

Research on U Hotel

Sangari Sundaraju¹, Daisy Mui Hung Kee², Rebecca Dershini Lopez³, Yuvamalar Balakrishnan⁴,
Youdtha Sagadevan⁵
Universiti Sains Malaysia^{1,2,3,4,5}
daisy@usm.my

INTRODUCTION



U Hotel Penang is a great choice for accommodation when visiting Penang. With its convenient location, the hotel offers easy access to the cities famous destinations. The hotel offers guests superior services and a broad range of amenities, U Hotel Penang is committed to ensuring that customer stay is as comfortable as possible. This hotel offers numerous on-site facilities to satisfy even the most discerning guest. **Urban. Unpretentious. Utterly Unique.** Moto of U Hotel which make hotel bright in Penang. Travellers looking for stylish, comfortable and affordable accommodation this hotel built for business travellers, convention-goers, and holiday-makers simply looking to get away.

128 rooms of this hotel are stylish with contemporary interiors designed with an industrial theme with a retro twist. U Hotel is in Bayan Lepas which is known as the heart of Penang's industrial hub, which is only 15 minutes away from the Penang International Airport and close to the biggest business centres, convention halls, factories and Queensbay mall, one of Penang finest shopping mall. An exceptional experience Penang has to offer, U Hotel will be part of its Wi-Fi is free and special parking spaces for customer.

Target customer for U Hotel is family, business persons especially whoever visit Penang for tourist purpose. Penang known for food and best place to enjoy for tourism purpose. This is one of additional benefit to U Hotel to get many customers from everywhere in Malaysia and overseas. The price of accommodation reasonable because it already centre of city so it is based on the environment and demand. U Hotel is 3 star of hotel which perfectly have best facilities as 4-star hotel. In Gelugor there is no other 3-star hotel as U Hotel, so it is only one good hotel for tourist. Then the location of U Hotel is quiet near to airport and it is advantage to tourist whoever lives in U Hotel.

Although U Hotel is good in external ways but internal factors there are some problems that organization hard to solve it. One of the problems encounters by this U Hotel is complain of dissatisfaction of wages and special promotion to employee such as discount for them. Then, employees are not getting enough motivation to succeed in their performance. Lastly, job satisfaction that refers to unhappy or negative feelings about the work and work environment. The management and employees must prioritize and plan the most important task in an organized way to reduce stress. Besides, the management must empower and offer more opportunities for advancement to motivate the employees. Finally, job satisfaction can be improved by providing positive working environment, rewards and recognition to the employers and employees.

CHALLENGES

First problem is the employees of UHotel had a dissatisfaction of wages and special promotion such as discount. The idea given to overcome by empowering and offering more opportunities for advancement to motivate the employees.

This is proven in the concept of organizational contract. Organizational contract is the unspoken, informal understanding that an employee will contribute something to the organization, in return for some pay and benefits. Under this contract, an employee may believe that if he or she works hard and receive favourable performance evaluation, he or she will receive an annual bonus, periodic raises, and promotion, and will not be laid off.

Employees of U Hotel thinks that the salary is low for the work they are doing. So, some of them started to show their dissatisfaction in the work. We found out this problem from the feedback of the customers. There are five job characteristic that lead to work outcome. Job feedback determine the extent to which the individual receives direct and clear information about the effectiveness of his or her performance.

Employees of U Hotel is not getting enough motivation to succeed in their performance. So, management can overcome this problem is by provide positive working environment, reward and recognition to the employer and employee.

Two factor theory explain the relationship between satisfaction and motivation in the workplace. These factors influencing satisfaction and dissatisfaction can be categorized into two main ones, motivating and hygiene factors. Motivating factors are those aspects of the job that motivate individuals to perform, and which provide individual with satisfaction in the form of achievement, recognition, and promotion opportunities, which are intrinsic in nature. Hygiene factors are aspects of the job that only satisfy the extrinsic needs of the employees, such as pay, organization policies, supervisory practices, and working conditions.

Many employees think the organization is not providing the basic needs for them, so they started to leave the organization. When employees are unhappy, they will have a desire to leave and start to look for alternative jobs.

Lastly, employees having less job satisfaction because they are unhappy and having negative feeling about work and work environment. Job satisfaction refers to feeling's individuals have towards their jobs.

