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Impact of Employee Training on Guests' Satisfaction: A Survey on 5 Star Hotels in Kuala Lumpur

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ABSTRACT

Background: This study extended research on the importance of training and development for customer satisfaction and employee satisfaction by examining its influence on 5 Star Hotels. The survey was based on quantitative method, and 200 questionnaires were collected by using the random sampling method of convenience sampling at 5 Star hotel staffs in Kuala Lumpur. The findings showed that there is relation between employee training and customer satisfaction in five star hotel in Kuala Lumpur. Furthermore, successful training program has relationship to improve / influence employee satisfaction level

INTRODUCTION

Hotel provides services that deliver leisure and entertainment services to individuals. People who are travelling are essential to stay in hotels, and different level of hotels tends to provide different range of services and at different quality levels. The higher-class hotels will focus on providing qualified and complete services that help travellers and customers to feel the real services to reduce their pressures and stress. However, the low level hotel provides basic service that only provides basic service to customers, such as sleeping or lodging. Nevertheless, customers and guests are more prefer to stay in high-level hotels as it provides services that people are desire. Even though price may be the significant factor stopped them.

However, the buying behavior is extremely influenced by service quality that employees performed. From the aspect of service literature conducted by Normann (1991) clarified that numeral determinant that reflects how customers are satisfied with the quality of service. Service quality is considered to affect customers' perception base on the components of public and customer relations, word-of-mouth, and their actual experiences with the goods and services.

Hotel industry in Malaysia has contributed tremendously to the development in the Malaysia tourism industry. As a result of the continuing tourism development, the hotel industry in Malaysia is also continually developed to cater for more foreign visitors and provide better services. The hotel industry in Malaysia is large as it offers accommodation ranging from lodging houses to certain five-star and luxury hotels, ranging from an inexpensive RM30 per day to an average of RM250 per day and can be as high as thousands. The visitors have a wider range of accommodation selection depending on their budgets. There are accommodation provider practically anywhere in all the major towns and cities. Therefore, the objective of this study is to examined the significance of staff training and to identify the relationship between staff training and customer satisfaction of 5 star hotels in Kuala Lumpur.

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Literature Review:

The purpose and objective of training and development has been argued by different researchers. According to the Samuel (2012), the training and development is the function of human resource management that concerned with organizational activity aimed at bettering the performance of individuals and groups in organizational setting. Determined by David and Sulthan (2014), in a more simple way to defining of training and development is to improve on employees' skills, knowledge, and abilities to work in expectations of employers and managements.

Another researcher, Abdul *et al.* (2011) reported that training is a learning procedure that comprises the achievement of knowledge, enhancing of abilities, theories, principles, or enhancing of manners and behaviours to improve the performance of employees. Mehedi *et al.* (2013) proposed that training is a constant procedure by which staff essentially develops the knowledge and get a better and clearer understanding of how to perform well in the organization.

Lately, the management of hospitality industry initially realizes that employee satisfaction is more and more vital for motivating them in a greater performs within their workplace. It has been argued by Mary *et al.* (1996) that satisfaction of employee also results in the quality of service and smooth operations. If the employees are unhappy with their job or work environment, it increases the rate of staff turnover as well as lead to reduce customer satisfactions. Proposed by Normann (1991), the employee satisfaction and customer satisfaction are correlative with each other, as employee satisfaction will affect the customer behavior extremely.

Methodology And Sampling:

Survey participants will be 5 star hotels' employees and hospitality students whoever had training program in hotel in Kuala Lumpur. There will be no bias for the gender of audiences, and therefore the respondents of this research will choose both male and female. Since the gender difference will result in the imparity judgment toward conducting the survey.

This study will take 300 participants and 200 feedbacks will be expected to complete in a correct manner. The conclusion can be drawn that the sampling population of this study is reliable.

It was believed that convenience sampling will be more flexible and also save cost. This research used the convenience sampling with questionnaire distributed by hand. Moreover, this sampling method is a most ordinary non-probability sampling technique that is frequently taken practices by researchers to illustrate samples close to hand (Zemke 1995).

Findings And Results:

A total of 200 questionnaires were used for SPSS analysis. The results will be divided in I) data screening, 1) tests of normality, 2) characteristics of respondents, 3) factor comparison of employee training, employee satisfaction and guest satisfaction, 4) the effects of demographic traits on training preference, and finally 5) the summary of hypothesis testing.

Data Screening:

As for the data preparation, screening and normality test was conducted. The data showed that all the cases were valid without any missing value. Finally, there was no missing value all 200 questionnaires were valid.

