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WORKPLACE ONLINE TRANSACTION SYSTEM AND ORGANIZATIONAL HEALTH OF HOSPITALITY INDUSTRY OPERATORS IN RIVERS STATE

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ABSTRACT

The study examined the relationship between workplace Online Transaction System and organizational health of Hospitality Industry Operators in Rivers State. The objective of the study was to examine the extent of relationship between workplace online transaction system and measures of organizational health in terms of communication health, operational efficiency and customer service health. ten research questions and ten hypotheses were formulated to guide the study. The work adopted positivism as its philosophical underpinning. Thus, the explanatory cross-sectional survey research design was equally adopted for the study with a population of eight hundred and ninety-eight (898) Hospitality firms in Rivers State. Applying the Taro Yamene Formula, the sample size of the study was five hundred and fifty-two (552) respondents. Questionnaire developed on a 4-point rating scale was used to elicit data from respondents. Out of five hundred and fifty-two (552) copies of the questionnaire administered, a total of three hundred and ninety (390) copies were retrieved. Mean and standard deviation were used for the univariate analysis; Spearman Rank Coefficient Correlation was used for the bivariate analysis while the multivariate analysis was done using Partial Correlation. SPSS version. The analysis revealed that workplace online transaction system has significant positive relationship with organizational health of Hospitality Industry Operators in Rivers State in terms of communication health, operational efficiency and customer service health. Hence it was concluded that getting workplace online transaction system transformation right is vital for sustainable business success in a new digital business world. Hospitality industry operators in Rivers State who fail to digitalized their workplace, might find it really challenging to attain a healthy organization. The study recommended that Management of hospitality industry should endeavour to provide adequate network system to necessitate online transactions in their various workplace. The study has contributed to knowledge on how workplace digitalization interacts with organizational health specifically in of hospitality industry operators in Rivers State.

Keywords: Workplace Online Transaction System, Organisational Health, Communication Health, Operational Efficiency, Customer Service Health

INTRODUCTION

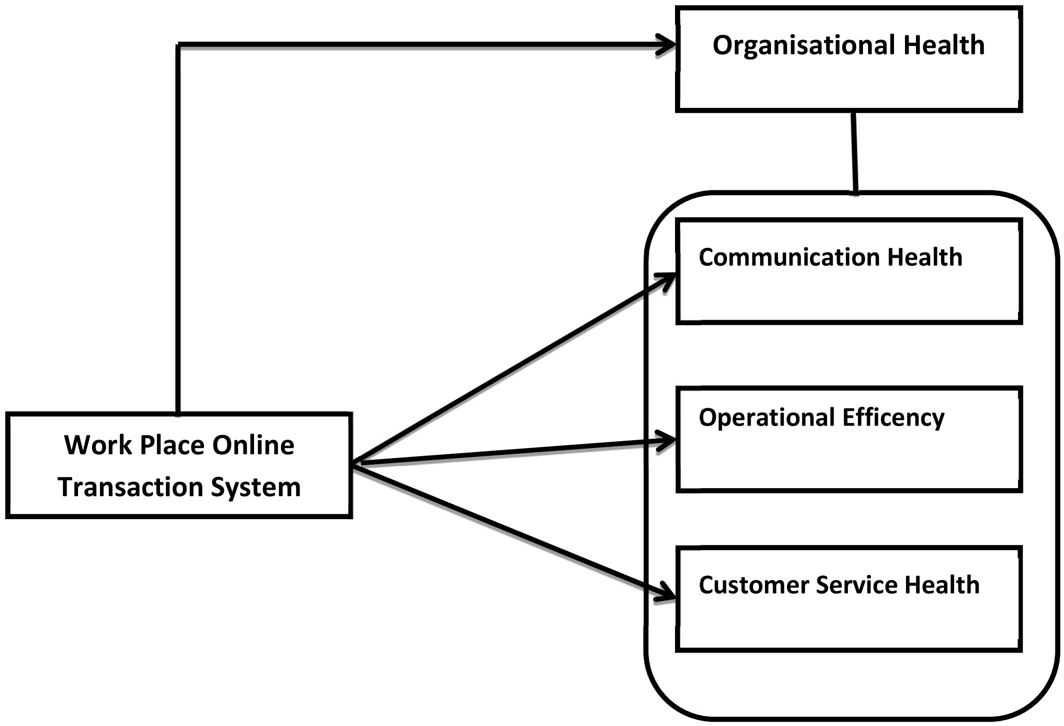
Some of the Hospitality Industry Operators in Rivers State appear to be unhealthy as they perform below expectation. This is manifesting in terms of poor communication health amongst employees, management, and customers as well. The poor communication health is also playing out in poor financial operational efficiency. Researcher's observation and experience also proved that customers go through a lot in getting quality services in these companies. There is incessant service delivery on the part of some of the hospitality firms breeds overwhelming customer complaints. Customers do not get informed on time in case any envisaged inefficiency. From researcher's experience as well, some of these Hospitality Industry Operators have technological facilities that should have sufficed for communication health, operational efficiency, and as well as customer service health. Could it be that some of these gadgets and platforms are obsolete or there are not professional hands to man them? This is significantly affecting their organizational health across the board.