Job satisfaction is multidimensional in nature, that is, it includes personal cognitive responses (evaluation), affective (emotional) responses, and behavioural components. Affective job satisfaction is the subjective emotional feeling individual have about their jobs, which reflects the degree of pleasure or happiness the job gives. Cognitive job satisfaction is the objective, logical evaluation of the various job and measures the extent to which job are judged by the employees to be satisfactory in comparison with the objectives they set.

SOLUTIONS

Firstly, employees of UHotel complain of dissatisfaction of wages and special promotion to employee such as discount for them. Because of dissatisfaction there are arises some major which can ruin the reputation of this hotel. Solution of this problem is the management must empower and offer more opportunities for advancement to motivate the employees. First, employer can have an increase in salaries annually for a fix rate. For example, 5% increase in salary annually

It will motivate employees to work hard for organization and will lead reduction of dissatisfaction room service cases. Customer service will be quality and productive. Other than that, promotions such as discount for the employee's family members will give a satisfaction for employee. Free promotion such as deduction in U Hotel bakery purchases by use employee card. Moreover, special food vouchers and hypermarket vouchers will make them happy and encourage them to work more effectively. employees may have taken notice of the size of the cash/voucher reward. They surmise that perhaps employees want to feel valued and are perhaps

offended by the size of the rewards, which were small. This means that employers should know a small reward may perhaps "send" a certain message to the employee. This can be perceived as controlling or alienating and may perhaps explain the fact that productivity dropped when the reward was discontinued. The positive spin on

this is that verbal recognition is never bad and that it can have a long-term sustainable positive impact on performance.

Then, employees are not getting enough motivation to succeed in their performance. **Motivation** is one's direction to behaviour, or what causes a person to want to repeat a behaviour, a set of force that acts behind the motives. An individual's **motivation** may be inspired by others or events (extrinsic **motivation**) or it may come from within the individual (intrinsic **motivation**). Motivation in the Workplace. Motivation is what energizes, maintains, and controls behaviour. Motivation in the Workplace. Motivation is what energizes, maintains, and controls behaviour. Scientific research proved employee who get motivation will work more effectively than who didn't get motivation. The best solution for this problem, job satisfaction can be improved by providing positive working environment, rewards and recognition to the employers and employees. Job Satisfaction is Job satisfaction is defined as the extent to which an employee feels self-motivated, content & satisfied with his/her job. Job satisfaction happens when an employee feels he or she is having job stability, career growth and a comfortable work life balance. So, first, employer must provide good environment to work such as comfortable and motivating employees to work. A positive work environment makes employees feel good about coming to work, and this provides the motivation to sustain them throughout the day. Make sure relationship with other employees good and nice so they can teach each other. Reward define a thing given in recognition of service, effort, or achievement. It is very important to motivate employee to work hard. Even though there need some expense to give reward, but it will motivate employees. The risk of this solution is there will occurrence of dissatisfaction among workers because reward of best worker. So, employer must observe take decision fairly without hurts other feelings.

Lastly, job satisfaction that refers to unhappy or negative feelings about the work and work environment. The best solution for this problem is the management and employees must prioritize and plan the most important task in an organized way to reduce stress. Stress is your body's way of responding to any kind of demand. It can be caused by both good and bad experiences. When people feel stressed by something going on around them, their bodies react by releasing chemicals into the blood. This can affect work. Time table will organize employees' work and avoid havoc in organization. Maybe systematic can irritate and control employees but it can help to motivate employees to be more productive.

BENEFITS OF THE IDEA

Having solutions for the challenges always have a benefit. The first solution, to give a raise on salary annually and giving promotion for the things bought in U Hotel shows that the employer is determines to give his or her employees the best working experience. Also, it gives the employees a reason to stay in the company because the company have given the best, they could to their employees to make them feel valued.

The next idea, to provide positive working environment, rewards and recognition to the employees, give good benefits too. This is because the company need to give the employees the sense of belonging in the company as they have put in a lot of effort to make the hotel in good condition. Having a good working environment encourages employees to feel good about coming to work at the hotel. Next, employees should be given rewards and recognition for their hard work paid off to making this company going on.

Lastly, prioritising more important job by setting a more structured but flexible timetable will give the employees to plan their work and execute the plan to complete the job given. This way, employees are able to complete their work on time. Also, employees will not get stress with the work given by the employers because they have planned the time to complete the whole task given.