COMPARATIVE ASSESSMENT OF JOB SATISFACTION BETWEEN PAID AND SELF-EMPLOYED HOSPITALITY GRADUATES

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Abstract

This study comparatively assessed job satisfaction between paid and self-employed hospitality graduates in Ilaro, Ogun State. Specifically, the study investigated the satisfaction among paid and self-employed hospitality graduates in the study area. The study adopted descriptive research survey. A population of 100 respondents was determined by the convenient sampling technique and the respondents were distributed in equal ratio 50:50 between employed and self-employed graduates. Data for the study were collected primarily through a structured questionnaire. The study adopted the descriptive and inferential statistical analytical techniques to analyze the data using the Statistical Package for the Social Sciences (SPSS) version 19.0. The study revealed that the self-employed are more satisfied than those that are salary earners and does concluded that those that are self-employed are satisfied with their work than salary earning graduates in hospitality industry. It recommended that, government should come out with a program that will be lending micro-credit to hospitality graduates and other graduates in other fields who want to be self-employed to be able to establish their own businesses and thus grow the economy.

Keywords: *Hospitality industry, job satisfaction, micro credit, salary earners, self-employed*

Introduction

Hospitality is a friendly and generous reception and entertainment of guests, visitors, or strangers with liberality and goodwill. Hospitality means welcoming a guest and making them comfortable at your place by looking after their needs during their temporary stay. Words used to understand hospitality are welcome, friendliness, helpfulness, warmth, greeting, and kindness as embedded and descriped by The Hotel Proprietors' Act of 1956.
The hospitality industry is a broad category of fields within the service industry that includes lodging, food and drink service, event planning, theme parks, travel and tourism. The hospitality industry is relied upon by people all over the world to provide experiences and services that make people happy and comfortable. The segments of the hospitality industry are closely related and each plays an important role in development and growth of the other industry. This industry is closely associated and a part of the tourism industry. It is a key part of the tourism industry value chain.
In most of the higher institution of learning, hospitality management is usually offered as a course leading to the award of Higher National Diploma, Lower National Diploma as well as bachelor degree which help in providing suitable and quality man power for the industry. Graduate of hospitality management either work in small scale industry or in the salary earning part of the hospitality industry (Taylor, 2017). Some derive their job satisfaction in being an employer of labor while other derive their job satisfaction in been an employee.

Job satisfaction is one of the most widely studied subjects in the management field (Loi and Yang, 2019), as it is considered as one of the determinants of the quality of the working context in any organization. The purpose of this research is to determine the importance and experiences of career factors of hospitality management graduates and how they are satisfied with their part of the industry.

The hospitality industry is divided into two categories, the small scale hospitality businesses and those that are Salary earners and this research is to determine the level of satisfaction among the two. This research will test the satisfaction level of those that are in the Small Scale hospitality business and test the level of those that are salary earners in the hospitality industry and aa comparative assessment will be done.

Statement of the Problem

After many years in the "vineyard of labour market,a lot of hospitality graduatess have either started a small scale businesses or are salary earners and their satisfaction level on the work is unknown and the factors affecting both have been too long neglected. There are many graduates that are going into labour market that is over saturated because many higher institutions most especially polytechnics and universities produce graduates every year and

these graduates find [t difficult to get job and in most cases many are underemployedMany graduates whenever they finished from various institutions prefer looking for job than starting their own business and this is why this study want to know the level of satisfaction between self-employed and salary earners and know those who are more satisfied and this findings will suggest and advise hospitality graduates maybe to go for paid job or establish their own business. Many organizations of nowadays are using this opportunity of work to underpaid employees, many are well paid but are not has paid at end due and many graduates have the mind set of that whenever they leave institution they will get employed whereas the job they are talking about is not available.

Objectives of the Study

The objectives of the study is to carry out comparative assessment of job satisfaction between paid and self-employed hospitality graduates thus determine the level of satisfaction among hospitality graduates in their industry,sensitize the students and graduates in the hospitality sector in Ogun State on level of job satisfaction between employed and self-employed hospitality graduates,provide information for/to prospective individual graduates who intend to start up this hospitality business so as to be properly equipped with the necessary skills to manage their business and thrive the industry and recommend to government and her agencies to grant tax relief to upcoming self-employed hospitality graduates and educators may use the information to continue defining the direction of hospitality management careers by attempting to provide a clearer picture of the industry or putting more emphasis on hospitality internships. In addition, educators may use the information to ensure current student expectations are realistic with respect to the careers available and the working conditions of the industry.

