

EMPLOYEE PROMOTION AND ITS IMPACT ON JOB SATISFACTION IN MADURAI TOWN'S STAR RATED HOTELS

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Abstract

Promotion is the assignation of a new job to an internal employee with the delegation of authority and normally with higher pay. Process satisfaction is the gathering of beliefs that people have about their cutting-edge jobs. So promotion and job satisfaction are strongly related, that is why this research directed to study the impact of promotion on employee job satisfaction. The purpose of this study was to assess the bases of employee promotion and its impact on job satisfaction in the case of star-rated hotels of Madurai city. The study has been especially descriptive in design and it has added a quantitative approach. A questionnaire was used in the information series. A hundred and sixty questionnaires were dispensed, 96 percent of which have been statistically considerable. The finding of the study includes that employee promotion, has an effect on employee job satisfaction by motivating, boosting their morale, building their confidence, inspiring, and doing an effective job in their organization put Hotels use different criteria to give promotion.

Keywords: *employee promotion, job satisfaction, hotel*

1. INTRODUCTION

1.1 Background of the Study

While there are vacancies in an enterprise, they may be filled up with the aid of internal or outside applicants. It is favored by way of the business enterprise that its vacancies be crammed through external candidates via those choice processes, however inner applicants will also be considered also can follow for the publish and perhaps examined and determined on for a higher-diploma hobby in the organizational hierarchy at par with outside candidates (Macerage, 2014).

If the organization prefers to fill vacancies only with internal applicants, it assigns that top-level activity to the chosen worker from inside thru promoting. Such upward motion may be stated as promoted (Grimaldo, 2015). "Promoting is an advancement of a worker to a higher activity- better in phrases of extra responsibility, extra popularity or reputation, extra talents and mainly expanded fee of pay or revenue (Subida, 2016). Promotion involves reassignment to a higher role within an company, observed by using an individual in an organizational hierarchy, accelerated obligations, and more suitable reputa and generally with improved profits although now not continually so. Merchandising refers back to the challenge of an internal employee to a better degree of duty and authority, normally with a better profit, that generally accompanies that promotion. Within the hotel advertising is one of the maximum vital factors for personnel to satisfy with their task (Clegg, 1983). In any hotel workers are key resources, so the hotels should satisfy them by giving promotions. Promotion is a process of advancing employees to higher positions keeping in view their capabilities, job requirements, and personality needs (Macerage, 2014). Promotion is one of

the techniques to satisfy activity necessities. It may be regarded as symbolic of the whole attitude of the employer toward members of the work team. It is an obvious implication for the economic security of employees (Amir, 2000). As promotion is one of the most important phenomena there should be a careful assessment and bases of promotion in the organization. Organizations must decide which jobs should be filled internally and which ones should be filled externally. People's beliefs about their jobs make up their level of job satisfaction about their current jobs (Heiniman, 2009). So promotion and job satisfaction are strongly related, that is why this research directed to study the impact of promotion on employee job satisfaction.

1.2. Statement of the Problem

Employees have less interest in their jobs when there is no employee promotion in an organization. Therefore, there are fewer overtime hours, fewer absences, fewer punctuality, and a lack of openness, which result in customer dissatisfaction, employee turnover, loss of customer loyalty, a decrease in the star rating, a decrease in profitability of the hotel, and a decrease in carrier high-quality making the business enterprise much less competitive. All of the above problems may result from improper employee promotions used by hotels (Ixigo, 2015). Various types of research have been conducted regarding this gap and have produced their results. One of the study were conducted in Kenya related to bases of employee promotion and its impact on employee job satisfaction in 2014. Mixed with the correlations between activity pleasure and fantastic worker behaviors, these findings advocate that worker promotions are enormously effective in maintaining a high-quality work climate, motivating them to work hard and it's far using full ethical developing tool additionally each employee of the enterprise have a high hobby to get promotion to get better advantage . The study found that lack of inappropriate promotion hurts job satisfaction because if there is an inappropriate promotion in the organization, the employees are dissatisfied simultaneously, which results in a lack of confidence, poor performance, and carelessness. It additionally impacts the best of carrier provided to customers, resulting in a loss for the organisation (David, 2017). Another research related to bases of employee promotion and its impact on job satisfaction was conducted by kourt payet in France; Paris in three-star rated hotels and the study puts considerable outcomes. In keeping with this examine, the impact of promoting is more or less equal to a sixty-9 percent increase inside the hourly wage. Blended with the correlations between job delight and nice employee behaviors, these results advocate that worker promotions are very powerful to keep a immoderate stage of activity delight even for employees not receiving a promotion if they can hold the worker's perception that promoting is possible. The opposite final results of the examiner became beside job pride, appropriate worker advertising can serve as a critical mechanism for employers to keep their employees glad and to reduce worker turnover (Fredrick, 2012).But they left a gap in how employee promotion is implemented in three-star rated hotel. In addition, there has been no research conducted to determine the basis of employee promotion, its impact on employee job satisfaction, and how to implement employee promotion in Madurai star-rated hotels. This motivated the researchers to conduct this research to determine employee promotion and its impact on employee job satisfaction in star-rated hotels in Madurai.

