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AN EMPIRICAL STUDY ON EMPLOYEE WELFARE MEASURES AT QUALITY INN VIHA, KUMBAKONAM

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ABSTRACT

Employee welfare measures play a vital role in improving employee satisfaction, motivation, productivity, and overall organizational effectiveness. In service-oriented industries like hospitality, employee welfare assumes greater importance due to long working hours, work pressure, and continuous interaction with customers. The present study titled "An Empirical Study on Employee Welfare Measures at Quality Inn VIHA, Kumbakonam" aims to analyze the welfare measures provided to employees and evaluate their effectiveness in enhancing employee well-being and job satisfaction. The study focuses on both statutory and non-statutory welfare measures such as medical facilities, canteen services, leave benefits, safety and security measures, work–life balance initiatives, and overall management support. Primary data were collected from 100 employees of Quality Inn VIHA through a structured questionnaire using a simple random sampling technique. Statistical tools such as percentage analysis, weighted average method, mean, standard deviation, and correlation analysis were applied to interpret the data effectively. However, the study identifies certain areas that require improvement, such as health facilities, recreational amenities, and maintenance of welfare infrastructure. Based on the findings, suitable suggestions have been offered to enhance existing welfare measures. The study concludes that effective implementation of employee welfare measures contributes significantly to employee satisfaction and organizational success at Quality Inn VIHA, Kumbakonam.

Keywords: Employee Welfare Measures[1], Job Satisfaction[2], Hospitality Industry[3], Statutory and Non-Statutory Welfare[4], Employee Motivation[5], Quality Inn VIHA[6]