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A Study of Employees Satisfaction and its Effect towards Loyalty in the Hotel Radisson Blu Kaushambi

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Abstract- There is no easy way to maintain employee loyalty to an organization in order to retain employees. There are several variations that contribute to employee loyalty in the hotel industry such as job development, compensation and rewards, job security and the workplace. Therefore, this study was conducted to study the relationship between these four variables and employee loyalty that could reduce the rate of change in the hotel industry. Based on previous research, there is an important relationship between these variables with employee loyalty. In the study, there is other evidence that can prove that staff loyalty is reliable in these four variables. Therefore, the organization needs to focus more on job development, compensation and rewards, job security and the workplace in order to improve the credibility of their employees in the hotel industry. In this study, researchers conducted the study using questionnaires. Researchers have submitted a list of questions to employees working in the hotel industry. This could help researchers to identify the dynamics more accurately. In addition, this study also explains the important role of employees in the production and performance of a company.

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A Study of Employees Satisfaction and its Effect towards Loyalty in the Hotel Radisson Blu Kaushambi

Shubhangee Singh [α], Jyoti [σ] & Prof. (Dr.) Rajiv Mishra [ρ]

Abstract- There is no easy way to maintain employee loyalty to an organization in order to retain employees. There are several variations that contribute to employee loyalty in the hotel industry such as job development, compensation and rewards, job security and the workplace. Therefore, this study was conducted to study the relationship between these four variables and employee loyalty that could reduce the rate of change in the hotel industry. Based on previous research, there is an important relationship between these variables with employee loyalty. In the study, there is other evidence that can prove that staff loyalty is reliable in these four variables. Therefore, the organization needs to focus more on job development, compensation and rewards, job security and the workplace in order to improve the credibility of their employees in the hotel industry. In this study, researchers conducted the study using questionnaires. Researchers have submitted a list of questions to employees working in the hotel industry. This could help researchers to identify the dynamics more accurately. In addition, this study also explains the important role of employees in the production and performance of a company.

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I. Introduction

This study will attempt to identify factors that may contribute to employees staying in their current work environment. In addition, the link between employee satisfaction, co-operation and employee loyalty will be investigated. Managers of many organizations develop their own training programs, benefit packages, performance appraisal and work plan based on their company policy. Usually these policies are aimed at developing loyal employees as this leads to longer durability. When an employee works for a company for a long time it becomes very valuable, especially in the service industry.

Employee satisfaction is the employees who enjoying their positions and feels rewarded for their efforts will ultimately be the most successful, as well as the most beneficial to their companies. Employee satisfaction is also used to describe the employees' happiness, contented, fulfilling their desires and needs at work. Employee satisfaction is a factor in employee motivation, employee goal achievement, and employee morale in the workplace. A mediocre employee would like to stay in the organization if the employee satisfied with the workplace environment. Moreover, the longer an employee works for a company, the more valuable they are becoming,

Employee satisfaction will directly affect employee loyalty in the hotel industry. commitment. The employer must understand the feelings of his employees and employees who are dealing with any problem he can consult with the advisors provided by the employer. This can increase employee loyalty to the employer by reducing the level of benefits. Employee loyalty can be defined by a process, in which certain attitudes lead to certain behaviors. Integrity has both internal and external dimensions. Integrity is a warm quality that includes devotion, faithfulness, and unswerving allegiance. Internal size is the organs of the senses. It includes the feeling of caring, belonging to others.

The employer-employee between relationships is very important. This may apply indirectly to the hotel industry. In order to retain employees, the employer had provided a compensation and rewards system to encourage their employees to work hard and be honest with them. Compensation clearly indicates the link between the company's remuneration offered to those who are interested in compensation to work for the company, and those employees who are willing to continue working in the business. Recognition and awards play an important role in agency and career planning programs to attract and retain employees in the hotel industry. Daily interviews make employees feel that their contributions are appreciated by the company. Recognition for their unique qualities and type of recognition may contribute to high work ethic.

II. Objectives

- To study the level of job satisfaction of the employees of Radisson blu kaushambi.
- To analyze the loyalty of employees towards organization.

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- To suggest the various measure that helps to the organization for the improving the job satisfaction level among Radisson Employees.

III. Literature Review

According to Gerhart, Minkoff and Olsen (1995) founded that to create closed employment relationship between employees and employers, employers should provide employees with compensation and reward will have result in the organizational commitment.

