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The role of job satisfaction on employees' performance in hotel industry in Tanzania: a case of hotel industry in Dar es Salaam

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The general purpose of this study was to examine the role of job satisfaction on employee performance in hotel industry in Dar es Salaam. Specifically, the study examined the influence of job satisfaction on the timely service delivery, employees' commitment and employees' creativity in the hotel industry in Dar es Salaam. This study employed positivism research paradigm. The study was conducted in the hotels in Dar es Salaam with a sample of 120 staff from the hotels. The data were collected through primary methods using questionnaires and secondary method from other literature reviews. Before processing the data, the questionnaires were edited for completeness and consistency. This ensured the questionnaires were completed as required. The data were then coded to facilitate statistical analysis. The analysis was performed through descriptive statistics and regression models.

The findings revealed the experience of job satisfaction from the respondents in the hotel industries in Tanzania. Also the respondents expressed their dissatisfaction caused by pay and the limited promotion opportunities. This experience however, indicated no significant effects on the performance of employees. The results on the regression analysis further detailed that there is a strong, positive and significant relationship between job satisfaction and the facets of employees' job performance. The study concluded that employees at hotel industries have to be motivated enough for job satisfaction which eventually leads to employees' performance. To improve job satisfaction of employees in the hotel industry, the study suggested that employers and management in hotel industries have to implement different programmes such as training and workshop, promotions and rewards which will increase job loyalty and high retention to employees. The upcoming researchers can conduct this kind of research in education sector, health sector and manufacturing industries to gain the deep understanding of the role of job satisfaction in employees' performance in the organisation or industry.