

An Empirical Analysis Of Employee Motivation And Job Satisfaction In Moradabad's Food And Hospitality Industry

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Abstract

Workers' happiness on the job is crucial to the tourist industry's success since happy employees provide better customer service. The research employs a questionnaire to gauge workplace inspiration and contentment levels. According to the findings, a positive and statistically significant relationship exists between employee motivation and work satisfaction. Furthermore, the study finds that job satisfaction is influenced by factors such as salary, work environment, recognition, and opportunities for career development. The study results provide insights for employers in the food and hospitality industry in Moradabad on how to improve employee motivation and job satisfaction. The study concludes that a motivated workforce is essential for the success of any organization, and employers must focus on creating a work environment that promotes employee motivation and job satisfaction to retain talented employees.

Keywords: *employee motivation, job satisfaction, food industry, hospitality industry, work environment*

Date of Submission: 20-09-2023

Date of Acceptance: 30-09-2023

I. INTRODUCTION

In today's competitive business environment, every firm must address the issues of compensation and employee happiness. In order to reach new heights, any business has to hire competent staff and structure its operations so that its objectives may be met. It is hard to see a successful company operating without the dedicated collaboration of skilled individuals, which requires a robust compensation and incentive programme. Employees' ingenuity, hard effort, and initiative are apparent factors in the company's success and the fulfilment of its strategic objectives. Reward systems are all about formulating and enforcing strategies and policies to reward employees fairly and consistently in line with the organization's values. Helping an organisation adopt a rewards programme involves thinking through issues including [1] design, implementation, maintenance, and communication of incentive programmes. Many kinds of intrinsic incentives have been shown to boost worker happiness and performance on the job. Involvement in one's work, the ability to make decisions, independence in one's work, the relevance of one's work, and public acknowledgement are all benefits. There is no denying the positive effects these incentives have on morale inside the workforce. Employees are more satisfied, motivated, and committed to their work when the company fosters an environment that encourages open communication and collaboration and when they get fair remuneration for their efforts. Remember the value of employees to the whole organisation [2]. The value that businesses place on their employees' happiness and motivation at work is always on the rise. Numerous studies have determined the correlation between employee happiness at work and their output. This kind of study aims to identify areas for development within the target organisation and identify strategies for increasing the satisfaction of the target workforce. Factors that affect employee contentment and those that may lead to discontent with the work are discussed in this study. For instance, money's role as a motivation will be examined. This idea illustrates the significance of workers to a business and the significance of ensuring that they are happy, motivated, and hence productive. The link between compensation and contentment in one's work has obvious implications for productivity, both for the individual worker and the company [3], making it a subject worthy of serious investigation.

Culture is a broad concept often used to define intangible aspects of a company. While there is much literature on organisational culture, no one definition of culture has emerged as the gold standard. The organisational culture may be seen in leadership styles, modes of communication, the content and frequency of internal communications, and even company parties. Words for describing various cultures vary widely; this is to be expected, given the intricacy of culture. Some common descriptors of cultures include aggressive, customer-focused, inventive, fun, ethical, research-driven, technologically-driven, process-oriented, hierarchical, family-friendly, and risk-taking. Punctuality and attitude towards work, as well as the nature of contracts and employee perks, are all shaped by the company's culture. When an organisation's culture is congruent with its workers' wants and requirements, those workers are more likely to feel safe, cared for, and appreciated at work. Businesses that value their culture significantly can better adapt to new circumstances. Maintaining the unique qualities that set each organisation apart is of paramount importance. However, organisational cultures often serve as reflections

of desirable personal qualities. A corporation is considered to be in sync when its goals and the incentives of its personnel are aligned. Successful companies make it a priority to maintain congruence between their mission, values, and objectives.

Need to study Job satisfaction in the Hotel industry.

