Qualitative – Attitude Research To Determine the Employee Opinion of a Business Hotel in Istanbul - Turkey

Seymen, Ahmet Ferda

Universidad Azteca

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Ahmet Ferda Seymen[1]

INRTODUCTION

Qualitative research is concerned with qualitative phenomenon, i.e., phenomena relating to or involving quality or kind. For instance, when we are interested in investigating the reasons for human behavior (i.e., why people think or do certain things), we quite often talk of 'Motivation Research', an important type of qualitative research. This type of research aims at discovering the underlying motives and desires, using in depth interviews for the purpose.

Other techniques of such research are word association tests, sentence completion tests, story completion tests and similar other projective techniques. Attitude or opinion research i.e., research designed to find out how people feel or what they think about a particular subject or institution is also qualitative research. Qualitative research is especially important in the behavioral sciences where the aim is to discover the underlying motives of human behavior. Through such research we can analyze the various factors which motivate people to behave in a particular manner or which make people like or dislike a particular thing.

In this study; main issues identified by employees were: That the functions of the human resources department was none existent within the company. Recruitment, Reward and Reprimand, Career Development, Performance Evaluation System, Lack of proper orientation, on the job trainings and self-improvement courses needed to be developed and

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[1] Universidad Azteca, E-mail: afseymen@gmail.com

implemented in order to raise the declined motivation of employees and the deteriorating relations between the two sides.

LITERATURE REVIEW

TYPES OF RESEARCH

The basic types of research are as follows:

(i) Descriptive vs. Analytical: Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. In social science and business research we quite often use the term Ex post facto research for descriptive research studies. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening.

Most ex post facto research projects are used for descriptive studies in which the researcher seeks to measure such items as, for example, frequency of shopping, preferences of people, or similar data. Ex post facto studies also include attempts by researchers to discover causes even when they cannot control the variables. The methods of research utilized in descriptive research are survey methods of all kinds, including comparative and correlational methods. In analytical research, on the other hand, the researcher has to use facts or information already available, and analyze these to make a critical evaluation of the material.

(ii) Applied vs. Fundamental: Research can either be applied (or action) research or fundamental (to basic or pure) research. Applied research aims at finding a solution for an immediate problem facing a society or an industrial/business organization, whereas fundamental research is mainly concerned with generalizations and with the formulation of a theory. "Gathering knowledge for knowledge's sake is termed 'pure' or 'basic' research." Research concerning some natural phenomenon or relating to pure mathematics are examples of fundamental research.

Similarly, research studies, concerning human behavior carried on with a view to make generalizations about human behavior, are also examples of fundamental research, but research aimed at certain conclusions (say, a solution) facing a concrete social or business problem is an example of applied research. Research to identify social, economic or political trends that may affect a particular institution or the copy research (research to find out whether certain communications will be read and understood) or the marketing research or evaluation research are examples of applied research.

Thus, the central aim of applied research is to discover a solution for some pressing practical problem, whereas basic research is directed towards finding information that has a broad base of applications and thus, adds to the already existing organized body of scientific knowledge.

(iii) Quantitative vs. Qualitative: Quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity. Qualitative research, on the other hand, is concerned with qualitative phenomenon, i.e., phenomena relating to or involving quality or kind. For instance, when we are interested in investigating the reasons for human behavior (i.e., why people think or do certain things), we quite often talk of 'Motivation Research', an important type of qualitative research. This type of research aims at discovering the underlying motives and desires, using in depth interviews for the purpose.

Other techniques of such research are word association tests, sentence completion tests, story completion tests and similar other projective techniques. Attitude or opinion research i.e., research designed to find out how people feel or what they think about a particular subject or institution is also qualitative research. Qualitative research is especially important in the behavioral sciences where the aim is to discover the underlying motives of human behavior. Through such research we can analyze the various factors which motivate people to behave in a particular manner or which make people like or dislike a particular thing. It may be stated, however, that to apply qualitative research in practice is relatively a difficult job and

therefore, while doing such research, one should seek guidance from experimental psychologists.

