

IMPACT OF MOTIVATING FACTORS IN INCREASING THE QUALITY OF HOTEL SERVICE

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Abstract: The purpose of this study is to describe the overall level of motivation of hotel service workers in terms of factors affecting it and to measure the relationship between motivation and quality of service.

From the findings of this study it has been found that employees of hotel enterprises are motivated above average in their work. The variance analysis identified the statistical difference in terms of motivation at work, while regarding the quality of service from the statistical data we see that service quality is proportionate to motivation.

Therefore, we can say that the findings of this study help the structures of hotel enterprises to use efficient methods in the function of motivation and in this case the quality of service will increase.

Keywords: Enterprises, motivation, quality, training, appraisal, performance

1. INTRODUCTION

In recent years, catering has undergone a number of changes in business management, whether small, medium or large, and then all of these changes are also reflected in human resource management. All this is related to how motivated they are in the work in the specific hotel sector. This increases the overall satisfaction, motivation and productivity, and then all this is reflected in the quality of service that is precisely the subject of this study study.

Today's hotel enterprises are focusing on providing the most quality services while satisfying the needs of their customers. But it is unavoidable that managers need to use different reforms to motivate employees to offer the highest quality of service.

The purpose of this research is to identify the motivational factors and their impact on the quality of the service. The result is that where the motivation was in proportion to the quality of the service, ie the increase of one increases the other.

2.METHODOLOGY

Methodology is the approach of scientific research that is used with certain methods aiming at learning more about job motivation and its impact on the quality of service.

Two types of data were used in the study. Primary data were obtained from the survey of managers where we received information on the motivation of the employees, and from the survey of clients of these enterprises we received information on the quality of the service. The mixed data are interlinked by various literature for motivation, scientific works, etc.

With this research we intend to control various factors that influence motivation, and thus determine which factor is causing the problem, thus isolating the causes and consequences.

The questionnaire was created through the forms provided by Google (Google Forms), while the data was processed and analyzed through the Social Science Statistical Package (SPSS), version 20.

Primary data was presented in tables and graphs through descriptive analyzes (mean, standard deviation, variance, minimum, maximum, and frequency). We used the correlation coefficient to validate the hypotheses. This section included demographic data, the total for each scale and their basic characteristics. For the evaluation of statistical test results, the level of statistical significance is used .05.

3. LITERATURE REVIEW

Management is more focused on the workforce, mainly directed at the organization of workers, finding and training them, the commitment of payments and rewards to be made for them, meeting their needs, relying on their work and selecting problems that can cause their dissatisfaction.⁶⁹

A motivated worker positively influences the achievements and productivity of the job. But in addition, this result is influenced many times by working conditions, organization strategy, management practices, or rewarding forms.

So despite the fact that many studies point to the fact that positive employee motivation policies have an impact on productivity growth, it is worth mentioning the role of external elements in this process. Other interventions, bonuses or other incentives increase internal motives to better perform the work that is being charged.⁷⁰

Because the employees are different from each other, their personal objectives in the organization are diverse. It is the task of leaders to identify and understand individual differences and to help employees complete everything they want from the organization.⁷¹

In the literature, we find various definitions of motivation where it is a desire, a tendency, to complete a task or work initially related to the performance.⁷² Defining motivation at work is seen as an organization's willingness to accomplish goals set, utilizing the resources that are best available to achieve the desired performance. At the beginning of the 21st century, there are other authors who have studied motivation and have seen it in different perspectives. Continuing with the previous definitions, motivation is defined as "an individual's willingness to exercise the highest levels of effort towards organizational goals to meet certain personal needs."⁷³

Motivation theories try to analyze and explain why people at work tend to react in accordance with personal efforts and contribution. They describe the forms and ways efficient how the organization can stimulate employees to achieve results, not by meeting the personal needs of everyone.⁷⁴