A second issue that prompted this research study is the fact that many of these Hospitality Industry Operators who happen to operate in a digital work environment are practicing it in its low key. This weakness is making it look almost as if there is no digital work environment taking place. Explicitly stated, majority of these Hospitality Industry Operators are yet to incorporate fully functional workplace digitalization with the incorporation of workplace online transaction system, Workplace virtual meeting system, and Workplace social media. Auwal (2016) posited that to a great extent, it becomes hard to find Hospitality Industry Operators in Nigeria who are fully fortified with all functional digital systems and platforms for management, employees', and customers' use. As a result, there seems to be significant drop in customer service health, operational efficiency, and communication health.

Another issue that prompted the current study was the perceived dearth of empirical studies on the influence of Workplace Digitalization on organizational health of Hospitality Industry Operators in Rivers State (Auwal, 2016; Ahmadu, 2014; Saeid, 2011; Alfred, 2012; Gado, 2015; Auwal, 2016; Balogun, 2016; Charles, 2016; Nwakoby et al., 2018; Okechukwu & Okoronkwo, 2018; Mohammed et al., 2019).

In summary, most of the studies cited above showed how electronic banking, Information Technology, ATM banking performance, information and communication technology, and technological environment have enhanced organizational growth, organizational performance, and customer satisfaction in Enugu State, Nigeria, and other countries of the world, but none of these studies was done within the context of Hospitality Industry Operators. Another issue of knowledge gap necessitating this study is that none of the studies examined how workplace digitalization such as workplace online transaction system, workplace virtual meeting system, and workplace social media influence organizational health of Hospitality Industry Operators. There is need therefore, to carry out this study. They did not study and present empirical data or evidence on how dimensions of workplace online transaction system as it relate with organizational health in terms of communication health, operational efficiency, and customer service health. This was the knowledge gap that this study sought to cement.

Operational Frame Work



Workplace Online Transaction System and Organizational Health

The business of the 21st century has moved beyond physical transactions and meetings. According to Alaska (2020), online transaction system is any class of systems that facilitate and manage transaction-oriented applications, typically for data entry and retrieval transaction processing. Hospitality Industry Operators with their mobile applications and websites that allow for online financial transactions, customers and agents easily transfer funds for travels and other travel-related bills. Instead of physical money to be carried about, customers and agents can conveniently make these transactions from the comfort of their offices and homes, thereby enhancing organizational health, especially in terms of customer service health. Supportively, Frankenfield (2020) stated that the advent of online payment systems has made business activities a lot easier, as customers do not have to be stressed about with the issue of payment. In the past when there was no online payment system or when it was not rampant as we have it today, a hospitality company could lose a customer or potential customer who would have loved to travel with them. Reason being that the customer never had the physical cash or perhaps go to the bank as at the time of interest. Possibly, in a subsequent time when the customer may have reached out to physical cash, interest may have changed.

Being that a workplace online transaction system is an application or software that an organization can use to carry out related set of online processing, interact with clients and customers, and as well produce feedback on real-time basis, customers and clients can escape the hassle of stress that comes with going to the bank or perhaps coming to the office with cash. Online transaction system primary system features are immediate client feedback and high individual transaction volume (Habib et al., 2017). It makes the travel process simple and speedy for the customer and the Hospitality operator, as customers and clients can get documents and payments processed with ease, and as well as get notified and engaged in online interactions through the app or website. On that application or website that enables the online transaction for the Hospitality operator, bookings, payments, notifications, complaints redress/resolution, feedbacks, and other related services can be carried out there. Organizations such as Hospitality Industry Operators also make use online banking to facilitate payment transactions and other related services to enhance organization health. With such system as this in place for a hospitality operator, communication health is boosted, there is resource maximum, and as well as customer service health. However, the hypotheses for the this are stated below:

Ho_1: Workplace online transaction system does not have any significant relationship with communication health of Hospitality Industry Operators in Rivers State.

