Research Paper Commerce

Discriminating the factors influencing Job Involvement of employees: A study with special reference to the Hotel Industry at Tiruchirappalli.

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ABSTRACT

The focus of this study is to explore the factors influencing the job involvement. Job involvement is a vital element among the employees of the hospitality industry. It provides individuals with the ability to offer a quality service to their customers. To accomplish this, the researcher determines the factors influencing the job involvement. Results revealed that motivation for employees is a strong influential factor to be focused on, for the quality service. A total of 100 employees were randomly chosen from various hotels as samples.

KEYWORDS job involvement, factors influencing job involvement.

Introduction.

Job involvement is the most effective tool in organisation research. Lodhal and Kejner(1965) defined job involvement as "the degree to which a person identified psychologically with his/her work or the importance of work in his/her total self image"

The past researches indicate that job involvement is an important variable for creating a positive work environment to create work stability. It increases the employee productivity by enhancing the employee participation and commitment. Motivating job characteristics can also increase employee's job involvement (Chen CC, Chiu SF (2009). Motivation was found strongest predictors of job involvement (Mishra and Gupta 1995). Therefore this paper is an attempt to explore the factors which influence the job involvement among the employees in the selected hotels which is extremely important for the quality service.

The service sector holds a major contribution to the Indian economy. The service sectors include hotels, railways, banking, communication and so on .Among the various service sector, hospitality industry have grown rapidly providing employment at the rate of 8.78% and it accounts for 10.7 percent of worlds GDP. (www.finmin.nic.in/reports/annual report2012-13.pdf)

The Indian hospitality sector has been growing at a cumulative annual growth rate of 14 per cent every year, adding significant amount of foreign exchange to the Indian economy. With the growth in the hospitality industry, various outlets such as hotels, fast food, leisure and travel, catering, restaurant are being added to the market thereby increasing the demands of tourist as they require excellence in service. Hotels play an important role in providing facilities for the meetings, conferences, recreation and entertainment. The hotels that receive foreign visitors earn foreign currency and the industry acts as a contributor to improve the economy of the country. Hence hotels are extremely important component of the tourism and hospitality sector.

The management in Hotel industry focus on the quality services in order to meet the expectation of customers. Hence, in order to provide a quality service, the employees in the organisation must be involved in their job which will henceforth optimise the growth of the industry. Encouraging greater job involvement may positively influence work-related behaviours. (Paul F. Rotenberry,2007) .

1.2. Statement of the problem:

The hospitality industry provides basic needs like food and accommodation to a wider range of customers who make their visit on different purposes irrespective of their region. It is a purely service oriented industry which provide better quality services to the customers. The customers expect a high quality in service with high standards and demand on excellent service. Hence the management of the hotel industry focuses and must concentrate to grade well on the customer oriented services. Employees must be motivated to serve in an effective manner. Only if the employees are properly trained, they become ambitious to involve in their job at par. Hence this paper focuses on the job involvement of the employees in selected hotels at Tiruchirappalli

1.3. Objective of the study:

The main objective of this study is

To discriminate the satisfied and the dissatisfied employees and predict the factors influencing an effective job involvement.

1.4. Scope of the study

This study focuses on the factors influencing the job involvement among the employees of the selected hotels at Tiruchirapalli. Trichy is one of the main tourist spot in Tamil Nadu which receives both domestic and international tourists. This hospitality industry had shown a tremendous growth in recent years

As, the involvement of the employees in their job is essential for providing a quality service, the present study discriminates the satisfied and the dissasatisfied employees which reveals their level of job involvement. Therefore the researcher examines which factor influences most the job involvement. Hence the study aims to ascertain the perception of employees regarding their work in order to provide a quality service.

