

Impact Of E-HRM System On User Satisfaction In Hotel Industry

Sasmita Mohanty

Abstract: Indian hospitality industry is developing at a faster pace. India is a country which is associated with the traditions and values more than any other country and a tourist destination. Hotel industry is a broader industry and working of an industry needs many further smaller and bigger positions. Whereas, there are several facilities a hospitality industry provides to its customers or clients like spa, customer services and food/ canteen etc. The study intends to find out the impact of e-HRM practices on job satisfaction of Hotel Industry. The data was collected from the employees working in three star hotel in Bhubaneswar Orissa. It was collected from the month of January 2018 till June 2018. It was found that there is a significant relationship exists between Green Job Analysis on Job Satisfaction, Green recruitment on Job Satisfaction, between Green performance appraisal on Job Satisfaction between Green training and development on Job Satisfaction between Green selection on Job Satisfaction between Green reward management on Job Satisfaction between Green employee discipline management on Job Satisfaction, and between Green Employee relation on Job Satisfaction.

Index Terms: Job Satisfaction, Green HRM Practices, EHRM

1. INTRODUCTION

Indian hospitality industry is developing at a faster pace. India is a country which is associated with the traditions and values more than any other country and a tourist destination (Roy, 2011). Indian travel and tourism industry performs very well in GDP and in receiving FDI as tourism is the third largest earner of GDP of the country (Chand & Katou, 2007). Green performance appraisal on Job Satisfaction between Green training and development on Job Satisfaction between Green selection on Job Satisfaction between Green reward management on Job Satisfaction between Green employee discipline management on Job Satisfaction, and between Green Employee relation on Job Satisfaction.. Indian tourism and hospitality industry is amid the top 10 sectors in India. Indian hotel industry grows up to 10% per annum. At present, Indian hotel industry has rooms of about 110,000 rooms and 10 million tourists travelled in 2010 whereas, around 350 million domestic users (Bharwani & Mathews, 2016) (Sanjeev, Gupta, & Bandyopadhyay, 2012). There are 4 types of hotels assigned for different types of tourists namely heritage hotels (hotels that highlights the glory of the place), luxury hotels (specially designed for higher class), budget hotels (designed for economy or middle class people) and resorts (located at hill stations and around the beautiful scenic atmosphere). There are still 161 projects ongoing for the construction of hotels with 16,734 guestrooms because till 2020 more tourists are attracted (Aggarwal & Padhan, 2017) (Jauhari, Rishi, Jauhari, & Rishi, 2012).

Hotel industry is a broader industry and working of an industry needs many further smaller and bigger positions. Whereas, there are several facilities a hospitality industry provides to its customers or clients like spa, customer services and food/ canteen etc. (Litvin, Goldsmith, & Pan, 2008). There are various benefits because of which hospitality industry is gaining augmentation is because it offers a greater wealth of opportunity, increment in employment rates, creativity, progression opportunities, tips and bonuses and flexible hours (Deery, 2008) (Deery & Jago, 2015). The study intends to find out the impact of e-HRM practices on job satisfaction of Hotel

Industry.

2. LITERATURE REVIEW

Human resource management could be defined as management of human resources activities or in the layman's language it is tactical activity which aims to attain effective management of employees of the organization that helps the employees stay motivated and organization to gain advantage. It helps in contributing employees towards the organizational goal strategically (Wilkinson & Leifer, 2007). Human resource management has several activities like hiring, training, development and motivating etc. there are several functions of Human resources as well like strategic management, recruitment and selection, training and development, total rewards, risk management, policy formulation as well as employee and labor selection. When all these services are done electronically they are known as E-HRM systems. These services are carried out through internet based services like online booking of hotels through various applications like Oyo, trivago etc. (Ridder & Baluch, 2017). Electronically human resource management is done in 3 ways that is operational (all the operational and administrative functions are carried out like payrolls and employee's data maintenance), relational (refers to the supporting business functions like recruitment, selection, appraisal etc.) and transformational (concerned with activities like knowledge management etc.) (Society for Human Resource Management, 2013) User's satisfaction with the E-HRM services is more in comparison to the offline mode. Users can connect easily with the human resource team through toll free number and the team also takes into account the interests of the employees. There is a database for the appraisal of each and every employee that adds a benefit to the organization. Users are more satisfied and preferred the electronic means rather than the customer support (Armstrong, 2014). Users at present demand more web based services because all the work is carried on internet and it is more trustful than that of the offline services carried out by humans. The users drive more gratification as well as more convenience because the whole service is carried out through internet. Web based reliable and valid in measuring the user satisfaction (Parboteeah & Cullen, 2018) (Gruman & Saks, 2011).