Ho_2: Workplace online transaction system does not have any significant relationship with operational efficiency of Hospitality Industry Operators in Rivers State.

Ho_3: Workplace online transaction system does not have any significant relationship with customer service health of Hospitality Industry Operators in Rivers State.

Person–Environment Fit Theory

Lewin and Edwards' Person–Environment Fit Theory was popularized in 1962 as cited in Osita (2018). This theory of psychological stress describes the interaction between the person and environment (P × E) as the key to comprehending people's cognitive, emotional and behavioural reactions such as stress as well as operational productivity level. The relevant assumptions of this theory as deemed fit for this work are as follows:

i. A mismatch between a person and his work environment will lead to tension and uneasiness capable of hampering his level of productivity;
ii. Worker's capabilities (skill sets) will determine the level of work pressure and how environmental press affects their output (Lewin and Edward as cited in Odu, 2018). This is the phase of the theory that strengthens the fact that the ability of a manager in a hospitality company to effectively and efficiently utilize the digital at his disposal in the workplace will influence how stressful the work will be, as well as influence communication health, operational efficiency, and customer service health in the organization.

The implication of the first assumption is that a manager with low expertise on use of digital platforms and gadgets in terms of workplace online transaction system, Workplace virtual meeting system, and Workplace social media will be greatly challenged in coping with a workplace environment fortified with hi-tech digital technologies. Such individual will need to sharpen himself so as to be fit to efficiently and effectively utilize all of those technologies at his disposal to run activities, thereby enhancing organizational health in areas of communication health, operational efficiency, and customer service health, amongst others.

Adopting this theory as the major theoretical framework for this study was based on the fact that the theory is related to Workplace Digitalization, which is the independent variable here. Another point that made this theory appropriate to be adopted as the theoretical foundation of this study is the fact that it explains and predicts that the more acquainted a manager is with digital platforms and gadgets in a digitally-inclined work environment, will determine whether the Manager will be able to achieve results and in what degree.

Empirical Review

Ahmadu (2014) carried a study on the effects of electronic banking on growth of deposit money banks in Nigeria. The Ex-post factor research design was adopted for this study. Using time series data for the period 2006- 2012, this study examined the effects of electronic banking on growth of deposit money banks in Nigeria. Data were collected from secondary sources through annual reports and statistical bulletin of Central Bank of Nigeria. Electronic banking was measured using the total value of internet and mobile banking while growth was measured using the value of total deposits and total assets of deposit money banks in Nigeria. A total deposit was regressed on internet and mobile banking, while a total asset was regressed on internet and mobile banking using multiple regression technique. The study revealed that positive relationships exist between mobile banking and total deposits, and between internet banking and total asset while on the other hand, no significant relationships between internet banking and total deposits, and between mobile banking and total asset.

Saeid (2011) studied the impact of Information Technology in Banking System. The aim of the study was to investigate the effect of information technology in the banking system of Bank Keshavarzi Iran. Both exploratory research and descriptive research designs were used for the study. The data was obtained from customers and the employees (100 bank customers and a sample of 20 clerical and 20 managerial in the bank). The data were then analyzed using the exact percentage and the 5-point Likert scale to determine the impact of Information technology in the banking system affairs. The findings then proved that Information technology contributes to the banking system in three different ways as follows: IT saves the time of the customers and the employees conspicuously, IT cuts down the expenses and IT facilitates the network transactions.
Alfred (2012) studied the impact of information technology on the growth and development of banking industry in Nigeria. The researcher paid attention to the concept of information technology, history of information technology, evolution of Nigerian banking industry, banking operations in Nigeria, application of information technology in Nigerian banking industry, the role of information technology in Nigerian banking industry, and the problems and challenges of information technology in Nigerian banking industry. The descriptive and exploratory survey designs were adopted for the study with reference to big three (3) commercial banks (United Bank for Africa plc (BA), First Bank of Nigeria plc (FBN) and Zenith Bank plc). A total sample size of 1500 was to be adopted for this research, as a sample of 500 was drawn from each of the three (3) banks that were under investigation. The simple percentage and chi-square statistical tools were used for the analysis of research questions and hypotheses. Findings revealed that information technology enhances the growth and development of banking industry in Nigeria.