According to Tsai, Cheng and Chang (2010), employee job satisfaction is very important and organization needs to fulfill the need of an employee in order to gain their satisfactions to have goo d and loyal employee.

According to De Spiegelaere, Van Gyesand Van Hootegem (2018) and Gerhartet. al. (1995), the study indicates that substance of occupation relationship is discriminating sig nificance to both workers and managers by given the employee compensation to them.

IV. Research Methodology

This Paper is based upon the both qualitative and quantitative methods of research, the sample papers and the other information which was gathered through the medium of online media that is the google forms. For this paper I have personally taken reviews from more than 40 people. I have also met people personally to gather information for the same. The people whom I have taken my reviews from were in age category of 18-50 years that included the permanent employees as well as the trainees that were present in the hotel Radisson Blu Kaushambi, Ghaziabad. Based on my survey some bar charts and some pie charts have been generated after conducting the survey. The information that I gathered through the medium sources of my research is almost the accurate and have been checked by the hotel experts and some other people working in the same industry.

V. Data Collection Methods

The gathering of data is an important aspect of every research project. Incorrect data collection can have an impact on the results of an examination and, in the end, result in inaccurate results. Information can be defined as a variable's quantitative or subjective advantages. Numbers, photos, words, figures, realities, and thoughts are all examples of information. Information cannot be perceived; hence to obtain data from it, one must translate it into meaningful data. Information can be decoded using a variety of methods. Information sources are divided into two categories: essential and auxiliary.

Primary information: The information collected directly via direct insight is referred to as primary information. It refers to information obtained for a specific purpose from the field of request, which is unique and more solid, genuine a goal. The important information for the project was acquired primarily through a study technique that included the use of an apparatus poll. As a result, legitimacy takes precedence over supplementary data.

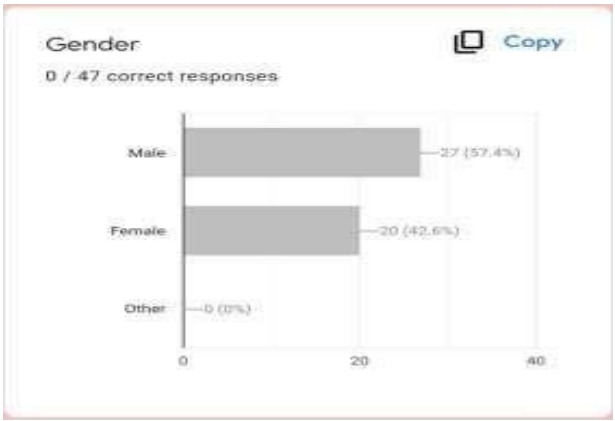
Secondary information: Secondary data is data acquired from a source that has been effectively disseminated in any structure. It's the information concerning an event that hasn't gone as planned, as determined by the analysts. The purpose of a writing survey in any examination is to increase the exactness of the inquiry by using supplementary material primarily from books, Google, research papers, diaries, and magazines.

Sample of the Survey

VI. Data and Interpretation

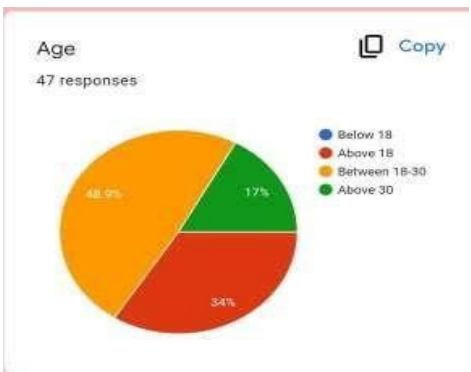
This is the result of data collected in a survey conducted by Radisson Blu Kaushambi. Radisson blu kaushambi interviewed 70 people, of which only 47 were interviewed. There are a few things on my profile that I mentioned, like a demographic analysis that addresses age, gender, marital status, and a focus on top employee preferences, satisfaction and hotel loyalty. Following is the data interpretation

