

ASSESSING EMPLOYEE PRODUCTIVITY IN PATNA'S HOTEL INDUSTRY: KEY INFLUENCING FACTORS AND STRATEGIC RECOMMENDATIONS

Dr. Awadhesh Kumar¹, Prof. (Dr.) Kameshwar Pandit²

¹Department of PMIR Patna University, Patna, India

²Professor, Department of PMIR Patna University, Patna, India

ABSTRACT

Employee productivity plays a crucial role in the success of the hospitality sector, where service quality directly impacts customer satisfaction. This study evaluates employee productivity within Patna, Bihar's hotel industry, analyzing key factors influencing workforce efficiency. The research employs a mixed-methods approach, combining qualitative and quantitative analysis through a structured survey. A total of 180 hotel employees participated, representing diverse age groups, job positions, educational backgrounds, and income levels.

The study reveals significant dissatisfaction among employees regarding workplace environment, training opportunities, leadership transparency, compensation, and well-being initiatives. A structured questionnaire was used, with responses assessed using a Likert scale to quantify employee perceptions. Findings indicate that inadequate training, weak leadership practices, job insecurity, and poor compensation contribute to reduced motivation and high turnover rates.

The results highlight the need for structured employee productivity management systems (EPMS) to address these challenges. The study recommends implementing targeted training programs, improving leadership transparency, offering competitive salaries, and prioritizing employee well-being to enhance productivity and retention. These insights provide actionable recommendations for the hospitality sector in Bihar, emphasizing the importance of employee-centric policies to ensure long-term sustainability and service excellence.

KEYWORDS: *Employee Productivity, Hospitality Industry, Workforce Efficiency, Leadership, Training, Compensation*

Article History

Received: 20 Apr 2025 | Revised: 21 Apr 2025 | Accepted: 30 Apr 2025