The hospitality sector is now one of India's most rapidly expanding industries. Between 2008 and 2018, its growth is predicted to average 8% annually. The Indian hospitality sector has recently seen phenomenal growth. It is no secret that India's booming tourist sector has been a significant driver of its burgeoning hotel industry. India's expanding business opportunities and thriving economy have been a boon to the country's hotel sector. Private travellers now have more options than ever because of the proliferation of low-effort aeroplanes and the accompanying price wars. As a result of the success of the 'Brain boggling India' objective campaign and the recently energised 'Atithi Devo Bhavah' (ADB) fight, both domestic and international tourism has seen increases, and as a result, hotel industry giants are flocking to India in the hopes of securing a larger share of the market. The government has approved over 300 cabin excursions, many of which are high-end. According to several reports, the hotel industry will need an additional 15 million workers by 2017, up from the current 7 million. India's hospitality business representatives could be more consistent, primarily due to dissatisfaction with poor pay and hard hours. The precariousness of workers in India's hospitality sector is an undeniable fact. According to Lalit.K.Panwar, the former Vice Administrator and Managing Director of ITDC Ltd, the sector needs 150,000 people annually despite supply being just 50,000 people yearly. This results in an annual loss of 100,000 persons. What is a severe problem?

II. LITERATURE REVIEW

Later in my thesis, I analyse how much of an impact money has as a motivator. Given the wide variety of people's requirements, paying close attention to the objectives set and rewards offered is crucial. Theories of motivation provide light on the many forces that drive people. Theories of what drives people have been studied for a long time. Human resource policies may be adjusted in light of these beliefs to engage better and motivate workers [4].

Different motivational theories, such as the need-based theory, reinforcement theory, and process theory, are used to examine what drives workers and makes them happy at work. However, it takes work to put a finger on precisely what it is that motivates employees. The foundation of every organisation is its employees, and there is a correlation between motivation and their level of work satisfaction. Motivation and work happiness are often confused with one another [5].

He noted that inspiration and work contentment are connected but distinct concepts. They understood that feeling content in one's work was a factor in motivating people. What matters in terms of motivation is goal-directed behaviour and the satisfaction that comes from one's work as a result of various incentives and job-related activities [6]. Even though a worker has pleasure in all aspects of his profession, he may lack drive [7].

Human resource management places a premium on pay and benefits for its employees. An organization's ability to attract and retain talented workers largely depends on the structure of its pay system. Providing a competitive salary and benefits package is a proven way to retain valuable employees [6]. Providing salaries and benefits that are competitive with the market and that workers value dramatically increases the likelihood that an organisation will be able to retain its staff. If workers are fairly compensated, they will stay with the company, but they may decide to quit if they are not. When workers feel their skills, talents, and efforts are valued, they are likelier to remain with their current employer [8].

The concept of transactional leadership was initially defined by Max Weber in 1947 and further developed by Bernard Bass in 1981. Transactional leadership emphasises managing, organising, and short-term planning as the three primary management activities. According to Maslow's hierarchy of needs, transactional leaders try to satisfy the most fundamental desires at the bottom of the pyramid. [9].

Such leaders use a more democratic approach, guiding their groups by persuasion and influence rather than intimidation. To guarantee positive results, modern leaders navigate ambiguity and contradiction in the following ways: they act as agents of change while maintaining a sense of stability; they set ambitious goals while being realistic; they shake up outdated systems of authority while keeping an eye on compliance. [9]

III. METHODS

Research Design: This study used a cross-sectional survey approach for its investigation.

Sampling Technique: The researchers in this study utilised a random sampling strategy. Forty-two workers were randomly chosen from Moradabad, India's hotel and restaurant sector. There were 176 male workers and 226 female workers in the entire sample.

Data Collection: A questionnaire was used to compile the information. Questions on work attitudes and experiences were included in the survey. Employees that were chosen were given the survey and requested to complete it.

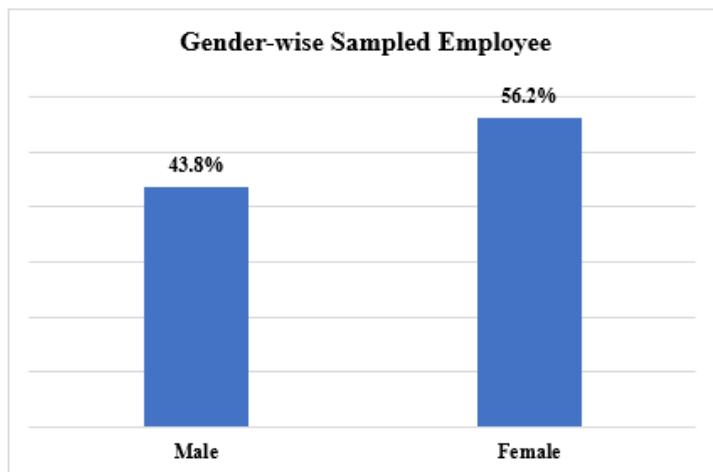
Data Analysis: Descriptive statistics, including frequency, percentage, mean, and standard deviation, were used to examine the data. Correlation analysis investigated the association between intrinsic motivation and work contentment. The mean scores of male and female workers were compared using the independent t-test.