2. REVIEW OF LITERATURE

2.1. What Is Promotion?

Promotion is a process of advancing employees to higher positions keeping in view their capabilities, job requirements, and personality needs (Agarwal, 2018). A character's promotion refers to an upward reassignment in an employer's hierarchy, commonly accompanied through accelerated duty greater reputation, and typically with increased profits, though not continually. (Monappa,1999).

2.2. Purposes of Promotion

A Management's promotion policy expresses its commitment to reward and recognize outstanding performance. It motivates employees to attempt for advancement possibilities within the company.

It also contributes to employee pleasure. Promotions also play an important element within the career and lifestyles of an employee, affecting many components of that employee's life. They represent a major factor in labour mobility, most of the time with large wage increases (Meliha, 2014), and can have a significant impact on the special features of the process, including responsibilities and subsequent attachment to the activity (Veum, 1990).

Hotels can use promotions as a reward for quite green employees, developing an incentive for employees to exert greater effort (Freeman, 1999). Promotions are simplest and effective approach for eliciting extra effort if personnel location an immoderate fee at the promoting itself, and in the event that they do not, companies will definitely praise effort and productivity thru pay increases. Of path, promotions additionally serve to location people into distinct jobs, in which their abilities can be used to extra impact. (Vescuzi, 1996). it's miles critical to be aware, however, that no longer all promotions are related to extended supervisory responsibilities or widespread modifications in the job. Employees may additionally price promotion due to the fact they're associated with an growth in job facilities (visible factors, but we do no longer have the statistics) or due to the fact they revel in the recognition for work properly accomplished and ego improve that includes a merchandising (elements that aren't without difficulty discovered). Some employees would probably enjoy the growth in authority over co-humans that often accompany a promotion given all of the dimensions wherein promotions can have an impact on employees' careers and compensation. Very little attention was given to the importance of promotions as a determining factor in the satisfaction of the methodology. Several studies have tested the elements influencing manner delight, but promotions and advertising expectancies have obtained mainly little interest. tournament idea postulates that corporations use the possibility of a promoting as an incentive for employees to exert extra effort. (Michael, 2014)

Understanding the importance of promotions as a mechanism for evoking more effort from individuals requires estimating the influence of both promotions and vending expectations on activity satisfaction (Monappa, 1999). Particularly, finding that promotions result in exact process pride, even after controlling for earnings and wage increases, allows the perception that people feel the promoting itself. This gives hotels a non-pecuniary tool for extracting strive and other remarkable behavior from their personnel. accurate estimates of those effects suggest how powerful the dataset used on this paper shows that extra or less thirty-five percent of all promotions bring no change in supervisory obligation, indicating that promotions might also moreover serve one of a kind functions. Promotions is probably eliciting strive. Furthermore, advertising expectancies can also play a effective feature. people who recognize they may be not going to win vending this time spherical may also moreover lower paintings effort besides they consider they're although in the hunt for a future merchandising (Mario, 2011).

3. RESEARCH METHDOLOGY

3.1 Background of the Study Area

Madurai has a storied past and a bustling present with magnificent temples displaying the artists architectural prowess on the banks of the Vaigai river sits a city that is almost 2500 years old and has a rich legacy in Tamil thoonganagaram it is known as the city that never sleeps regardless of the time of day. Madurai is constantly bustling the city is bustling and even late at night anyone may find idles a popular south Indian food. It has been dubbed the Athens of the east by historians megasthanes came to see what was going on as early as the third century by Madurai was a major City later Romans and Greeks began to visit the former pandya kingdom and strong trading relationships developed between them that lasted until the 10th century. Madurai is a modern commercial and industrial city with the appearance of a pilgrimage and an educational centre. It is also recognized for its trade mark chungudi cotton sarees, color dyeing patterns, handicrafts, brassware, and Madurai wooden toys, which are popular with both young and old.

