

EMPLOYEE DISSATISFACTION IN BIHAR'S HOSPITALITY SECTOR: ANALYZING JOB SATISFACTION, COMPENSATION, AND WORKFORCE CHALLENGES

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ABSTRACT

This study examines job satisfaction in Bihar's hospitality sector, which faces intense competition, regulatory challenges, and high employee discontent. Using a mixed-methods approach and a Likert-scale survey of 250 employees across hotels in Patna, the research identifies systemic dissatisfaction. Findings reveal that most employees are dissatisfied with compensation, citing unmet salary expectations, inadequate bonuses, and uncompetitive pay structures. Job insecurity and lack of recognition are prevalent concerns, while work-life balance remains a challenge for a significant portion of the workforce. Career stagnation further frustrates employees, highlighting limited advancement opportunities. These factors collectively impact service quality, employee retention, and overall organizational performance. The study calls for urgent reforms, including transparent and competitive compensation structures, formal recognition programs, flexible scheduling, and clear career progression pathways. Addressing these concerns is crucial for reducing turnover, enhancing employee motivation, and strengthening Bihar's hospitality industry. The findings provide actionable insights to align employee well-being with organizational success in a demanding market.

KEYWORDS: *Job Satisfaction, Hospitality, Compensation, Job Insecurity*

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