แนวทางการพัฒนาการจัดสวัสดิการเพื่อสร้างความผูกพันให้กับพนักงานโรงแรม กรณีศึกษา โรงแรมระดับ 4 ดาว ในเขตกรุงเทพมหานคร

The guidelines for development of benefits for hotel employee engagement: a case study of 4 star hotels in Bangkok

โดย

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Abstract

The purposes of this research were 1) to study the relationship of motivation and maintenance factors with employee engagement in hotel business organization and 2) to study the influence of motivation and maintenance factors on engagement of hotel business organization. The samples were 300 hotel staff of Thai chain hotels in Bangkok. The statistics used were frequency, percentage, mean, standard deviation, Pearson's product moment correlation coefficient and multiple regression analysis.

The research found that the overall level of opinion of the hotel staff on motivation and maintenance factors with employee engagement in hotel business organization was at a very high level in both factors. Also, the overall level of engagement of the hotel staff in hotel business organization was at a high level. When considering each aspect, it was found that service provision was rated with the highest level, and work performance was rated with a high level, respectively. Motivation and maintenance factors were related to overall employee engagement in the hotel business organization with statistical significance at the level of .01, with a positive relationship at a moderate level.

In addition, it was found that motivation and maintenance factors could predict the engagement in the hotel business organization by 47.8% with statistical significance at the level of .05. The variables that can predict with statistical significance included the motivation factors in terms of job responsibilities and promotion and the maintenance factors in terms of compensation and benefits, physical environment in the workplace and status (career status).

Keywords: motivation factors, maintenance factors, relationship, hotel business