3.2. Description of the study area

The study focused on the bases of employee promotion and its impact on job satisfaction in five star and three star hotels in Madurai town conducted on five, star rated hotels in Madurai town.

3.3. The Target Population

Population is the total number of people which are engaged in our research and the result of the study goes to them (Palmieri, 2017) accordingly target population of our research were hotel employee of five three star and five hotels in Madurai town which are;. Heritage Madurai, Regency Madurai by GRT Hotels, Poppy’s Hotel Madurai, Courtyard by Marriott Madurai, The Gateway Hotel Pasumalai, Madurai.

3.4. Sample size

Yamane (1967) gives easy mechanism to determine sample sizes.

Where n = sample size

N = population size

e = the level of precision/sampling error

e = 0.05

$$n = \frac{N}{1 + N(e)^2}$$

n=230

3.5. Finite population correction factor

When the sample represents a significant (e.g. over 5%) proportion of the population, a finite population correction factor can be applied (Susan et.al, 2015). Our sample size is 230 which is 42 % for this reason we want to reduce sample size by using the formula.

$$\frac{n_a - n_r}{1 + (n_r - 1) \frac{n}{N}} = \frac{230}{1 + (230 - 1) \frac{161}{539}}$$

Table 3.1 Data of target population

<i>S.NO</i>	<i>Name of hotels</i>	<i>Total number of employee</i>	<i>Sample</i>
<i>1</i>	<i>Heritage Madurai,</i>	<i>121</i>	<i>37</i>
<i>2</i>	<i>Regency Madurai by GRT Hotels</i>	<i>98</i>	<i>29</i>
<i>3</i>	<i>Poppy’s Hotel Madurai</i>	<i>104</i>	<i>31</i>
<i>4</i>	<i>Courtyard by Marriott Madurai</i>	<i>123</i>	<i>36</i>
<i>5</i>	<i>The Gateway Hotel Pasumalai, Madurai</i>	<i>93</i>	<i>28</i>
<i>Total</i>		<i>539</i>	<i>161</i>

3.6. Methods of Data Processing and Analysis

The relevant data were collected through questionnaires and the next steps were careful processing and analysis of the data. Tables and percentage have been used to arrange and present the analyzed information. The analyzed data were employed to develop appropriate interpretation that lead to drawing informed conclusions.

4. DATA ANALYSIS AND DISCUSSION

4.1. Demographic Information of Respondents

Table 4.1 General description of the respondents

S.NO.	Description	Number of respondent	Percentage
1.	Gender		
	Male	96	60%
	Female	65	40%
	Total	161	100%
2.	Age		
	18-25	37	23%
	26-35	57	35%
	36-45	67	42%
	>45	0	0%
	Total	161	100%
3.	Educational level		
	<12	12	7.4 %
	12 Complete	0	0%
	Certificate Diploma	103	63.9%
	Bachelor Degree	42	26%
	Master's degree	4	2.6 %
	Total	161	100%
	4	Year of experience	
1-5 years		117	72.7%
6-10 years		44	27.3%
11-15 years		0	0
16 and above years		0	0
Total		161	100%

Source: researchers survey, 2018

As show above in table 4.1, among 161 total respondents, 96 (60%) of the respondents were males and 65 (40%) of the respondents were females. generally from the whole respondent males are higher than females in wide variety.

In the same table displays that 37 (23%) are in age range within 18-25, 57 (35%) in age range within of 26-35, 67(42%) of the respondents have been age within the range of 36-45, and there is no respondent whose age is greater than 45. The researcher concluded that the respondent whose age range 26-35 and 26-45 are more in numbers which is 57(35%) and 67(42%) respectively between this age the person fast and power full to job performance.

As shows 12 (7.4%) of the respondents were in the <12, 0 (0%) of the respondents were completed grade 12, 103 (63.9%) of the respondents had a certificate degree, 42 (26%) had a bachelor's degree, and four (2.6%) had a master's degree. This signifies that the number of degree holders is higher than the total number of respondents; it also means that there is a shortage of hotel professionals who have completed a degree programme in hotel management.

As shows on the above table related to employees year of experience 117(72.7%) of the respondent were between the range of 1-5 year of experience, 27.3% of the respondents had 6-10 years of experience, while none of the respondents had 11-15 or more than 16 years of experience.