The results of this research study will be valuable to hospitality management educators and administrators at various institutions as well as industry professionals. One perspective will be that it is the educator's responsibility to ensure hospitality graduates have accurate expectations of the industry. Another perspective would be that industry professionals are responsible for providing the career factors new graduates are expecting.
Either way, this research will assist in determining where the gap exists and which factors need more focus. In addition, if these gaps are reduced then perhaps there will be an increase in the retention rate of hospitality management graduates within the hospitality industry.

Brief Literature Review

Job satisfaction is one of the most widely studied subjects in the management field (Loi &Yang, 2019), as it is considered as one of the determinants of the quality of the working context in any organization. The starting point in exploring employees‟ satisfaction and motivation was Taylor‟s scientific study in 1911, but the real beginning of job satisfaction and motivation researches began with Mayo‟s Hawthorne studies (1924), which shed light on the importance of the human element as being the most valuable resource in any organization. Thousands of researches in job satisfaction have been conducted since the Hawthorne studies and a great number of theories and models were established to explain the complex nature of the job satisfaction phenomena (Locke, 1983). This chapter is primarily devoted to discuss and outline the literature on job motivation and satisfaction in general. The starting point of this chapter is to present the different definitions and meanings of motivation and job satisfaction, to be followed by a review of the three major management schools of thought. The major theories of motivation and job satisfaction and an assessment of these theories will be presented.

The effect of different personal characteristics on job satisfaction and motivational needs will be discussed, and the relationship between job satisfaction and employees‟ behavior at work, including performance, turnover, and absenteeism, will be outlined.

Finally, the researcher will introduce the motivation process in Islam and its similarities and differences with western motivation theories.

The term satisfaction is normally used to describe the status of people when their needs have been fulfilled. However, the term „job satisfaction‟ has been defined in numerous ways according to numerous points of view and no one can claim that there is an ideal definition that can be used by all researchers. However, it can be said that definitions of job satisfaction centralise on two main dimensions. The first dimension is focusing on the factors or conditions that give rise to the feeling of happiness or satisfaction. For example, Hoppock defined job satisfaction as "Any combination of psychological, physiological, and environmental circumstances that cause a person to say, I am satisfied with my job.Porter and Lawler(1968) defined it as "the extent to which rewards actually received meet or exceed the received equitable level of rewards. The greater the failure of actual rewards to meet or exceed perceived equable reward, the more dissatisfied a person is considered to be in a given situation(Porter&Lawler,1968).

Consistent with the previous definitions, Mumford looked at the satisfaction concept as the "degree of „fit" between organizational demands and individual needs, and that the employee"s satisfaction with his job and the employer"s satisfaction with his job and with work performance will only be high when this fit is a good one." (1970: 72).ss
Personal determinants of job satisfaction are the demographic variables that define the person and participate in building his/her own framework (Steers, 2017). Pelled (2016) pointed out that personal characteristics shape one"s perceptions and behavior accordingly; one can not employ just one part of the person as, in order to accomplish a job, the whole person is needed with all his/her personal characteristics. Managerial literature and empirical research are consistent with the previous idea that personal characteristics are associated with an employee"s job satisfaction and motivational needs.A review of the managerial literature regarding motivation and job satisfaction indicates six personal characteristics relevant to the current study. These are age, gender, occupational level, education, tenure, and training.

Methodology

The study was conducted in Ilaro. Ilaro is the headquarter of Yewa South Local Government Area of Ogun State. It is about 50km from Abeokuta the state capital and about 100km from Ikeja the capital of Lagos State. Ilaro was founded in the 18th Century by Aro who migrated from Oyo town to settle down in Igbo Aje, a little hill situated at the centre of the town from where he and his warriors could sight enemies.

The population of the study were the staff of the selected hotel namely; Yewa Frontier Hotel, Ellysam Hotel And Suite, Aladey Hotel And Suite, April Suite, Omek Hotel And Suite.

A total of100 respondents were used for this study and the sample size was determined by a convenient sampling technique. The questionnaire were administered in an equal ratio of 50:50 to both employed and self-employed.
The research was approached using questionnaire survey, which will be use as it enabled the researcher to provide a holistic, in-depth insight and generalized understanding on the level of job satisfaction in hospitality industry between those who are self-employed and those that are salary earners.

