

Factors affecting performance efficiency of hotel employees: a case study of Phuket Province, Thailand

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Keywords

Performance Efficiency, Job Satisfaction, Work Motivation

Abstract

The purposes of this research were to study factors affecting performance efficiency of hotel employees and perform the analysis of influencing of factors affecting performance efficiency which included demographic variables, job satisfaction, and work motivation. Questionnaire was designed to use as research tool. A total of 100 samples was selected from Patong Heritage Hotel in Phuket province. Statistics included percentage, mean, standard deviation, and testing hypothesis with t-test, one way ANOVA, and Person correlation. The findings revealed that the overall performance efficiency was rated at a high level with a mean of 3.95. The overall job satisfaction was rated at a high level with a mean of 3.99. In addition, the overall work motivation was rated at a high level with a mean of 3.96.

1. Introduction

Tourism industry was the large industry and has a tendency to grow very fast. In fact, tourism industry combines with many other industries such as food & beverage, transportation, sight-seeing, health & beauty, and hotel industry. Nowadays, tourism industry is so vital to the national economy and world economy that it affects the revenues of every nations, the job creation, and income distribution (S. Suriya, 2013). Thai tourism industry has been increasing rapidly which results in the growth of both direct connected industries and indirect connected industries. For example, hotel industry has growing as fast as the general tourism industry and there is an increasingly improve in the hotel management, service quality, and work efficiency in order to increase the customers' level of satisfaction and in the end, it will help to increase more profit for the hotels (P. Wattanasan, 2015). Service industry is an important industry for Thailand for many decades and it often considers a success industry for Thailand. Hotel business has offered many different high service and quality to draw customers to revisit their hotel with the high level of satisfaction (P. Harburut, 2014).

Phuket is located on the beautiful Andaman Sea on the South of Thailand. It has a high potential to be top international tourist destination with beautiful beach, clear sea, and exotic small islands which called "Andaman Paradise" together with modern international airport, sea port, and high class hotels and restaurants. Hotel business in Phuket is a very highly competitive business. The competitive to offer customers the best location, best service, and the best food. One of the most important key of success is the service from their employees. This is because employees who provide high service quality is considered as a major competitive advantage, which also help create a good service quality for the hotel itself and help to draw international customers from all over the world. Highly satisfied customer will help to spread the news and tell positive experiences to other as word of mouth and it is very effective public relation (N. Hasoontree, 2009). This research paper was aimed to examine factors affecting performance efficiency of hotel employees in Phuket hotel as well as to conduct the analysis of influencing of factors affecting performance efficiency which included three main variables such as demographic variables, job satisfaction, and work motivation.

2. Literature Review

There are three important concepts that need to review which are performance, satisfaction, and motivation. First, performance means the way to operate and minimize the use the organization

resources with the maximum results and high quality to achieve the purpose of the organization. The work performance of hotel employee is so important that the success of the hotel may depend on it. Highly satisfied employee will produce high quality of service and results in highly satisfied customers (S. Sirisanhira, 2010). The success of job performance requires both science and art. The science of knowledge includes acquiring, new techniques, the use of equipment, while the art of knowledge includes skill and positive attitude of the employee to perform the work to satisfy international customers as a hotel guest (N. Boonjitradul, 2005). Second, job satisfaction means the joy and happiness result from doing the job descriptions such as joy to work with other co-workers, satisfy with the income and rewards from doing the job, or good attitude towards the job, working harmony with both superior and subordinates (Cooper, 1958). Whereas, Weiten & Lloyd (2003) stated that job satisfaction is a good attitude towards work, value of work, challenge of work, freedom of work, respect and acceptance from people in organization. Spector (1997) stated that job satisfaction is the feeling of the work which is like or not like in the areas of job description, compensation, rewards, benefits, relationship with others in the organization. Third, work motivation means something in a person to motivate them to work, to move, and finish any task within the goal (Walter, 1978). While Serirut et.al. (1993) stated that work motivation means the ability to motivate a person to work hard to achieve the objective of the work of the organization within his or her volunteer or without force. Work motivation is important tool to positively push the employee to love their work, willing to work hard to finish the task with high quality, and work hard to achieve the high level of effectiveness and efficiency.

3. Research Methodology

This study utilized the quantitative research method by surveying 400 hotel employees in Phuket, Thailand. The questionnaire was developed to elicit data from the sample group. There are two parts of the questionnaire. Part one was a multiple choice questions and close-ended questions to elicit demographic data and part two was a Likert five scales questions to elicit work efficiency, job satisfaction, and work motivation. Primary data was collected by using questionnaire and secondary data was collected by reviewing many researches, news, articles, and studies from the past. Descriptive statistics utilized in this research including percentage, mean, and standard deviation and testing hypothesis with t-test independent, one way ANOVA, and Person correlation. In addition, 30 pilot questionnaires were tested so that each question would pass the Cronbach Alpha criteria with at least 0.7.

4. Findings

The findings from part one revealed the demographic data of the respondents. The majority of the respondents was female which account for 70 percent of the sample. About 75 percent of the respondents were single, only 20 percent of the respondent were married, and 5 percent were divorce. The majority of the respondents were in the age group between 21-30 years old, or about 43 percent. Also, the majority of the respondents had an undergraduate degree or about 78 percent in which 62 percent of them earned about 15,000-20,001 baht per month. In addition, from table one which shows the mean and standard deviation of level of work efficiency. The overall average was 3.95 with 0.707 standard deviation. When evaluated in detail, it found that work efficiency to meet goal was rated at the highest mean or about 4.11 with 0.736 standard deviation. From table two which shows the mean and standard deviation of level of job satisfaction, it found that the overall average was 3.99 with 0.733 standard deviation. When evaluated in detail, it found that level of job satisfaction with co-worker was rated at the highest mean or 4.08 with 0.788 standard deviation. From table three which shows the mean and standard deviation of work motivation, it found that the overall average mean was 3.96 with 0.775 standard deviation. When evaluated in detail, it found that work motivation from management was rated at the highest mean or 4.02 with 0.775 standard deviation.

Table 1
Mean and standard deviation of level of work efficiency

Aanalysis	\bar{x}	S.D.	Meaning
Service quality	3.90	0.695	High
Goal	4.11	0.736	High
Problem Solving	3.84	0.691	High
Overall Average	3.95	0.707	High

Table 2
Mean and standard deviation of level of job satisfaction

Aanalysis	\bar{x}	S.D.	Meaning
Pay	4.02	0.718	High
Supervision	3.94	0.705	High
Co-Worker	4.08	0.788	High
Work Setting	4.05	0.782	High
Tasks	3.98	0.709	High
Advancement Opportunities	3.88	0.699	High
Overall Average	3.99	0.733	High

Table 3
Mean and standard deviation of work motivation

Aanalysis	\bar{x}	S.D.	Meaning
Reward	3.99	0.776	High
Job Description	3.87	0.750	High
Management	4.02	0.798	High
Overall Average	3.96	0.775	High

5. Future Studies

The future studies should collect information both quantitative and qualitative from both hotel employees and hotel management. Since there is a time constraint in doing this research, the sample has been collected only 100 samples. Therefore, Future research should collect more variety of sample group. Moreover, there should be a comparative study of hotel employees who provide a service directly to customers such as front office, bell boys, and employees who provided service indirectly to customers such as accountant, and human resources to see the similarity and the differences in order to bring the information to improve service quality to better serve customers.

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