Table 4.2. The consequences of worker promoting on task pride

Variables	S		D		N		A		SA		Total	
	No.	%	No.	%	No	%	No.	%	No	%	No.	%

Promotion motivates me to do my job effectively	6	3.7	22	13.	0	0	76	47.2	58	36.2	161	100
Promotion boost my moral to do my job in right way	6	3.7	14	8.6	22	13.6	63	39.1	56	34.7	161	100
Promotion build my confidence in order to do an effective job in my organization	0	0	18	11.1	6	3.7	68	42.2	69	42.8	161	100
Promoting encourage me exert my complete capability in my job	10	6.2	14	8.6	14	8.6	75	46.5	48	29.8	161	100
Promotion help me to do my job effectively by guaranteeing me the job has well done in past	6	3.7	14	8.6	0	0	85	52.7	52	32.2	161	100

(SD) Strongly disagree, (D) Disagree, (N) Neutral, (A) Agree, and (SA) firmly agree.

Source: 2018 scholars' survey

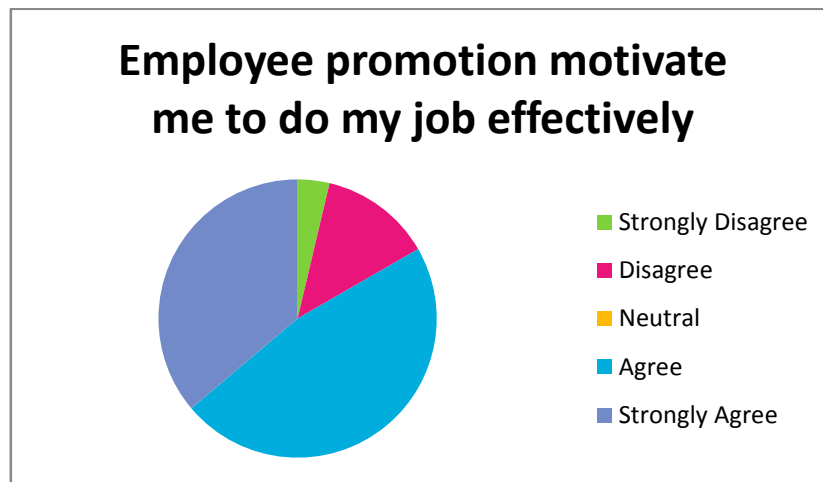


Figure 4.1.employee promotions motivate me to do my job effectively.

As shown in the table 4.2, there are effects of employee promotion on employee job satisfaction, among the effects, promotion motivate to do process correctly and for this variable, 6 (3.7 percent) strongly disagree, 22 (13 percent) disagree, 0 (zero percent) neutral, 76 (47.2 percent) agree, and 58 (36.2 percent) highly agree. This indicates that employee promotion has an effect on job satisfaction by motivating employees to do their jobs effectively, as the majority of respondents agree (47.2%) and strongly agree (36.2%) that employee promotion motivates them to do their jobs effectively,

implying that if an appropriate promotion is not given to employees, they will not be motivated to do their jobs effectively.

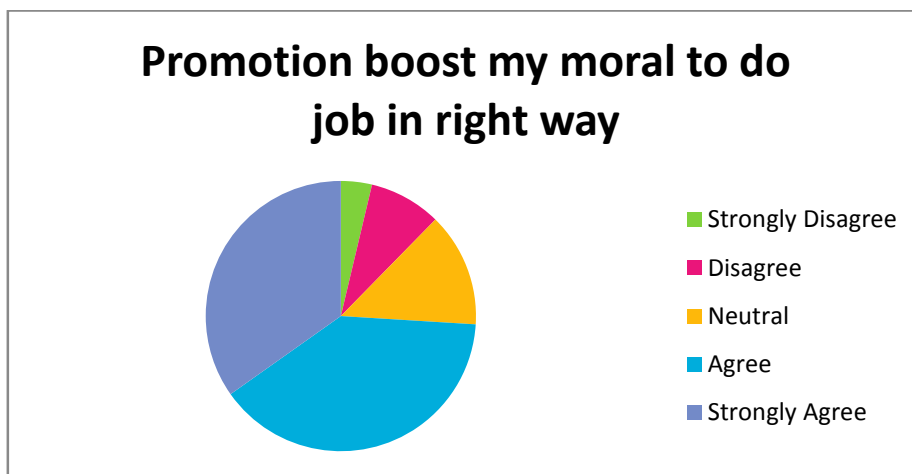
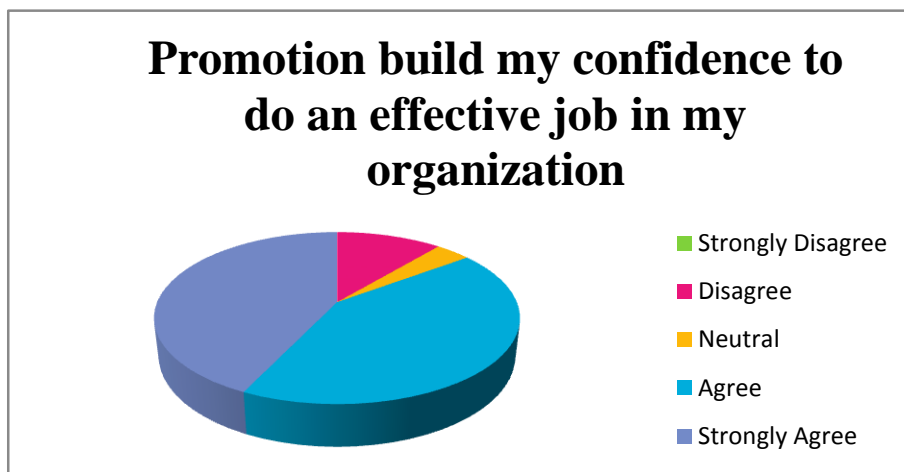


