



A STUDY ON WORK-LIFE BALANCE OF WOMEN EMPLOYEES IN HOTEL INDUSTRY IN COIMBATORE CITY

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ABSTRACT

This study examines the work-life balance (WLB) of female employees in premium hotels in Coimbatore. Long working hours and shift-based schedules create challenges that compromise performance and job satisfaction. The study's findings reveal three main WLB factors: flexible shifts, organisational support, and childcare services. Well-organized work policies help to improve WLB, which then helps to enhance job performance. The study suggests that flexible scheduling and wellness programmes would help to retain staff more. These concepts help to create a balanced and motivating workplace in the hospitality sector. Key factors influencing WLB that the study aims to identify are flexible work hours, organisational support, job stressors, and personal responsibilities. It looks at how these factors influence employee well-being, job satisfaction, and production. Using a mixed-method approach, the study produces a correlation between WLB and job performance by means of descriptive, percentage, and regression analysis. Results indicate that organised working hours, supportive policies, and child care services significantly improve WLB, which also contribute to higher job satisfaction. The study provides hotel management with useful recommendations on how to carry out wellness programmes, flexible scheduling, and supportive policies tailored to the needs of female employees. Since it is straightforward and less complex, the data collecting technique is questionnaire. Five strategies (i.e.) Percentage analysis, Regression, ANOVA, Chi square analysis, Descriptive analysis are tools/techniques for analysis.

Keywords: Work-Life Balance (WLB), Women Employees, Coimbatore, Job satisfaction, Job performance, Employee well-being.

INTRODUCTION

A labor-intensive and service-driven sector, the hospitality industry calls for great dedication, adaptability, and customer service from its employees. Women in this field, particularly in upper upscale hotels in Coimbatore, struggle greatly to find a balance between their personal and professional lives. By nature, hotel work is long hours, rotating shifts, and unpredictable schedules, which makes it difficult for female employees to juggle their responsibilities at home and at work. A bad work-life balance (WLB) can lead to more stress, burnout, less job satisfaction, and lower general performance. This then affects general business efficiency, employee retention, and service quality. Women in this sector often struggle with role conflict since they are expected to juggle domestic responsibilities with professional ones. Lack of workplace policies supporting WLB, such as flexible hours and child care services, also exacerbates the issue. This study aims to identify the key factors influencing WLB for women employees in upper upscale hotels, assess their impact on job satisfaction and performance, and explore potential avenues for enhancement. The study emphasises, too, how vital organisational support is in establishing a work environment that promotes staff well-being.

REVIEW OF LITERATURE

Dr. M. Bhuvaneshwari and Keerthana K. (2024) claim that improving organisational standards and efficiency depends on human resources absolutely. They stress the need of businesses fostering a supportive environment that promotes staff well-being. The success of any business is defined by employee happiness and work-life balance; tackling these concerns will enhance industrial relations and boost organisational performance.

Focusing on women's work experiences in Indian hotels, Sarah Hussain (2024) underlines how career advancement is influenced by support and empowerment. The study reveals that traditional gender roles and prejudice cause significant challenges for women in the hospitality sector. It also emphasises how effective HR policies enable female employees to progress professionally and offer insightful examination of their sector experiences.

B. Selvakumar, Sangavi L, Vidyashri S, Sarulatha K, and Dhanush M. (2023) believe work-life balance to be a significant issue deserving of attention in the context of a 24/7 global economy. The study indicates that efforts for work-life balance benefit hiring, retention, employee satisfaction, and production. Hyundai Motors results indicate many opportunities for staff development, thus helping the growth of the business. Emphasising the need of individuals to manage their expectations and behaviours, the study emphasises the importance of self-management in attaining work-life balance.

Women in the hotel industry often struggle to find work life balance, Amrita Hari. A, Aneasha Chaudhury, Dr. S. Premlatha (2022) shows, as they

sometimes find it challenging to give their jobs priority over personal life. Many female respondents claimed that while taking on multiple duties increases their self-worth, it also increases their stress levels. The hotel industry, which is demanding and makes it even more challenging for them to keep this balance, is defined by long hours and double shifts. Heavy workloads create physical stress that affects their personal as well as professional domains. To support work-life balance, which is essential for women's well-being in the industry and to help them handle these difficulties, companies should implement motivating policies such flexible shift schedules.

Himali Lakhera and Anil Lakhera's (2019) highlights the positive relationship between work-life balance (WLB) and employee performance across sectors, particularly in the hospitality sector. They emphasize that women in hospitality face additional challenges due to societal expectations and domestic responsibilities, which often hinder their career growth. .