The data were collected using Questionnaires to collect primary data from the respondents using closed ended questions which gives the researchers a chance to get specific answers towards their research. The questionnaire were administered to the respondents through the Researcher and was collected after two days using the drop – and – pick method. The questionnaire was divided into two parts. Part one captured general information about the respondents' organization, respondents' current job position and length of service in that function among other information. Part two focused on finding out the level of Job Satisfaction in their respective hospitality jobs Quantitative analysis was carried out using SPSS Version 19.0 (2010) including descriptive statistics, multivariate comparison of means, and linear regression. Qualitative analyses, including coding and theme percentage calculations, was carried out using QDA Miner (Provalis Research, 2019).

Results and Discussion

Socio demographic characteristics of the respondents

Table 1 present the socio demographic characteristics of the respondents. It shows that majority (55.8%) of the respondents were female while others (44.2%) were male. This indicate that women are more than in hospitality industry than men. This table also reveal that larger percentage (47.4%) of the respondents were between the age range of 26-35 years, while 42.1% of the respondents were between the age bracket of 18- 25 years. 9.5% and 1.1% of the respondents were between 36-45 and 46-55 respectively. This finding shows that larger percentage of the individual engaging in hospitality business in Ilaro were between the age bracket of 18-24 years and 25 -35 years. Christianity and Islamic religion has the same participant with the same percentage of 47.4%. while few (5.3%) of the respondents engage in various form of traditional religion. Table 1 also shows that majority (61.1%) while others were either Igbo (27.4%) or Hausa (11.6%). Higher representation of Yoruba ethnic group in the present study may be attributed to the study location. This table also reveal that majority of respondents have HND/BSC with the highest percentage of 42.1%. This table shows that respondent that collect (40,000-60,000) has the highest percentage of 29.5% while the people that collect less than (10,000) takes the lowest percentage.

Table 4.1: Socio demographic characteristics of the respondents

Variable	Frequency	Percentage
Gender		
Female	53	55.8
Male	42	44.2
Total	95	100
Age		
18-25years	40	42.1
26-35	45	47.4
36-45	9	9.5
46-	1	1.1
Total	95	100
Religion		
Christianity	45	47.4
Islamic	45	47.4
Traditional	5	5.3
Total	95	100
Ethnic group		
Yoruba	58	61.1
Igbo	26	27.4
Hausa	11	11.6
Total	95	100
Highest educational level		
No formal education	4	4.2
Secondary school certificate	15	15.8
NCE/ND	35	36.8
HND/BSC	40	42.1
Post graduate certificate	1	1.1
Total	95	100

Source: Field Survey, 2022

Table 4.1 ; Socio demographic characteristics of respondents

Variable	Frequency	Percentage
Estimated monthly income		
Less than 10,000	2	2.1
10,000-20,000	11	11.6
20,000-40,000	19	20.0
40,000-60,000	28	29.5
60,000-80,000	16	16.8
80,000-100,000	19	20.0
Total	95	100
Job status		
Employed	49	51.6
Self-employed	46	48.4
Total	95	100
Position		
Manager	50	52.6
Supervisor	24	25.3
Casual staff	21	22.1
Total	95	100

Source: Field Survey, 2022

Frequency and percentage distribution of the statement of both self-employed and paid staff on job satisfaction

Table 2 shows the percentage and frequency distribution of the statement of both self-employed and paid staff on their job satisfaction. It reviews that (38.8%) of the paid staff stated that they were not satisfied with their current position while (10.2%) were also strongly disagreed with this position. Conversely, (26.5%) of the paid staff were strongly agreed while (24.5%) were agreed. In the same vein, majority (39.1%)of the self-employed were agreed while (23.9%) were strongly agreed with their position. Also, (28.3%) of the self-employed were strongly disagreed while (8.7%) were disagreed. This table also shows that (38.8%) and (8.7%) of the paid staff were disagreed and strongly disagreed respectively while (39.1%) and (23.9%) of the self-employed were agreed and strongly agreed respectively while approximately(40.8%) and (8.2%) of the paid staff were disagreed and strongly disagreed with their working hour, (34.7%) and (16.3%)of the paid staff were agreed and strongly agreed while (65.2%) and (26.1%) of self- employed were agreed and strongly agreed respectively and (6.5%) and (2.2%) were strongly disagreed and disagreed with their income.

