

UNIVERSITI TEKNOLOGI MARA

**FACTORS AFFECTING
QUALITY OF WORK LIFE AMONG
HOTEL EXECUTIVES IN
KUALA LUMPUR**

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ABSTRACT

The hotel industry is well known with its nature of operations which serves continuously within 24 hours a day, 7 days a week, 365 days a year or “24/7”. It is almost a norm for hotel employees and executives to be involved in long working hours or shifts. Most of their times are spent at work, sacrificing quality times with family and loved ones. Hotel employees particularly the executives have to juggle between work responsibilities and family commitments to cope with the role pressure of managing a service oriented team. This study was conducted to identify the work variable, non-work variable and work-family conflict towards quality of work life among the hotel executives in Malaysia. A total of 168 questionnaires distributed to executives at 24 hotels rated as five stars in Kuala Lumpur, Malaysia. The response rate was 38 percent which represent a total of 51 questionnaires that was returned, usable and coded. Results showed that both work variable and non-work variable shows insignificant relationship with work-family conflict. Work variable has positive and significant relationship with quality of work life, opposite with non-work variable which shows insignificant relationship towards quality of work life. While, the work-family conflict does not mediate the relationship between both work variable and quality of work life as well as the relationship between non-work variable and quality of work life in this study setting. Executives’ ability to gain control of their workload and manage a flexible work schedule contributed to their quality of work life. Job social support from both employer and family added to the advantage of executives’ quality of work life. Further research may include exploring other variables and perspectives such as different segment of hotels that might have variation in the result if similar study components were to be used.

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION OF THE RESEARCH

Hospitality carried a subjective concept; ranging from bringing forth a large and pleasant delivery of services to a guest, into determining the degree of hospitality a guest may grasp which affects the overall financial success of the hotel (Bardi, 2011). Since hospitality is often dealt seriously and orderly by guests and hotel entrepreneur to ensure satisfaction of both parties, every guest commonly will express their right to demand a deserving hospitable treatment. Therefore, hotels have also been referred to as “mini conglomerates” (Ismail, 2002) due to many different disciplines functioning under one roof – noting tips such that as many skills learned in a hotel can be applied elsewhere, it gives more chances for successful hotel managers to easily change their preferred industry. Particularly, tourism and its absolute paired industry; hospitality industry, in Malaysia comprises of hotel, resort, lodgings, tour services, travel agencies, restaurants, catering services and transportation, are on the rise.

Malaysia achieved its highest peak of popularity in tourism industry after being recognised as one of Asia’s most popular tourist destination in year 2007 by attracting 20.9 million tourists (Yen & Othman, 2011). Continuing its legacy, Malaysia had boosts worldwide attraction in 2010 with 24.6 million tourist arrivals, making it the ninth most travelled destination in the world, but only the 13th highest expenditure by visitors (Tourism & hospitality, 2012). The scale constantly escalates with a record of 25.7 million of tourist arrivals (Tourism Malaysia, 2014) checked in 2014. Eventually, this rapid popularity has led to Rodgers’s (2014) discovery of Malaysia being listed in the top 10 tourist destinations in Asia, and Kuala Lumpur also being acknowledged as the most visited cities in the world for the year 2014 (Forbes, 2014). Indeed, a study by Amran, Radzi, Aziz and Supardi (2003) supported the claim that the reflection of hotel industry in Malaysia is booming in the 1970’s and claiming its popularity is closely related to the tourist’s arrival pattern to the country. They also further stated that the hotel development was highly encouraged by the government,