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PROCEEDINGS OF POSTGRADUATE RESEARCH COLLOQUIUM 2023

Proceeding of Postgraduate Research Colloquium (PGRC) 2023

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PGRC – 018

The Effect of Gender Inequality: An Empirical Study on the Barriers to Female Hotel Employee's Job Satisfaction in Chongqing, China

Chen Weimei, Rupam Konar
Taylor's University

Abstract

Purpose: The purpose of this study is to identify the effect of the influential factors that impact to female hotel employee's job satisfaction in Chongqing, China.

Design/methodology/approach: Quantitative research method

Findings: After the data analysis section, the key findings indicates that the communication is the most important factor impact the female's job satisfaction in hotel enterprises. The effect of such impact remains in moderate level. From the past literatures, management perception, physical factors, and network relationship plays important role in the proposed satisfaction model. However, our result shows their impacts are not significant. In the aspect of communication, the effective oral communication is concerned by the most respondent.

Practical and theoretical implications: This research has two meanings. One is theoretical. This research mainly summarizes the importance of previous female occupations in hotels, as well as the job satisfaction in women's career development in hotels and the unequal rights granted to the shortcomings existed in management. The second is the practical significance. This research is mainly to make the hotel industry pay more attention to women's careers in terms of job satisfaction, and at the same time, women should be given certain rights to increase the job satisfaction among the female employees.

Originality: (contributions) The expectation of this research is to be applied to the hotel industry through this research. Through this research, we can understand the current inequality of women's careers and empowerment in the hotel industry. In the future hotel industry, it can be valued and attract social attention, and it is hoped that the hotel industry can treat women equally.

Keywords: *Job Satisfaction, Female, Employment, Hotel, Communication*