Figure 4.2. promotion boost my moral to do job in right way

Regarding to promotion has an effect on employee job satisfaction by boosting moral to do job in right way 6 (3, 7%) of the respondents responded strongly disagree, 14 (8.6%) of the respondents disagree, 22 (13.6%) of the respondents are independent, 63 (39.1%) of the respondents agree, and 56 (34.7%) of the respondents strongly agree.

This implies that employee promotion has an effect on job satisfaction by boosting employee moral to do their job in right way because the majority of the respondent 63(39.1%) agree and 56(34.7%) strongly agree that employee promotion boost their moral to do their job in right way and this indicates that if promotion is not given to employee they lack a moral to do their job in right way.



Figures 4.3. promotion build my confidence to do an effective job in my organization

Related to the effect of employee promotion on job satisfaction by building confidence in order to do an effective job in organization 0(0%) of the respondents strongly disagree, 18 (11.1%) the respondents disagree, 6 (3.9%) impartial, 68(42.2%) agree, and 69 (42.8%) strongly agree. this means that employee promoting has an effect on task delight by building their confidence to do powerful task of their enterprise because majority 68(42.2%) of respondents agree and 69(42.8%) strongly agree that worker promotion build their confidence to do effective process within the organization and if there's no worker advertising they lack self belief of doing their process effectively.

5. CONCLUSSION AND RECOMMENDATION

The main objective of the study is to assess the bases of employee promotion and its impact on job satisfaction in the case of star rated hotels of Madurai city.

The studies is carried out in star rated hotels in Madurai town those have been; Heritage Madurai, Regency Madurai by GRT Hotels, Poppy's Hotel Madurai, Courtyard by Marriott Madurai, The Gateway Hotel Pasumalai, Madurai. The researchers used quantitative research approach and descriptive research design and also in order to select the samples we used non probability of purposive sampling in order to get crucial statistics'. The researchers used both number one and secondary supply of facts'. The study results clearly showed that employee promotion has its own effect on job satisfaction through motivating employee to do their job effectively, boosting employee moral to do their job in right way, building confidence in order to do an effective job in their organization, inspiring, employee in exerting their fill potential in their job and guaranteeing them the job has well done in the past which results, the organization to become profitable by generating and retaining loyal customers through delivering quality services but this means if there is no appropriate employee lacks of confidence, high percentage of employee turnover, the potential to lose providing service quality which lead the organization to collapse and it also states that organizations give promotion to their employee by considering different criteria's like performance, the ability to work with other ,punctuality, giving priority to colleagues and positive attitude of employee towards their job

5.1 Recommendations and Managerial Implication

The following recommendations are made primarily based on the study's location.

The researchers have endorsed the following points primarily based on the research findings. This advice may be helpful by imparting some pointers on issues that want development in assessing bases of advertising and its effect on task satisfaction in superstar rated hotels in Madurai metropolis the following things need improvement and they may be predicted to be addressed.

- Hotels should have a guide line or employee promotion policy in order to give promotion for their employee.
- Hotels should give promotion for their employee in order to do their job effectively which help the organization to attain its goal as organization.
- When giving promotion to their employee the management should use different criteria's like employees job performance, employee's prior achievement in the organization, employee's discipline, and their commitment in attaining organizational intention and so forth.
- When giving promotion management and human resource should be free of bias which can cause grievances among employee and annoy employee.
- According to the researchers data's most of the employees of star rated hotels in Madurai town were holders of certificate or diploma so hotels should hire hotel professionals graduated from Universities.

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