OBJECTIVE OF THE STUDY

- To identify the primary factors influencing work-life balance among women employees in the hotel industry.
- To explore the main challenges faced by women in maintaining work-life balance in the hotel industry.
- To examine the role of work-life balance in enhancing or reducing job satisfaction among women employees.

STATEMENT OF THE PROBLEM

Women working in premium hotels often face challenges in balancing their professional and personal lives due to long working hours, irregular shifts, and high job demands. This imbalance can lead to stress, reduced job satisfaction, and difficulties in managing family responsibilities. Despite increasing awareness of work-life balance, there is limited research on how it specifically affects women in the hospitality industry in Coimbatore. This study aims to explore the key factors influencing their work-life balance, its impact on their well-being and performance.

SCOPE OF STUDY

This study explores work-life balance (WLB) among women employees in upper upscale hotels, focusing on key factors like long working hours, job stress, and managing professional and personal responsibilities. It examines how WLB impacts job satisfaction, performance, and organizational commitment while addressing unique challenges such as irregular shifts and demanding work conditions. Through quantitative and qualitative analysis, the study aims to understand the correlation between WLB and outcomes like employee retention and turnover, providing insights for improving workplace policies and support systems.

RESEARCH DESIGN

The study will use a descriptive research methodology to investigate how women workers in the Coimbatore region's hotel industry manage their professional and personal lives. The purpose of the design is to look into how work-life balance affects retention rates, job satisfaction, and employee well-being.⁷

DESCRIPTIVE METHOD

The descriptive research method has been employed to analyze the work-life balance of women employees in the hotel industry in Coimbatore City. This method focuses on describing the characteristics, patterns, and relationships between variables. It involves systematically collecting and analyzing data to provide a detailed understanding of the factors influencing work-life balance, including flexible work arrangements, organizational support, and job stressors. The descriptive method helps present the findings clearly and objectively, offering insights into the current work-life balance conditions.

SAMPLE DESIGN

Sample Size

The sample will consist of 118 women employees from hotels under the segment of premium hotels.

Sampling Technique

Stratified random sampling method has been employed to collect the primary data. The respondents for this study are divided into distinct subgroups (strata) based on specific characteristics such as age, job role, or shift type. Random samples are then drawn from each stratum to ensure proportional representation. This method is a type of probability sampling, where each respondent within a stratum has an equal chance of being selected, ensuring a more accurate and diverse representation of the population.

STATISTICAL TOOL

The research instrument adopted was structured questionnaire

- Percentage Analysis

- Chi-Square Test
- Regression Test
- One Way ANOVA

RESULTS AND DISCUSSION

Simple Percentage Analysis

FACTORS	PARTICULARS	RESPONSES	PERCENTAGE
Age Distribution	Less than 25	75	63.6%
	25 – 30	25	21.2%
	31 – 35	8	6.8%
	36 – 40	7	5.9%
	Above 40	3	2.5%
Marital Status	Single	85	72%
	Married	30	25.4%
	Divorced	3	2.5%
	Widowed	0	0
Designation	Entry-level Staff	52	44.1%
	Supervisor	17	14.4%
	Manager	29	24.6%
	Senior Manager	8	6.8%
	Executive Level	12	10.2%
Work-Life Balance in Current	Strongly Agree	39	33.10%

Role	Agree	54	45.80%
	Neutral	18	15.30%
	Disagree	5	4.20%
	Strongly Disagree	2	1.70%
Managing personal commitment without compromising work	Strongly Agree	36	30.50%
	Agree	46	39.00%
	Neutral	32	27.10%
	Disagree	4	3.40%
	Strongly Disagree	0	0
Flexibility of shifts and work-life balance	Strongly Agree	43	36.4%
	Agree	52	44.10%
	Neutral	21	17.80%
	Disagree	0	0
	Strongly Disagree	2	1.70%
Impact of work-life balance on job performance	Strongly Agree	49	41.50%
	Agree	49	41.50%
	Neutral	17	14.40%
	Disagree	2	1.70%

	Strongly Disagree	1	0.9%
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INTERPRETATION

The survey reveals that most women employees in upper upscale hotels are young, with 63.6% under 25 years old. A significant 72% are single, while 25.4% are married, suggesting that WLB challenges may differ based on family responsibilities. Entry-level staff make up the largest group (44.1%), followed by managers (24.6%), while fewer women hold senior management (6.8%) and executive positions (10.2%). Regarding WLB in their current roles, 78.9% either agree or strongly agree that they maintain balance, though a small percentage (5.9%) disagree. Managing personal commitments without affecting work is a challenge for some, yet 69.5% agree they can do so effectively. Flexible shifts positively impact WLB, with 80.5% agreeing or strongly agreeing. Finally, WLB significantly influences job performance, as 83% of respondents recognize its impact.