Ethical Considerations: Ethical guidelines were strictly adhered to throughout the study. Before any data was collected, participants were briefed on the study's goals and permission was obtained. Participants' privacy was protected, and their information was solely used for scientific analysis.

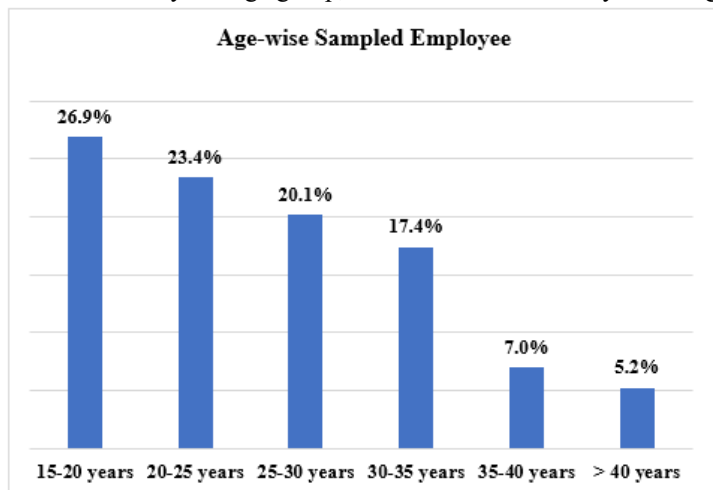
Limitations: The tiny sample size and the narrow focus of the research are two of the study's significant flaws. The study's results may only apply in some contexts or settings. Future research may overcome these restrictions by using a larger sample and covering more areas.

IV. RESULTS

1. In the sample set of 402 employees, 176 are male, while the remaining 226 are female. This represents a gender distribution of approximately 44% male and 56% female. Gender distribution is an important demographic factor that can impact employee satisfaction levels in restaurants and food outlets.



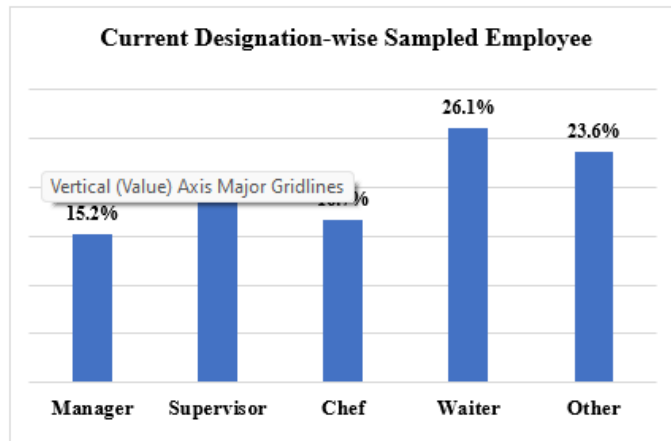
2. The age distribution of the employees in the sample set is as follows: 26.9% are in the 15-20 years age group, 23.4% are in the 20-25 years age group, 20.1% are in the 25-30 years age group, 17.4% are in the 30-35 years age group, 7.0% are in the 35-40 years age group, and 5.2% are above 40 years of age.



3. Regarding education, the data shows that 84.3% of the employees in the sample set are literate, while the remaining 15.7% are illiterate. Among the literate population, 12.9% have passed their 10th grade, 23.4% have completed secondary education, 18.7% have completed undergraduate studies, 13.2% have completed graduate studies, and the remaining 16.2% have completed post-graduation.
4. The data shows that in the respondents' families, the majority (36.1%) have 3-5 members, followed by 30.3% having 2-3 members, 26.9% having 5-7 members, and only 6.7% having more than seven members.