Herzberg's theory places emphasis on internal elements that affect employee motivation such as achievement, success, accountability, gratitude, professional growth, competence. These variables are classified into the set of motivational factors as they encourage employees to make the most of what they do. Meanwhile, on the other side of the coin the theory positions other factors, otherwise known as external motivation. Here we cite relationships with colleagues and supervisor, working conditions, benefits, company policies etc.⁷⁵

Enterprises that are most in need of training are manufacturing and service. The rapid development of global life has made the training much needed, as each company needs to adapt to change to be competitive in the market. Respondents by research have found that among the most frequent trainings and most often presented as need for enterprise staff are advanced technology and leadership staff. From interviews, SME managers point out that the working staff who have attended the trainings have managed to develop new skills and knowledge, whereby these skills and knowledge have benefited the entire enterprise both in terms of development and capacity building. Some other companies have emphasized that with the help of training the employees have done the job faster, have been more efficient and more efficient at work, resulting in the same work schedule being able to do more work by saving time.⁷⁶

⁶⁹ Lawler, E. E III (2003). *Treat people right! How organizations and individuals can propel each other into a virtuous spiral of success*. San Francisco: Jossey – Bass.

⁷⁰ Plantinga M, (2006), *Employee Motivation and Employee Performance in Child Care*. The effects of the introduction of market forces on employees in the Dutch child-care sector. ISBN 90-367-2695-6, fq

⁷¹ Kasimati M. 2002. *Sjellje organizative*, Tirane, , fq 185 – 187

⁷² Maslow, A.H. (1943). A theory of Human Motivation. *Psychological Review*, 50, f. 370.

<http://psychclassics.yorku.ca/Maslow/motivation.html>

⁷³ Cole S. Michael et al 2004, *Stages of learning motivation: development and validation of e measure*, *Journal of applied social psychology*.

⁷⁴ Armstrong M, (2006), *A handbook of human resource management practice*, 10 edition, London, Kogan Page, fq 251 – 253

⁷⁵ Hong T. T & Aheed A, (2011). *Herzberg's motivation-hygiene theory and job satisfaction in the retail sector: the mediating effect of love of money*, *Asian Academy of Management Journal*, Vol. 16, No. 1, 73–94, Malaysia

⁷⁶ Hashani M & Bajrami R. 2015. *Roli i burimeve njerëzore në rritjen e investimeve të NVM-ve.Rasti: Komuna e Ferizaj*

4. MOTIVATION RESEARCH OF HOTEL WORKERS

The data we received from our clients through the survey survey were as follows:

Service quality is the category that proves that motivation affects quality growth.

Service quality is a category when its result is networked by the motivation of the workers, where during the research it turns out that the motivation and quality of the service are in the right correlation, ie with the increase of one increases the other, or vice versa.

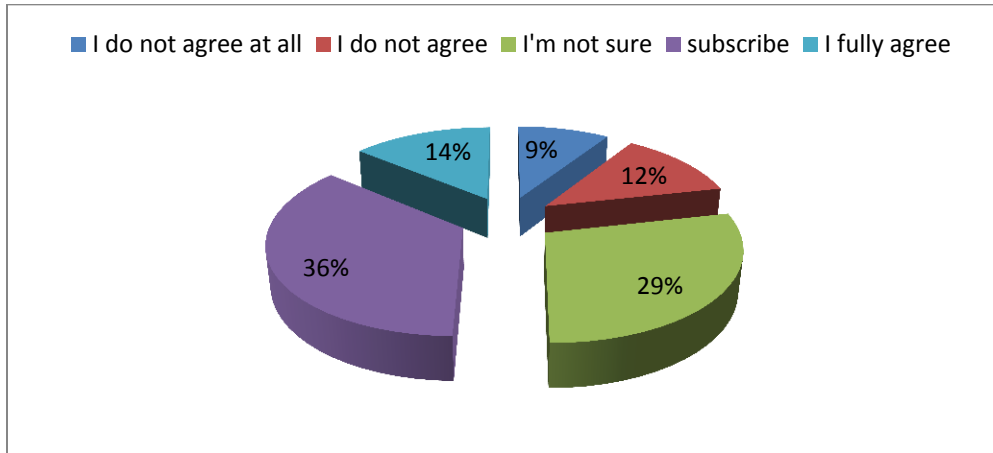
The quality of the service is measured through the Likert scale, where from a minimum of 1 to a maximum of 5, we find that the general average is 3.41 and the standard deviation ds = 1.12.