Gender



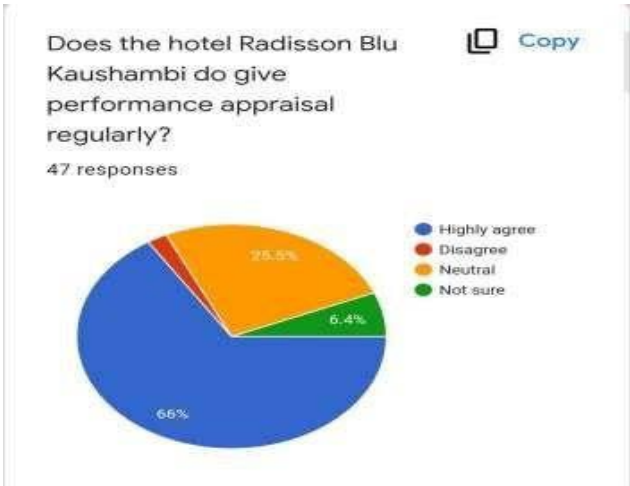
- As per the graph represents, there are 57.4% of male, 42.6%are female.

Age Group

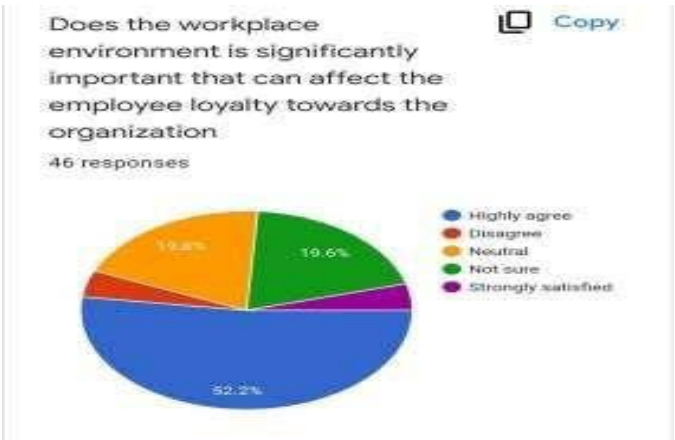


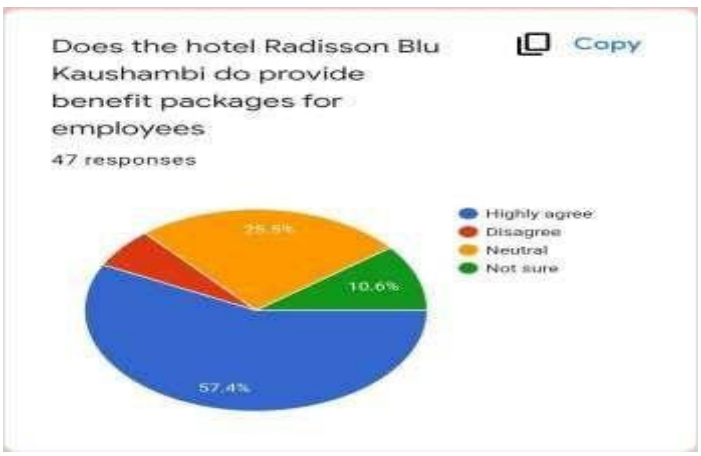
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- As per the graph Represents , 0% of people e comes under the age group of below 18.
- There are 34% of people that belongs to above 18 year s of age.
- 17% of people come under above 30.
- 48.9%of them belongs to between18-30



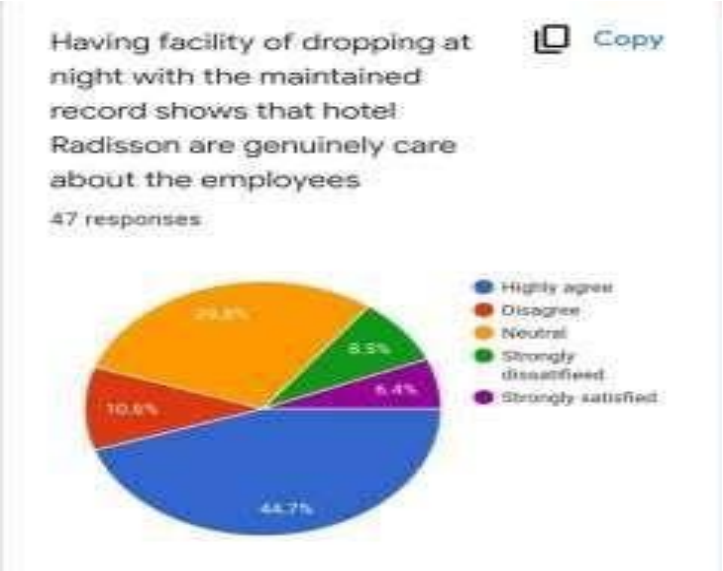
- As per the graph represent 66 % of people are highly agree that the hotel Radisson blu kaushambi do give performance appraisal regularly But as same 25.5% people are on the neutral decision that the hotel might be give the performance appraisal.
- 6.4% people are not sure about that the Hotel Radisson blu kaushambi do give the performance appraisal.