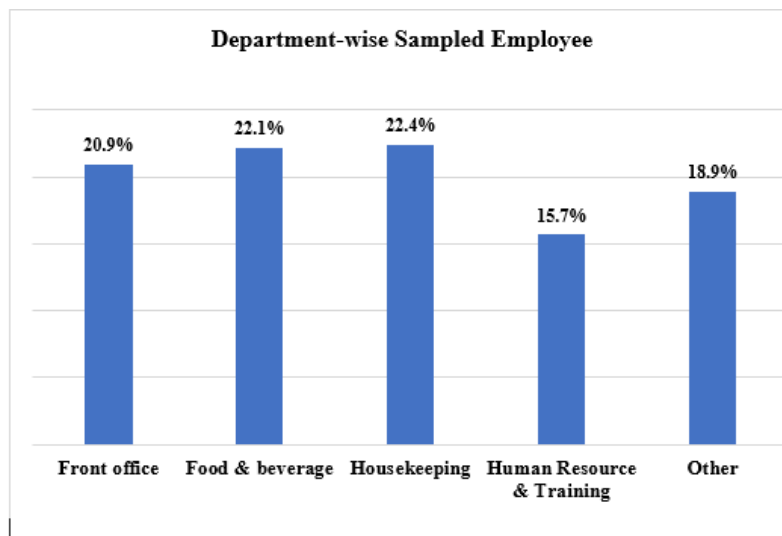
5. The data shows that the respondents in the sample set are employed in various positions in the fast food industry, including manager (15.2%), supervisor (18.4%), chef (16.7%), waiter (26.1%), and others (23.6%).

The diversity of job positions available in quick-service restaurants highlights the varied nature of roles and responsibilities that employees can undertake. Each position has its unique duties, responsibilities, and skill requirements. Therefore, analyzing the data by job position can provide valuable insights into position-based differences in job satisfaction, work environment, compensation, and other factors influencing employee satisfaction.



6. The data shows that most of the sampled employees (22.4%) are from the housekeeping department, followed by the food & beverage department (22.1%), front office department (20.9%), and human resources & training department (15.7%). Only 18.9% of the employees are from different departments.

It is important to note that the departmental distribution of employees in the sample set may differ from the broader population in the Moradabad region. Nonetheless, the departmental distribution of the sample set should be considered when interpreting the study results and making any recommendations based on the findings.



7. The data shows that 30.6% of the sampled employees have been with the organization for more than 12 months, followed by 1-3 months (25.6%), 4-6 months (23.6%), and 6-12 months (20.1%).

Employee tenure, or the length of time an employee has worked for an organization, can be an essential factor that can impact employee satisfaction levels. Employees who have been with the organization for extended periods may have more experience, knowledge, and job security, which can influence their job satisfaction. In contrast, new employees may face challenges adjusting to the work environment, understanding the job requirements, and building relationships with coworkers. Therefore, analyzing the data by employee tenure can provide valuable insights into tenure-based differences in job satisfaction, work environment, compensation, and other factors that can influence employee satisfaction.

It is important to note that the employee tenure distribution of the employees in the sample set may be different from the broader population in the Moradabad region. Nonetheless, the employee tenure distribution of the sample set should be considered when interpreting the study results and making any recommendations based on the findings.

