

**IMPACT OF ATTITUDINAL FACTORS ON JOB PERFORMANCE OF NON
EXECUTIVE EMPLOYEES IN HOTEL INDUSTRY IN KALUTARA
DISTRICT SRI LANKA**

BY

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Abstract

Nowadays all organizations have recognized the notion that the fact that an organization can gain competitive advantage in market place only if it has employees who possess positive work related attitudes. The study was made to measure the impact of attitudinal factors on job performance of non-executive employees in hotel industry (star hotels) in Kalutara district Sri Lanka.

On the scenario of continuous discussions on challenges faced by hotel industry in Sri Lanka, human involvement is yet to be considered as a significant organizational element.

There are several human resources problems such as employees who work for hotel industry are going abroad for high salaries, lack of skillful employees in the hotel industry etc, which have made a huge obstruction to minimize the effort of the achieving organizational objectives in the hotel industry. All the positions (designations) in non-executive employee category of human resources have a significant role to play in maintaining the highest labor productivity in this sector.

However the available literature does not provide enough empirical evidence with regard to the impact of attitudinal factors on job performance of non-executive employees in hotel industry (star hotels) in Kalutara district Sri Lanka. Therefore, this study empirically investigated three attitudinal variables, which could influence on the job performance of the non-executive employees in the hotel industry.

The data were collected from a stratified randomly selected sample of 100 non-executive employees in the hotel industry (star hotels) in Kalutara district Sri Lanka by

administering a structured questionnaire, which consisted of 61 questions/statements with 5 points scale.

The data analyses included Correlation, Multiple Regression and Simple Regression analyses.

The findings of the study are, that job satisfaction and organizational commitment were correlated with job performance of non-executive employees but job involvement was not correlated with job performance of non-executive employees in this sector.

There was an impact of job satisfaction and organizational commitment on job performance of non-executive employees but job involvement was not impact on job performance of non-executive employees in hotel industry in Kalutara district Sri Lanka.

The relationship and the impact of attitudinal factors on job performance of non-executive employees in hotel industry in Kalutara district, Sri Lanka were identified and clearly discussed. The summary of the research evidence was also presented.

It is concluded that among the three attitudinal factors, especially job satisfaction and organizational commitment should be considered to enhance the performance of non-executive employees in this industry as an attitudinal factors.

Based on the findings valuable suggestions were provided to the managements of hotel industry in Kalutara district Sri Lanka to achieve sustainable competitive advantage through people.