

Chapter 21

Study on the Influence of Job Satisfaction on Employee Retention in the Hospitality Industry: A Detailed Study of Chandigarh's Star Hotels


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ABSTRACT

This study provides a detailed examination of the impact of job satisfaction on employee retention within the hospitality sector having smart ecosystem. The study is conducted on the star category hotels in Chandigarh, India. Through a descriptive research design employing snowball sampling for data collection, the study analyzes responses from 314 hotel employees regarding various job satisfaction factors and their correlation with employee retention rates. Utilizing SPSS for data analysis, the study identifies significant predictors of employee retention, including leadership involvement, communication effectiveness, and opportunities for professional development, while challenging traditional views on the role of salary increments and promotions along with impact of smart ecosystem on it. The findings underscore the importance of intrinsic motivational factors and work-life balance in enhancing job satisfaction and retention in the hospitality industry. The study also focuses on the pros and cons related to smart ecosystem in hospitality industry.

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1 INTRODUCTION

Satisfaction among workers is a solid indicator of their likelihood to remain with the company. Employee satisfaction tends to increase when companies participate in methods that foster strong working relationships. Dissatisfaction with one's work or with the leadership of the organization is a typical cause given by employees for leaving their current positions and seeking employment elsewhere. The term "employee satisfaction" refers to the state in which workers are completely engrossed in their job and have the perception that their efforts and efforts are appreciated by the organization. The fundamental cause for employee turnover in many situations is discontent, despite the fact that many workers quit their positions in quest of higher pay checks at other places of employment. Employees describe concerns connected to job discontent as one of the top seven reasons why people search for employment elsewhere, according to a study conducted by The Saratoga Institute that analysed more than 19,700 departure interviews conducted between the years 1999 and 2023. Taking into consideration this occurrence, it is in the best interest of an employer to concentrate on strategies to increase the level of pleasure experienced by their workforce. Increasing employee satisfaction may assist minimise employee turnover and contribute to the maintenance of a solid and motivated team.

The amount of job satisfaction with which workers are satisfied enables managers of an organisation to have a better understanding of their workforce. Employees often make decisions based on their surroundings, the actions of their coworkers, and the regulations that govern the policies of the man agreement. Management is obligated to be aware of the attitudes, views, and levels of satisfaction of their workforce. The relationship between employee happiness and retention may provide management with information and tools that have a direct influence on the bottom line and the result of the company. These tools also assist to establish good employee interactions and a pleasant work environment.

The link between work happiness and organisational commitment has been the subject of inconsistent results from a number of scholars who have conducted studies in the past. According to the findings of various investigations (Busch et al., 1998; Chiu-Yueh, 2000; Feinstein & Vondraek, 2006; Freund, 2005; Mannheim et al.,1997), work satisfaction was shown to be a strong predictor of organisational commitment. According to the findings of a number of academics, work satisfaction is a reflection of immediate emotive responses. According to Mannheim et al. (1997), one of the factors that determines an individual's level of commitment to an organisation is their level of work satisfaction. As a result, it is anticipated that employees who are really content with their jobs would have a greater level of dedication to the organisation.

There is a general agreement among both professionals in the business and academics that the ability of a company to retain its outstanding personnel is an essential factor that plays a significant role in defining the level of competitive advantage that the company has. A consensus that is accepted by everyone is that this is the case. There is a clear connection between it and the process of keeping people, which is one of the factors that determines the level of success that an organisation achieves (Bal, P. M., & Kooij, D. T.,2011). Enhancing the capabilities of workers and boosting their motivation is another procedure that is strongly tied to this one. The ability of a corporation to keep its staff is an extra factor that contributes to the overall success of the business. The hotel business has a number of issues, including a workforce that is in a state of perpetual change and fierce competition for qualified individuals (Chiu-Yueh, H., 2000); Ružic, D., 2015). These are only two of the many challenges that the sector faces. In the hotel industry, the retention of personnel is of the highest significance because of the problems that are there. Because of this, it is of the highest significance to keep employees under employment.

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