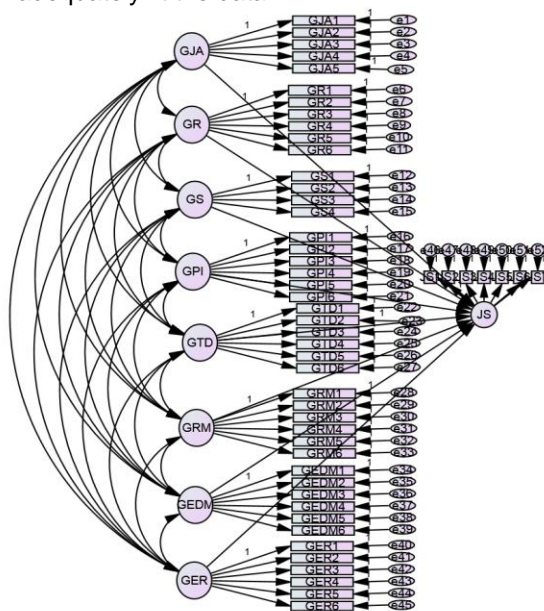
• *Management, Siksha O Anusandhan Deemed To Be University, Odisha, India*

3. RESEARCH METHODOLOGY

The data was collected from the employees working in three star hotel in Bhubaneswar Orissa. It was collected from the month of January 2018 till June 2018. The data was collected from a well drafted questionnaire (Moreno-Martínez, Ruzafa-Martínez, Ramos-Morcillo, Gómez García, & Hernández-Susarte, 2015) which had three section section1 comprised of demographic questions and the second section had the statements of the three dimensions of organisational justice and last section had the statement related to satisfaction. These statements were asked on a likert scale from strongly agree to strongly disagree (Trobias, 2011). The data collected was analysed using Amos (Arbuckle, 2013) software and structure equation modelling was used in order to fulfil the objectives.

4. DATA ANALYSIS AND FINDINGS

Structure equation modelling (Marsh et al., 2009) was used to find the relationship between the procedural justice, distributive justice and interactional justice with the overall satisfaction amongst the hotel employees in Orissa. The statistical results indicated that the Chi-square was significant ($\chi^2/df = 1822.506/527 = 3.45, p = 0.00$), the rest of the fit indices of the structural model were found to be within their threshold values as such GFI = 0.83, NFI = 0.85, TLI = 0.85 CFI = 0.87 and RMSEA = 0.07. Thus, suggesting that structural model adequately fit the data.



REGRESSION WEIGHTS

			Estimate	S.E.	C.R.	P	Label
JS	<---	GJA	-.201	.061	-3.316	***	
JS	<---	GR	-.733	.146	-5.014	***	
JS	<---	GPI	2.750	.390	7.047	***	
JS	<---	GTD	-.097	.036	-2.697	.007	
JS	<---	GS	-.167	.057	-2.932	.003	
JS	<---	GRM	-.858	.141	-6.087	***	
JS	<---	GEDM	3.070	.401	7.663	***	
JS	<---	GER	.137	.057	2.412	.006	

All the hypotheses were found to be significant and impacting the job satisfaction. In the overall model, there is a significant relationship exists between Green Job Analysis on Job

Satisfaction, Green recruitment on Job Satisfaction, between Green performance appraisal on Job Satisfaction between Green training and development on Job Satisfaction between Green selection on Job Satisfaction between Green reward management on Job Satisfaction between Green employee discipline management on Job Satisfaction, and between Green Employee relation on Job Satisfaction.

DISCUSSIONS

It was found from the study that there was a significant influence of Green Job Analysis on Job Satisfaction (Jalagat, 2016; Norris & Niebuhr, 2018; Selladurai, 1991; Soni, Chawla, & Sengar, 2012; Varca & James-Valutis, 2008). Similarly the green HRM practice like Green performance appraisal, Green training and development, Green selection, Green reward management, Green employee discipline management, Green Employee relation had a significant influence on Job Satisfaction (Dhurup, Van Zyl, & Mokhathi, 2014; Pandey & Khare, 2012; Sypniewska, 2014).

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