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- As per the graph represents 57.4% of people are highly agree that the Hotel Radisson Blu Kaushambi do provide benefit packages for e employees.
- 25.5%of people are having a neutral decision that the Hotel Radisson Blu Kaushambi do provide benefit packages for employees.
- 10.6% of people are not sure about that the Hotel Radisson Blu Kaushambi do provide benefit packages for employees.
- 6.5%of people are disagree with the Hotel Radisson Blu Kaushambi do provide benefit packages for employees.



- As per the graph represent 52.2 % of people are highly agree that the workplace environment is significantly important that can affect the employee loyalty towards the organization.
- As per the graph represent 19.6 % of people are with the neutral decision that the workplace environment is significantly important that can affect the employee loyalty towards the organization.
- As per the graph represent 19.6 % of people are not sure about that the workplace environment is significantly important that can affect the employee loyalty towards the organization.
- As per the graph represent 4.3% of people are disagree that the workplace environment is significantly important that can affect the employee loyalty towards the organization
- 4.3 % of people are strongly satisfied that the workplace environment is significantly important that can affect the employee loyalty towards the organization.
- As per the graph represent 44.7 % people are highly agree that having facility of dropping at night with the maintained record shows that the hotel Radisson blu kaushambi care about the employees.
- 29.8 % are neutral with the decision that having facility of dropping at night with the maintained record shows that the hotel Radisson blu kaushambi care about the employees.
- 10.6% of people are disagree that having facility of dropping at night with the maintained record shows that the hotel Radisson blu kaushambi care about the employees.
- 8.5 % of people are strongly dissatisfied that having facility of dropping at night with the maintained record shows that the hotel Radisson blu kaushambi care about the employees.
- 6.4 % of people are strongly satisfied that having facility of dropping at night with the maintained record shows that the hotel Radisson blu kaushambi care about the employees.

VII. Conclusion

This conceptual framework is mainly focusing on finding the probable connection between employee satisfaction and loyalty, in hotel industry. I have found that there are close relationship between employee's loyalty and satisfaction in an organization. Compensation and rewards, working environment and job security can be the main factors that attract employees to stay with and organization, and it can also be the factors that make the employees quit their job.

Further studies should be conducted to investigate the consequences that contribute to the action taken by the employees. Compensation and rewards, working environment and job security are the factors that lead the employees to be satisfied and loyal, and can be the factors that influence the intention of the employees whether to stay or quit their job.

VIII. Challenges Faced While doing Research Paper

Having a hard time deciding on a topic: This is the first challenge that everybody who writes a research paper

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will face. It is a vital phase in writing a study since it must be conquered before anything else can be done. Choosing the correct topic for your study can be difficult unless you examine elements like these: Is it a topic that you are interested in? Do you know everything there is to know about the subject? Do you have the necessary resources to write about such a subject?

Lack of confidence: One of the most common issues among researchers is a lack of self-confidence. Researchers who have poor self-esteem are less motivated, which has an impact on the quality of their job. As we are working on this research paper, I am experiencing a lot of self-doubts. We don't know why this happened, but we're confident in what we've accomplished.

Inadequate data: A lack of data could be a concern. Many business centers believe that researchers may misuse their information. This has an impact on the research's objective, as that data may be the most important. Because my topic isn't very well-known, we're having trouble gathering statistics about it.

Inadequate scientific training: The study technique is unstructured. Many researchers conduct a study with little or no understanding of research methods. Even directors do not have a complete understanding of the various techniques. Researchers should be well-versed in all parts of the research process before embarking on projects. We're conducting research.

Time management: It takes a lot of time to master new abilities and put them into practice. Taking the time to do in-depth research and write a high-quality research paper becomes impossible in such a situation. Time management is the most difficult difficulty because we are conducting research for the first time and hence are unable to manage our time well.

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