(iv) Conceptual vs. Empirical: Conceptual research is that related to some abstract idea(s) or theory. It is generally used by philosophers and thinkers to develop new concepts or to reinterpret existing ones. On the other hand, empirical research relies on experience or observation alone, often without due regard for system and theory. It is data-based research, coming up with conclusions which are capable of being verified by observation or experiment. We can also call it as experimental type of research. In such a research it is necessary to get at facts firsthand, at their source, and actively to go about doing certain things to stimulate the production of desired information.

In such a research, the researcher must first provide himself with a working hypothesis or guess as to the probable results. He then works to get enough facts (data) to prove or disprove his hypothesis. He then sets up experimental designs which he thinks will manipulate the persons or the materials concerned so as to bring forth the desired information. Such research is thus characterized by the experimenter's control over the variables under study and his deliberate manipulation of one of them to study its effects.
Empirical research is appropriate when proof is sought that certain variables affect other variables in some way. Evidence gathered through experiments or empirical studies is today considered to be the most powerful support possible for a given hypothesis.

(v) Some Other Types of Research: All other types of research are variations of one or more of the above stated approaches, based on either the purpose of research, or the time required to accomplish research, on the environment in which research is done, or on the basis of some other similar factor. Form the point of view of time, we can think of research either as one-time research or longitudinal research. In the former case the research is confined to a single time-period, whereas in the latter case the research is carried on over several time-periods. Research can be field-setting research or laboratory research or simulation research, depending upon the environment in which it is to be carried out.

Research can as well be understood as clinical or diagnostic research. Such research follow case-study methods or in depth approaches to reach the basic causal relations. Such studies usually go deep into the causes of things or events that interest us, using very small samples and very deep probing data gathering devices. The research may be exploratory or it may be formalized. The objective of exploratory research is the development of hypotheses rather than their testing, whereas formalized research studies are those with substantial structure and with specific hypotheses to be tested. Historical research is that which utilizes historical sources like documents, remains, etc. to study events or ideas of the past, including the philosophy of persons and groups at any remote point of time.

Research can also be classified as conclusion-oriented and decision-oriented. While doing conclusion oriented research, a researcher is free to pick up a problem, redesign the enquiry as he proceeds and is prepared to conceptualize as he wishes. Decision-oriented research is always for the need of a decision maker and the researcher in this case is not free to embark upon research according to his own inclination. Operations research is an example of decision oriented research since it is a scientific method of providing executive departments with a quantitative basis for decisions regarding operations under their control.

MATERIALS & METHODS

The survey carried out at the RAMADA PLAZA HOTEL Istanbul where "Employee Assessment of Hotel Company" has been evaluated and statistical findings are listed below:

The survey consists of 6 sections where employees were asked to give their answers to the following:

- 1st. Section; Work conditions & environment
- 2nd. Section Functions of the human resources management
- 3rd. Section Management & communication channels within the company
- 4th. Section Employees, general perception of the company
- 5th. Section Evaluation of managers and their effectiveness within the company
- 6th. Section General Findings

The questions were prepared and employees were asked to indicate their opinions as displeased, neutral and pleased. Hence the score chart of the survey has been set to analyze the answers which are grouped in 3 sections.

Displeased   Neutral   Pleased

Questionnaire of the survey is designed to measure the answers which fall under 3 categories, The tabulation of the data is collected from each category where employees are asked to mark 'YES' to questions which fall into each category. The scale measures satisfaction level of the employees between 0 - 100

0-59,9   Yes %- Displeased

60-79.9   Yes %- Neutral

80-above Yes %- Pleased

The outcome of the survey is based on a 3 scale answering system to measure the satisfaction level.

The survey was completed by 170 employees out of total 204. Hence an 83% attendance was attained.

Total Employees	Questionnaires Completed	Attendance
204	170	83,33%

CONCLUSION

The summary of the findings consisted of the following:

Out of the 6 categories only;

The Work conditions & environment and

Evaluation of managers and their effectiveness within the company. Scores were above 60%.

Whereas the rest of the topics concerning:

Functions of the human resources department,

Management & communication channels within the company,

Employees, general perception of the company

General Assessment of the company. Scores were below 60%

The main issues identified by employees were: That the functions of the human resources department was none existent within the company. Recruitment, Reward and Reprimand, Career Development, Performance Evaluation System, Lack of proper orientation, on the job trainings and self-improvement courses needed to be developed and implemented in order to raise the declined motivation of employees and the deteriorating relations between the two sides.

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