Characteristics of Respondents:

The demographic characteristics of respondents of this study are shown below. Of the sample size of 200, the percentage of male (55.5%) and female (44.5%). 62.55% of respondents were more than 26 years old. As for marital status, 54.5% are married, 44.5% single and 1% of the respondents were divorced. About 96.5% of respondents earn below RM 3000 per month. This shows that majority of staffs working in Five Star hotels are paid very low. Looking at the educational qualification of respondents, 39% holds a Diploma, 52% holds a first Degree, 9% are Postgraduate/Master. Looking at the Level of designation, 55% respondents hold a Supervisory. More than 55% of respondents have been working in the industry just for less than 3 years. (Refer to Appendix 1)

The factor comparison:

First of all, reliability tests were used to check the consistency and reliability of the measure in this study. Reliability analysis for the various dimension variables for employee training is provided. If any of these values are less than 0.3, it means that a particular item does not correlate very well with the scale overall

1) Employee training and customer satisfaction trait comparison:

First of all, reliability tests were used to check the consistency and reliability of the measure in this study. The Table below shows Reliability analysis for the various dimension variables for employee training. If any of these values are less than 0.676, it means that a particular item does correlate very well with the scale overall.

Table 1a: Reliability Statistics on Training scale.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.676	.673	5

2) The successful training program influence employee satisfaction level:

Table 1b: Reliability Statistics on satisfaction.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.635	.640	5

Note: the detail reports are in soft copy.

Hypothesis Testing:

The hypotheses was tested with the data analysis methods mentioned above and summarized as below: t-test and ANOVA was undertaken to check the hypothesis.

H1: There is a positive relationship between employee training development and customer satisfaction.

Cross-tabulation was conducted as to test the relationship between employee training development and customer satisfaction. (Table 2a and 2b). The results show that the chi-square test is significant. Therefore there is a relationship between the two variables.

Table 2a: SUMTR * SUMSA Crosstabulation.

		Count						Total
		SUMSA						
		1	2	3	4	5	6	
SUMTR	1	0	0	1	0	0	0	1
	2	0	0	1	0	0	0	1
	3	0	1	1	1	1	0	4
	4	0	10	13	5	4	2	34
	5	2	12	30	22	6	0	72
	6	0	10	21	16	7	4	58
	7	2	3	7	7	6	0	25
	8	1	2	0	0	1	1	5
Total		5	38	74	51	25	7	200

Note: SUMTR: summated scale for training; SUMSA= summated scale for satisfaction.

1-Strongly not agreed, 8- Strongly agreed.

Table 2b: Chi-Square Tests.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.091 ^a	35	.025
Likelihood Ratio	41.557	35	.207
Linear-by-Linear Association	1.125	1	.289
N of Valid Cases	200		

a. 35 cells (72.9%) have expected count less than 5. The minimum expected count is .03.

Note: the detail reports are in soft copy, can be provided upon request.

No	Hypothesis Statement	Sig. Level	Findings
H1	There is a positive relationship between employee training development and customer satisfaction	0.91	Rejected

Discussion:

This study extended research on the importance of training and development for customer satisfaction and employee satisfaction by examining its influence on 5 Start Hotels. The survey was based on quantitative method, and 200 questionnaires were collected by using the sampling method of convenience sampling at 5 Star hotel staffs in Kuala Lumpur. The expected sample size 250 was not achieved due to time constrain. On the basis of research objectives and research hypothesis, the data was analyzed with SPSS and results were presented in the above.

First of all, the findings showed that there is relation between employee training and customer satisfaction in five start hotel in Kuala Lumpur. Furthermore, successful training program has relationship to improve / influence employee satisfaction level

Conclusion:

A successful training system that conducted by organization will affect revenue directly since retaining customer and profit is extremely critical, which depends on how the employees behave and perform in their workforce. Especially in the hotel, the front-line staffs needs to be trained for enhancing customer feedback

The satisfaction with job training should be considered as an aspect of overall job satisfaction. Tourism industry players who are interested in improving job satisfaction among their employees should, focus on job training as a way to improve job satisfaction.

Employees at all levels of job tenure should be given opportunities to learn and grow. Those opportunities may be specifically related to the job, or they may be related to personal or professional development. Longer-tenured employees have different training needs than inexperienced employees. They may require more advanced or in-depth training. Strategies should be developed that ensure that all employees continuously learn and grow throughout their careers.

The importance of experienced workers can also be examined from a diversity standpoint. Although this research study showed no significant differences in satisfaction with job training among employees of diverse populations, demographics show that there are very few older workers in 5 Star hotels in Kuala Lumpur. A research could be conducted targeting to study the perception of old and senior position employees in hotel industry.

Organizations are continuously expanding their markets and targeting to different market segments. In order to best meet the needs of diverse customers, a workplace of diverse employees is important.

Conducting similar studies on different hospitality products or at different location would give a much clearer picture of view of staffs at that particular area or type of hospitality product.

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Appendix A: Questionnaires:

1. Implementation Of Training:

- a. Our organization conducts extensive training programs for its employees in all aspects of quality.
- b. Employees in each job will normally go through training programs every year.
- c. Structured learning activities are built into the job so that employees are constantly learning.