Moreover, table 2 also shows the association between the statement made on job satisfaction and the status of the respondents (paid or self-employed). No significant association ($p < 0.05$) was observed between the statements like; I am satisfied with my current position, I am satisfied with my income and I am satisfied with my monthly target. Conversely, significant association ($p< 0.05$) was observed in the status of the respondents and their responses on like I am satisfied with my working hour

Table 4.2 ; Frequency and percentage distribution of the statement of both self-employed and paid staff on job satisfaction

	Strongly disagree	Disagree	Agree	Strongly agree	X2	p-value
I am satisfy with my current position						
Paid	5(10.2)	19(38.8)	12(24.5)	13(26.5)	2.51	0.47
Self employed	4(8.7)	13(28.3)	18(39.1)	11(23.9)		
I am satisfy with my income						
Paid staff	5(10.2)	19(38.8)	17(34.7)	8(16.3)	2.23	0.53
Self employed	9(19.6)	16(34.8)	12(26.1)	9(19.6)		
I am satisfy with my working hour						
Paid staff	4(8.2)	20(40.8)	17(34.7)	8(16.3)	21.66	0.00*
Self employed	3(6.5)	1(2.2)	30(65.2)	12(26.1)		
I am satisfy with my monthly target						
Paid	9(18.4)	16(32.7)	8(16.3)	16(32.7)	1.14	0.77
Self Employed	10(21.7)	15(32.6)	10(21.7)	11(23.9)		

*Figure in the parenthesis denote percentage, * significant at p < 0.05*
Source: Field Survey, 2022

Table:4.3: Comparison between the statements of both paid and self-employed staff on their job satisfaction s

	Paid staff	Self employed	T	df	p-value
Are you satisfied with your current position	1.53±0.50	1.63±0.49	0.98	93	0.33
Are you satisfied with your income	0.51±0.56	0.46±0.50	0.52	93	0.61
Are you satisfied with you working hour	0.49±0.51	0.91±0.29	4.99	93	0.00*
Are you satisfied with your 1monthly target	0.49±0.51	0.46±0.50	0.32	93	0.75

**significant at P < 0.05*
Source: Field Survey, 2022

Table 4.4 ; frequency and percentage distribution of the opinion of self-employed staff on their job

Variable	Strongly disagree	Disagree	Strongly agree	Agree
I know what is expected of me at work daily	2(2.1)	1(1.1)	17(17.9)	27(28.4)
Enjoying more privacy and comfort over income and expenses	4(4.2)	4(4.2)	13(13.7)	26(27.4)
I am allowed / encouraged to make decisions to solve problems alone	3(3.2)	4(4.2)	14(14.7)	26(27.4)
I know how to measure the quality of my work	1(1.1)	1(1.1)	14(14.7)	31(32.60
I feel my job has value to the community	1(1.1)	2(2.1)	28(29.5)	17(17.9)

Table four shows the percentage and frequency distribution statement of the self-employed on their job, It reviews that (28.4%) and (17.9%) were agreed and strongly agreed and (2.1%) and (1.1%) were strongly disagreed and disagreed with what is expected of them at their work daily respectively. This table also shows that (27.4%) and (13.7%) agreed and strongly agreed on enjoying more privacy and comfort over income and expenses while disagreed and agree has the same percentage
Source: Field Survey, 2022

Table 4.5: Frequency and percentage distribution of the opinion of paid staff on their job

Variable	Strongly disagree	Disagree	Strongly agree	Agree
My agency consistently demonstrates support for a diverse workforce	5(5.3)	21(22.1)		24(25.3)
Working with other people as a team brings the best out of me	1(1.1)	3(3.2)	1(1.1)	19(20.0)
I receive the information, tools and resources I need to do my job effectively from the company	4(4.2)	11(11.6)	13(13.7)	20(21.1)
I am satisfied with my salary and bonus per month	5(5.3)	18(18.9)	7(7.4)	18(18.9)
I have the opportunity to take part in trainings, webinars, meetings and outreach activities	5(5.3)	12(12.6)	8(8.4)	23(24.2)

Table 5 shows the frequency and percentage statement of paid staff on their job, This reviews (22.1%) and (5.3%) were disagreed and strongly disagreed while (25.3%) agreed alone on agency consistently demonstrate support for a diverse workforce. It also shows (20.0%) and (1.1%) were agreed and strongly agreed while (3.2%) and (1.1%) were disagreed and strongly disagreed on working with other people as a team. Lastly (18.9%) and (7.4%) were agreed and strongly disagreed on satisfaction with their salary and bonus per month.
Source: Field Survey, 2022

Table 4.6 ; ; Frequency and percentage distribution of the statement of both self-employed and paid staff on job satisfaction