Gado (2015) carried a study on the impact of the Nigerian business environment on company performance: a case of 20 most capitalized companies in Nigeria. The purpose of the study was to empirically ascertain the relationship between macro environment (Economic, Technological, Politico-legal and Socio-cultural) and performance of capitalist companies in Nigeria. This research shows the empirical standing of this theoretical convergence with respect to the 20 most capitalized companies in Nigeria. Using the Ordinary Least Square and simple multiple correlation methods, they showed the impact of the Nigerian business environment on the performance of these companies. Collectively,

the variables of the environment have significant and positive impact on the companies' performance. Government expenditure and inflation have positive impact while exchange rate and interest rate have negative impact but on the whole there was a positive and significant impact.
Auwal (2016) studied the Impact of online banking on the performance of Nigerian banking sector. The aim of this study was to examine the impact of e-banking on the performance of the banking sector in Nigeria. E-banking was measured by the expenditure made on information and communication technology (ICT) investments, number of debit cards issued to customers, and number of automated teller machines (ATMs) installed by the banks. Return on assets (ROA), return on equity (ROE), and net interest margin (NIM) were used as performance variables. The impact of e-banking on the bank performance was examined in two periods: pre-consolidation (i.e., before adopting the e-banking) and post-consolidation (i.e., after adopting the e-banking). Data collection involves secondary data gathered via annual reports of 21 Nigerian banks. The SPSS software was used for data analysis. The SPSS software (version 22) was used to carry out the analysis. The analysis includes frequency analysis of demographics of the banks, standard deviations, and mean differences. Findings revealed that majority of the business sectors, including banks, have taken advantage of using IT to enhance their business operations and performance.

Balogun (2016) studied the effects of information technology on organizational performance in Nigerian banking industries. The researcher examined customer's and employee's responses to technology innovation, and their effects on the performance of the Nigerian banks. The field survey was adopted for the study. Fifteen (20) major banks were selected for the research. Four hundred and fifty (450) questionnaires were distributed to customers to test the first hypothesis out of which 400 were collected which is 88.88% of the distributed questionnaires, Chi square was used to test the hypothesis. Findings revealed that technological innovation influenced banks employee's performance, customer's satisfaction and improvement in banks profitability.

Charles (2016) studied the impact of ATM banking performance on customer satisfaction with the bank in Malawi. The purpose of the study was to ascertain the extent to which ATM banking performance influence customer satisfaction with the banks in Malawi. 353 respondents participated in this study to assess the impact of Automated teller machine banking performance on customer satisfaction with banks. The study adopted a performance only approach to measuring customer satisfaction. A self administered questionnaire containing multi-dimension and multi-attribute Likert measurement scales was used where respondents rated the performance only and their satisfaction with Automated teller machine banking and satisfaction with their respective banks. Using SPSS, regression analysis of satisfaction with Automated teller machine banking performance and satisfaction with the bank was conducted and the results indicate that performance of automated teller machine banking has 40 percent predictive capacity of customer satisfaction with the bank. The study further found that despite influencing customer satisfaction with the bank, Automated teller machine banking has no capacity to attract customers to switch banks. Therefore, banks could improve their customer satisfaction ratings through improvements in Automated teller machine banking services but where the banks wish to attract customers from rivals, alternative marketing strategies should be sought.

METHODOLOGY

The work adopted the cross-sectional explanatory survey research design. The population of the study consisted of eight hundred and ninety-eight (898) hospitality firms. The Rivers State Yellow Pages Directory provides a total of eight hundred and sixty-six (866) hospitality firms in the state. However, further inquiry and tour round Port Harcourt City revealed six (6) of the firms were moribund with reduces the total number of operational hospitality businesses to 860. In the course of the researcher's tour and investigations, the researcher discovered thirty-eight (38) other extant hospitality firms (Fast Food = 7; restaurants = 26; and 5 hotels). Adding number of hospitality firms captured in the Rivers State Yellow Pages Directory (860) to the ones discovered in the course of the researcher's inquiry gives a total of eight hundred and ninety-eight (898) hospitality industry operators in Rivers. From a population of 898 hospitality firms, a sample size of two hundred and seventy-six (276) firms was obtained using the Taro Yamene Formula. For manageability, two managers were conveniently selected as respondents for each of the hospitality firms. The two (2) top level managers include the General Manager and Customer Relations Manager. Selecting two managers across the two hundred and seventy-six (276) hospitality firms, a total of five hundred and fifty-two (552) managers served as respondents. The study involved the use of both primary and secondary sources of data. The primary source consisted of a structured questionnaire developed by the researcher. The presentation and analysis of data/results was done using Statistical Package for Social Science (SPSS). The analysis of data was done in two main sections: descriptive analysis (univariate analysis) and bivariate analysis. The univariate analysis was done using mean and standard deviation while the bivariate analysis was done using Spearman Rank Order Correlation.

