

Employee Engagement



WHY EMPLOYEE ENGAGEMENT IS IMPORTANT?

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Introduction



What is Employee Engagement?

Employee engagement is the emotional commitment a worker has to an enterprise and its objectives.

Engagement enables hotels to operate to their maximum potential by fostering open communication, enhancing efficiency, and retaining competent staff (Hoisington, 2019).

Statistical advantages



An engaged staff at work might increase a hotel's general productivity and efficiency. Hotels and businesses with higher employee engagement have a productivity boost of 21% (eHotelier,2021) when compared to those businesses which have lower engagement levels.

Not only the employee retention, job satisfaction and productivity increases through employee engagement but it also helps save some essential costs. Additional statistical advantages include:

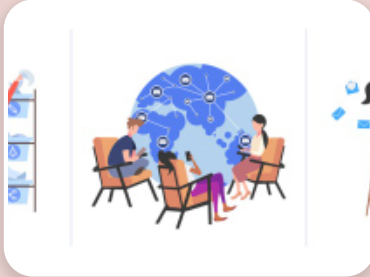
- 10% better customer satisfaction ratings and 18% higher sales are advantages for highly engaged organizations.
- Organizations with high levels of engagement see a 23% increase in profitability (Karolina,2022).

Societal Exchange Theory (SET)

Starting with an example: Malaysia's hotel sector is expanding quickly in line with the country's tourism economy. However, because the hotel industry's expansion was being constrained, there were high rates of employee turnover. Effective and successful employee engagement programs/approaches increase the improvement in an organizations performance and profitability. The primary goal of this study is to determine the most important factors that influence employee engagement in the hotel industry.

SET (Societal Exchange Theory) has been used in this study which is a well-known theoretical framework for comprehending employee attitudes (Zainol et al., 2016) . The tenets of this theory guide employee conduct, which indirectly boosts business profits for the company.

According to the study, the factors that influence employee engagement are:



Internal
communicatio
n



Training and
development



Leadership



Rewards



Internal communication and leadership are classified under organizational practices whereas rewards, training and development are classified under organizational attractiveness.

The relationship between organizational practices, attractiveness and employee engagement leads to the concept of SET which is the comparison level.

Employees will compare the training and development offered by many organizations and select the one that seems the most rewarding to them as a place to work.

Why employee engagement is so important?

As there is a sharp rise in costs including labor costs. We are well aware that hiring and training new staff is costly and the new hires are less productive as compared to the experienced staff (Mcguire,2016). The experienced staff serve as the brand ambassadors who are exceptional at what they do and generate additional revenue in comparison with an inexperienced staff . Moreover, the employees contribute significantly to the customer experience, which may ultimately be reflected in reviews that influence future costumer choices regarding the hotel/organization.



Practices to engage employees at work



● **Surveys and questionnaires**

Employees feel part of the organization, more entitled, respected and valued when asked to voice their ideas and issues at workplace.

● **Acknowledging and recognizing good work**

Highly skilled employees are constantly looking for better alternatives. It is smart to establish a culture of acknowledgment, where good performance is rewarded with benefits and incentives. A few kind words and a token of appreciation can go a long way.
(HR Cloud, 2022)



Investing in personal development

Cultivating a sense of loyalty among employees by running a bespoke training program or supporting higher education for them.

Making a roadmap for success

Another practice in making the employees more engaged at work is by making them aware that the role they are playing has sufficient growth prospects. Regular career counseling sessions or the creation of a clear roadmap for job progression could be quite beneficial.

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