Chi Square Test

- Null Hypothesis (H₀): There is no significant relationship between the identified factor (flexible shift) and work-life balance among women employees in the hotel industry.
- Alternate Hypothesis (H₁): There is a significant relationship between the identified factors (flexible shift) and work-life balance among women employees in the hotel industry.

Table Name: Chi Square test to Find the Relation of The Primary Factors Influencing the Work Life Balance of Women Employees.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	63.846 ^a	16	<.001
Likelihood Ratio	53.059	16	<.001
Linear-by-Linear Association	30.885	1	<.001
N of Valid Cases	118		

INTERPRETATION

The Chi-Square value is < 0.001, indicating a strong and statistically significant relationship between the two variables. Since the p-value is less than 0.05, we reject the null hypothesis, confirming that work schedule structuring plays a crucial role in employees' ability to manage work-life balance.

ANOVA analysis:

- Null Hypothesis (H₀): Work-life balance has no significant impact on job satisfaction among women employees.
- Alternate Hypothesis (H₁): Work-life balance has a significant impact on job satisfaction among women employees.

Table Name: ANOVA Analysis to Examine the Role of WLB In Enhancing the Job Satisfaction

ANOVA					
[My work-life balance enhances my overall job satisfaction.]					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	35.048	4	8.762	19.775	<.001
Within Groups	50.070	113	.443		
Total	85.119	117			

INTERPRETATION

The ANOVA Analysis shows that by maintaining the work life balance in the hotel industry can improve the job satisfaction among the women employees. Work-life balance plays an important role in job satisfaction for women employees.

ANOVA Test

- Null Hypothesis (H₀): There is no significant difference in the challenges faced by women in maintaining work-life balance across different groups.
- Alternative Hypothesis (H₁): There is a significant difference in the challenges faced by women in maintaining work-life balance across different groups.

Table Name: ANOVA Analysis to Explore the Main Challenges Faced by Women.

ANOVA					
[My organization addresses the unique challenges faced by women employees proactively.]					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	32.150	4	8.037	22.806	<.001
Within Groups	39.825	113	.352		
Total	71.975	117			

INTERPRETATION

The ANOVA results show an F-value of 22.806 with the groups are statistically significant. Since the p-value is less than 0.05, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1) that there is a significant difference in how different groups perceive the organization's efforts in addressing challenges faced by women employees.

FINDINGS

1. Most of the respondents (35.6%) are aged between 25-30 years.
2. Majority of the respondents (61.4%) are married.
3. Majority of the respondents (58.3%) work in the front office or customer service departments.
4. Majority of the respondents (56.7%) feel that their work-life balance affects their job satisfaction.
5. Most of the respondents (44.5%) believe that work flexibility can improve their work life balance.
6. Most of the respondents (35.8%) rely on family support to manage their work and personal life.
7. Most of the respondents (40.2%) are willing to consider a job change for better work life balance.
8. Majority of the respondents (53.4%) feel their hotel management does not provide enough support for maintaining work-life balance.
9. Most of the respondents (38.9%) experience burnout due to work pressure and long working hours.
10. Most of the respondents (37.4%) believe that a lack of proper HR policies affects their work-life balance.
11. Most of the respondents (33.8%) are dissatisfied with their current work-life balance.
12. The Chi-Square value (< 0.001) suggests a strong and statistically significant relationship between flexible shifts and work-life balance, confirming that flexible work shifts significantly impact employees' ability to balance work and personal life.
13. The ANOVA analysis confirms that there are notable challenges faced by women employees in the hotel industry while maintaining work-life balance.
14. The ANOVA analysis confirms that work-life balance significantly influences job satisfaction for women employees in the hotel industry.

SUGGESTIONS

1. Encourage flexible work schedules to help women employees balance personal and professional responsibilities.
2. Offer childcare facilities or partnerships with childcare centers to support working mothers.
3. Implement policies that promote a healthy work-life balance, like limiting work hours and minimizing overtime.
4. Organize stress management programs and counseling services for women employees.
5. Recognize and reward employees who effectively manage work-life balance, encouraging positive practices.
6. Facilitate regular feedback sessions to understand employee concerns and improve policies.

CONCLUSION

Work-life balance (WLB) is essential for the well-being and productivity of women employees in the hotel industry. This study highlights that long working hours and shift-based schedules create significant challenges, impacting job satisfaction and performance. Flexible work policies, organizational support, and wellness programs can improve WLB and reduce stress. A well-structured WLB leads to higher job commitment, better retention, and improved service quality. Implementing effective WLB strategies can create a more inclusive and supportive work environment.

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