So the customers were satisfied enough to have enough staff, that the order is taken in time, there is no delay, staff is polite, good service, environmental hygiene and food at the level that the seriousness and pedantiness of the staff is high etc.

Table 1. Descriptive data (standard, standard deviation and deviation) for the quality of service in the hotel sector

	N	Min	Max	• Average	• Standard deviation	Variance
He has enough staff	154	1.00	4.00	3.4143	.94256	.888
Orders are received in time	154	1.00	.00	3.6078	.94056	.885
There are no delays	154	1.00	.00	3.4532	.95357	.909
The staff is courteous	154	1.00	.00	3.1688	.94837	.899
Very good service	154	1.00	.00	3.2597	1.07135	1.148
This enterprise meets all the criteria	154	1.00	.00	3.4416	1.25238	1.568
Food is served hot and very high quality	154	1.00	.00	3.4610	1.25835	1.583
Service hygiene at the level	154	1.00	00	3.4481	1.24744	1.556
Environmental hygiene at the level	154	1.00	.00	3.5082	1.18103	1.395
Seriousness and staffing is on the level	154	1.00	00	3.3596	1.28041	1.639
The willingness to help consumers about their requirements is high	154	1.00	.00	3.4416	1.35274	1.830

Graph 1. Quality of service of hotel enterprises - expressed in (%).



In the table below we can observe the correlation between work trainings that is independent variable and motivation as dependent variables, where we understand that job trainings affect employee motivation, which is based on value 0.81.

Table 2. Correlation between workplace training and motivation

		Motivation	Trainings influence motivation
Motivation	Pearson Correlation	1	.817**
	Sig. (2-tailed)		0.02
	N	40	40

In the table below we can see that the correlation between work performance appraisal, which is an independent variable and motivation as dependent variables, mean that performance appraisal affects employee motivation and is verified based on value 0.74.

Table 3. Correlation between performance performance evaluation and motivation

		Motivation	Performance Evaluation Affects Motivation
Motivation	Pearson Correlation	1	.741**
	Sig. (2-tailed)		0.01
	N	40	40

5. CONCLUSIONS

Quantitative methods were used to answer research questions through a survey, involving 40 managers and 154 clients of hotel enterprises.

From the data provided by the SPSS program we saw enterprises needing training, which is so dominant and satisfactory, considering that not all surveyed enterprises were.

Trainings are a factor that motivates workers because they do not feel stressed and burdened in case of changes in the enterprise. Because any change in the organization can be accompanied by many reactions because individuals are not so elastic about the changes, so we realized that they always carry out trainings of staff by preparing them.

As far as performance appraisal is concerned, we understand that it is a satisfying result because it is important if they are evaluated for their performance, then they will always be ready to do things properly in order to have a better position in company, with a higher salary and more benefits. Against this, the reasons why this performance assessment is important, because the bigger the better the performance will be because the workers will be more motivated. The reasons why such a rating is made is for salary increase, because the salary is what motivates most workers.

Motivation is a complex and wider process than others think, as it involves many factors, so work schedules can be discussed as the more flexible the motivation the workers will be. Research shows that in most countries it is stated that they have a flexible schedule, then work with tours, part-time work, that working hours are not compressed. Regarding the regularity of the salary, we understand that the salary is given in time to motivate the workers, because an opposite action would give rise to associated reactions with low demotivation and productivity. In addition to the motivational factors, we also had the quality of service where they stated that the staff is sufficient, there is no delay, environmental hygiene and food is level. So the quality is at a satisfactory level which is directly dependent on motivation. So the motivation affects the quality, and are in the right proportion where with the increase of motivation increases the quality.

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