Variable	Strongly disagree	Disagree	Strongly agree	Agree	X2	P-value
I would consider leaving my job for another with better payment						
Paid	5(10.2)	2(4.1)	25(51.0)	17(34.7)	12.92	0.01
Self-employed	10(21.7)	11(23.9)	12(26.1)	13(28.3)		
I would consider leaving my job for another with greater opportunities for advancement						
Paid	3(6.1)	2(4.1)	24(49.0)	20(40.8)	1.99	0.57
Self-employed	6(13.0)	3(6.5)	18(39.1)	19(41.3)		

This table reviews that (51.0%) and (34.7%)of paid staff were agreed and strongly agreed while and (10.2%) and (4.2%) of paid staff were disagreed and strongly disagreed on leaving their job for another with better payment while and (28.3%)and (26.1%) of self-employed were strongly agreed and agreed on leaving their job for better payment. It also shows that (49.0%) and (40.8%) of paid staff were agreed and strongly agreed while (4.1%) and (3.6%) were strongly disagreed and disagreed on leaving their job for another with greater opportunities for advancement while (41.3%)and (39.1%)of self-employed were strongly agreed and agreed while (13.0%) and (6.5%) were strongly disagreed and disagreed on leaving their job for greater opportunities for advancement.
Source: Field Survey, 2022

	Paid staff	**Self employed**	**T**	**Df**	**P-value**
I would consider leaving my job for another job with better payment	0.86±0.35	0.54±0.50	3.53	93	0.00
I would consider leaving my job for another with greater opportunity for advancement	0.89±0.31	0.89±0.43	0.09	93	0.93

Source: Field Survey, 2022

Discussion

This study looked into comparative assessment of the job satisfaction between self-employed hospitality graduates and salary earners in Hospitality industry. Table 4.1 shows that majority of the respondent (55.8%) of the respondent

were female while other (44.2%) fall within the age range of 18-24years, (47.4%) are Islamic respectively. It was reported by Akingbade and Akinlabi (2012) that job satisfaction plays a very vital role in any organization performance. The job satisfaction shows that (27.4%) were satisfied with their work due to the fact that they make decisions that govern their business only and not that they will have to obey orders from an higher authority. Then 27.4% are satisfied because they have control over their incomes and expenses all by themselves and won't have to remit money to higher authority and they can save according and spend according to their income.

Agbogidi (2017) also reported that satisfaction is based on willingness and income. 25.3% of paid staff in hospitality industry were satisfied with their business due to their agency consistently demonstrating support for a diverse workforce which allows them to demonstrate their skills in different areas. (18.9%) are satisfied with their work due to their salary and bonus per month, which is also a motivation for job satisfaction.

Finally, the study reveals that job satisfaction had positive significant effect on employee productivity in any organization. This, findings tally with Krauss, Frese, Friedrich, and Unger (2015) assert that job satisfaction in hospitality industry in Nigeria revealed that there is a positive significant relationship between motivation and income which has a significant role to play in the success of any organization.

Conclusion

Job satisfaction is important for the success of every enterprise; as such, the satisfaction of employees has been the most intensely researched topic in this field. In the success of employee satisfaction and owners of small scale hospitality business, the staff and owners are considered as a vital factor contributing to create a difference for any organization. This study aimed at comprehending job satisfaction between salary earners in hospitality industry and owners of small scale hospitality businesses. This empirical study surveyed 100 respondents who are either working in hospitality organization or own a small scale hospitality business. According to the research carried out, the results shows that those who are self-employed are more satisfied in their job than those who are salary earners. Empirical results confirmed that the model used fit the data well. This study provides important implications for lodging businesses through theoretical and practical contributions.

Recommendation

The following are recommended based on the study findings.

(i) Graduates of hospitality related courses should focus on self-employment rather than paid employment.

(ii) Government should come out with a program that will be lending micro-credit to hospitality graduate and other graduate in other field who want to be self-employment to be able to establish their own business or to have enough fund to run their business.

(iii) Since the findings shows that those who are self-employed are more satisfied than those who are in employed job. graduates in hospitality should try as much to obtain micro credit from existing financial institutions and try to be on their own rather than looking for white collar jobs.

(iv) The hotel management should have structures in place that will ensure that the procedure of job satisfaction measurement is crystal clear to all employees such as periodic performance appraisal

(v) Financial institutions should give micro-credits/soft loans to hospitality industry graduates and other graduates in other sectors to set up their small scale business.

(vi) Effort should be made by hospitality students to have savings/save money towards having the business of their own when they graduate rather than roaming the streets looking for white-collar job that are scarce or unavailable.

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