1.5. Data collection and Methodology

The present study has used both primary and secondary data. The primary data are collected through questionnaires prepared on five point scaling technique from employees of selected hotels at Tiruchirappalli Corporation. As per the record of Trichirappalli Corporation, there are sixty four hotels (2014) in trichy city. Three are star hotels, sixteen are budgeted hotels and the rest forty five are others. Only budgeted hotels are taken for the study. Thus the researcher randomly selected 100 employees from 16 selected hotels. The employees of the

hotels include high level and middle level employees.

1.6. Reliability Test
The researcher checked the reliability of the data through **cronbach's alpha** and the results confirmed that by a high consistency of **89.2 percent**.

1.7. Questionnaire Design
The questionnaire framed for employees consists of two parts**.** The first part was designed to collect the data on demographic and personal characteristics. The second part includes the factors influencing the job involvement. There are 17 items in the scale. The scale measures motivation, job characteristics, training and job involvement.

1.8. Tools and Techniques:
A database was created using Statistical Packages for Social Sciences (SPSS). Data Editor with appropriate coding and statistical analysis was carried out. The tools such as Discriminant analysis and descriptive statistics were applied to analyze the study.

1.9. Data Analysis and Interpretation:
Analysis of the employee's perception on job involvement
To discriminate the satisfied and the dissatisfied employees and predict the factors influencing an effective job involvement.

Discriminant Function Analysis
Based on the objective of the study the researcher built a discriminant function and finds out

- The validity of the model.
- Statistical Significance of the discriminant function
- Prediction of the factors that influence job involvement.

- **The model fitness is assured by the classification results .**

Table: 1.9.1 Classification Results.

Dimension	Original	Dependent variable: level of Satisfaction	Predicted group Membership		Total
level of Satisfaction			Dissatisfied	Satisfied	
	Count	Dissatisfied	37	26	63
		Satisfied	12	25	37
	%	Dissatisfied	58.7	41.3	100
		Satisfied	32.4	67.6	100

Table 1.9.1 shows that out of 63 respondents,37 respondents have been correctly classified as dissatisfied emoployees and out of 37 respondents, 25 respondents are correctly classified as satisfied employees and 12 respondents are misclassified.In other words 59 percent of the respondents have been correctly classified as dissatisfied employees and 68 percent of the respondents have been correctly classified as satisfied employees. In total 62 percent of the cases were correctly classified.

- **Statistical Significance of Wilk's lambda**

Table 1.9.2 Wilk's lambda test

Variable	Function	Wilk's lambda	Chi-square	Df	P value
Level of satisfaction	1	.860	14.531	3	.002

From the table 1.9.2 it is clearly shown that the wilks lambda is found to be .860 for job involvement. Therefore this value indicates the good discriminating power of the model. As the p value is .002 which is less than 0 .05 that is highly significant.

- **Prediction of the factors that influence job involvement.**

Table -1.9.3 displays the Standardized canonical discriminant function coefficients.

S.no	Discriminant Variable	Function
1	Training	.468
2	Job Characteristics	.103
3	Motivation	.733

It is clear from table 1.9.3 that motivation influences job involvement as it increases the satisfaction level of the employees most influencing factor for job involvement is motivation. If the employers wish to increase the employee's level of job involvement, they can concentrate to motivate the employees to make them get interested in thier job without much of psychological fatigue.

Conclusion
Service industries are wholly dependent on the employee's performance .Only if the service providers win the customers market, the hospitality industry can reach optimal heights by creating their own fame and thereby earning loyal customers. The study has revealed that the employers can make the employees get highly involved in their services by motivating them through attracted benefits. Only if the employees are psychologically healthy, they can be much dedicated towards their job and also aim truly for the betterment of the industry.

Suggestions
- The employers can alter the job features for the employees
- The employees can be allowed to participate in management decisions which will increase their job involvement and make them happy in the work that they get involved.
- Stress busters such as weekend friendly get-togethers,-friendly competitive target activities can be implemented to make the employees get more interested in their job.
- Proper professional training on communication skills, workshops and so on can be exercised to increase the efficiency of the employees.

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