JOB SATISFACTION OF EMPLOYEES IN HOTEL INDUSTRY:  
A STUDY ON EMPLOYEES IN KOLKATA-BASED 3 STARS AND ABOVE HOTELS

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ABSTRACT
At present scenario, globalization and advance technology have geared up great growth in the services sector. Job satisfaction in hospitality industry is a desirable outcome for employees and firms, yet the factors associated with it, are under various ongoing research process. An organization’s most important tool for gaining a competitive advantage is its people.

Most hotels strive to empower their employees in order to deliver better quality service. The study of job satisfaction within the service industry has generated a great deal of research interest in modern human resource circles around the world and is an underlying motivation factor for employee performance. It is widely accepted that an employee’s performance is closely related to the overall satisfaction of his or her task at hand and is thus an invaluable concept that an organization must invest in.

The area of the study at 3 stars and above stars hotels in Kolkata, West Bengal. The respondents were asked to evaluate their job satisfaction where they are working. Perceived satisfaction of each variable was measured through questions designed on a 5-point Likert-type scale ranging from always to never. The statistical analyses used were Factor analysis with principle component and regression analysis using the Statistical Package for Social Sciences (SPSS).

KEYWORDS: Job satisfaction, hospitality industry, employee’s performance, motivation factor.