employees have a significantly higher factor 4 ( $F=2.460$ ,  $P=.048$ ) than the front office, housekeeping, food and beverage service and restaurant employees. So, here the null hypothesis is rejected. The other level employees factor 1 scores is also higher, but it is not represented statistically significantly ( $F=1.400$ ,  $P=.059$ ). The factor 2 viewed higher among the food and beverage service than the others which is not statistically significant ( $F=1.400$ ,  $P=.237$ ) and the factor 3 scores ( $F=0.410$ ,  $P=.801$ ) this also represented not statistically significant. Therefore, the null hypothesis is accepted.

## Correlation

From this Table 4, explains the highest correlation exist between factor 4 and factor 3 ( $r = .519$ ,  $p<0.000$ ) followed by association between factor 2 and factor 3 ( $r = .344$ ,  $p<0.000$ ) and the factor 2 and factor 1 ( $r = .349$ ,  $p <0.000$ ). So, the employees are having attitude and job satisfaction from these factors specialties, working environment, promotion and finally work knowledge, skills respectively. These correlations are positive linear relationship with one factor to another factor.

## Conclusion

In this study, we find the reliability of the instrument and then using the factor analysis. The study was analyzed which Factor is getting most positive attitude in the hotel industries. From this analysis, the hotel industries get which factor is increasing the service productivity. And the correlation also finds out the variables are related or correlating with one to another attitude variable. So, the factors are correlated and also tell that the employee attitude will come from the variables to support the positive attitude and it's reflected to their job satisfaction.

In the study area they are not getting the proper promotion, job specialties and the work environment. So, we find they are slowly moving to a negative attitude.

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