8. Employees' experience in the fast food sector can be a critical factor that can impact their job satisfaction, motivation, and overall performance. In this study, we collected data on the employee's experience in the fast food sector, which can provide insights into how their experience influences their job satisfaction levels. The data shows that the sampled employees' experience in the fast food sector is as follows: 1-2 years (28.9%), 2-3 years (22.4%), less than one year (21.4%), 3-4 years (14.2%), and more than four years (13.1%). It is essential to note that employees with more experience may have higher job satisfaction levels due to their expertise, skills, and confidence in performing their duties. However, employees with less experience may have a higher enthusiasm and motivation to learn and improve their skills, which can also positively impact their job satisfaction levels. Analyzing the data by employee experience can provide insights into the relationship between employee experience and job satisfaction and the impact of experience on other factors such as compensation, workload, and work environment. These insights can be valuable in designing effective human resource policies, training programs, and other initiatives to enhance employee satisfaction and retention in the fast food sector.
9. Employee motivation is essential to job satisfaction and retention in the fast food sector. Our study collected data on the facilities employees prefer, which can motivate them to perform better and stay committed to their work. The data shows that employees are most motivated when they receive performance rewards (30.6%). This finding suggests that employers should provide an incentive system to recognize and reward high-performing employees, which can increase their motivation levels. Moreover, employees prefer to work with other departments to solve problems (36.8%), indicating that they value teamwork and collaboration. Providing opportunities for cross-functional training (34.1%) can also contribute to employee satisfaction and retention.
10. Facilities such as well-constructed areas like food storage, preparation areas, work surfaces, and display units (36.8%), managers considering employees' needs when planning work schedules (40.3%), and employees having the right to decide how they do their work (41.8%) are also essential for employee motivation and satisfaction. Furthermore, employees should be capable of handling customer service problems independently (39.1%), which suggests that they value autonomy and independence in their work. Finally, timely payment of salaries (45.3%) is critical for employee satisfaction and retention. The study found that most employees (58%) are satisfied with the job security provided by their organization. The chi-square value of 19.896 and significance value of 0.025 indicates a significant relationship between job security and employee satisfaction. This finding implies that job security is crucial for employees in the fast food sector. Organizations that provide job security to their employees are more likely to have higher levels of employee satisfaction and retention. Organizations can enhance employee satisfaction by providing job security through various means, such as offering long-term contracts, providing regular work hours, and ensuring job stability during economic uncertainty. Such efforts can lead to increased loyalty and commitment from employees, ultimately leading to improved organizational performance.
11. The study found that 46.8% of employees are satisfied with the current health insurance provided by their organization. However, the chi-square value of 17.608 and a significance value of 0.123 suggest no significant relationship between the organization's health insurance policy and employee satisfaction. While health insurance is essential for employees, this finding suggests that it may not be a significant factor in determining employee satisfaction in the fast food sector. Other factors, such as job security, pay, and work-life balance, maybe more crucial for employee satisfaction in this industry. However, it is worth noting that while the study found no significant relationship between health insurance and employee satisfaction, organizations should still consider providing competitive health insurance benefits to their employees. Offering robust health insurance coverage can help attract and retain employees and can also have a positive impact on employee well-being and productivity.
12. These findings suggest that base salary, health and insurance benefits, and retirement benefits are the most critical factors influencing employee satisfaction with compensation and benefits in the hotel industry. Additionally, performance-based bonuses and paid time off are important considerations for employees when evaluating their overall compensation and benefits package. Organizations that prioritize these factors may see higher employee satisfaction and retention levels.
13. Fast-food businesses need to pay attention to these factors and take steps to improve employee morale and job satisfaction. This can include offering training and development opportunities, ensuring fair compensation and benefits, promoting work-life balance, recognizing and rewarding employees for their efforts, addressing issues related to high workload, providing leadership development programs, and improving work-life balance for employees. By prioritizing these factors, businesses can create a more positive work environment

that encourages employee loyalty and productivity, leading to better customer service and business success overall.

V. CONCLUSION

In conclusion, this research analysed the correlation between intrinsic motivation and contentment with one's employment in the hospitality sector in Moradabad, India. According to the results of this study, an employee's level of motivation significantly affects their level of work satisfaction. Employees inspired to do their best at work are also more likely to take pride in their work and remain with the same company over time.

Characteristics like compensation, work environment, recognition, and prospects for advancement significantly impacted job satisfaction. Moradabad's hospitality and dining establishments may better retain their best staff if they provide an atmosphere that encourages personal growth and appreciation for one's profession. Fair and competitive pay, better working conditions, public acknowledgement and appreciation of workers' contributions, and training and advancement opportunities contribute to a more engaged and productive workforce.

The small sample size and the narrow focus of the research mean that its findings may need to be more generalizable to other contexts. These restrictions may be overcome by broadening the focus and scale of future studies.

Finally, this research sheds light on the significance of employee motivation and work satisfaction in Moradabad, India's food and hospitality sector. Employers may utilise the results of this research to establish a setting that increases morale and job satisfaction, which in turn increases efficiency, effectiveness, and employee loyalty.

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