Results

Workplace Online Transaction System and Organizational Health

Ho_1: Workplace online transaction system does not have any significant relationship with communication health of Hospitality Industry Operators in Rivers State.

Table 1: Correlations of Workplace Online Transaction System and Communication Health

			Workplace Online Transaction System	Communication Health
Spearman's rho	Workplace Online Transaction System	Correlation Coefficient	1.000	**.822****
		Sig. (2-tailed)	.	.000
		N	390	390
	Communication Health	Correlation Coefficient	**.822****	1.000
		Sig. (2-tailed)	.000	.
		N	390	390

****. Correlation is significant at the 0.05 level (2-tailed).**

SPSS Output 2022

Table 1above reveals r value of 0.822 at a P=0.00<0.05 for the hypothesis relating workplace online transaction system and communication health. Since the significance value 0.00 is less than the alpha level of 0.05, the null hypothesis (Ho_1) which states that workplace online transaction system does not have any significant relationship with communication health of Hospitality Industry Operators in Rivers State was rejected and the alternate (Ha_1) was accepted. This implies that workplace online transaction system has a very high positive relationship with communication health of Hospitality Industry Operators in Rivers State.

Ho_2: Workplace online transaction system does not have any significant relationship with operational efficiency of Hospitality Industry Operators in Rivers State.

Table 2: Correlations of Workplace Online Transaction System and Operational Efficiency

			Workplace Online Transaction System	Operational Efficiency
Spearman's rho	Workplace Online Transaction System	Correlation Coefficient	1.000	**.588****
		Sig. (2-tailed)	.	.000
		N	390	390
	Operational Efficiency	Correlation Coefficient	**.588****	1.000
		Sig. (2-tailed)	.000	.
		N	390	390

****. Correlation is significant at the 0.05 level (2-tailed).**

SPSS Output, 2022

Table 2 above reveals r value of 0.588 at a P=0.00<0.05 for the hypothesis relating workplace online transaction system and operational efficiency. Since the significance value 0.00 is less than the alpha level of 0.05, the null hypothesis (Ho_2) which states that workplace online transaction system does not have any significant relationship with operational efficiency of Hospitality Industry Operators in Rivers State was rejected and the alternate (Ha_2) was accepted. With a correlation coefficient of 0.588, the result implies that workplace online transaction system has a moderate positive relationship with operational efficiency of Hospitality Industry Operators in Rivers State.

Ho_3: Workplace online transaction system does not have any significant relationship with customer service health of Hospitality Industry Operators in Rivers State.

Table 3: Correlations of Workplace Online Transaction System and Customer Service Health

			Workplace Online Transaction System	Customer Service Health
Spearman's rho	Workplace Online Transaction System	Correlation Coefficient	1.000	**.445****
		Sig. (2-tailed)	.	.000
		N	390	390
	Customer Service Health	Correlation Coefficient	**.445****	1.000
		Sig. (2-tailed)	.000	.
		N	390	390

****. Correlation is significant at the 0.05 level (2-tailed).**

SPSS Output, 2022

Table 3 above reveals r value of 0.445 at a P=0.00<0.05 for the hypothesis relating workplace online transaction system and customer service health. Since the significance value 0.00 is less than the alpha level of 0.05, the null hypothesis (Ho_3) which states that workplace online transaction system does not have any significant relationship with customer service health of Hospitality Industry Operators in Rivers State was rejected and the alternate (Ha_3) was accepted. Nevertheless, considering our decision rule with a calculated correlation coefficient of 0.445, the result implies that workplace online transaction system has a moderate positive relationship with customer service health of Hospitality Industry Operators in Rivers State.

Discussion of Findings

Workplace Online Transaction System and Organizational Health

The test of hypotheses one, two and three revealed that there is a significant positive relationship between workplace online transaction system and organization health of hospitality industry operators in Rivers State in terms of communication health, operational efficiency and customer service health. This implies that proper adoption and utilization of workplace online transaction component such as official website, mobile service and internet banking, brings about a consequent improvement of organizational health of hospitality industry in Rivers State such as communication health (timely notification, timely feedback and timely information access), operational efficiency (financial operational efficiency, human operational efficiency and material resource maximization) and customer service health (customer compliant resolution, service reliability and smooth booking management).

The above finding is in line with the revelation of Frankenfield (2020) that the advent of online payment systems has made business activities a lot easier, as customers do not have to be stressed about with the issue of payment. In the past when there was no online payment system or when it was not rampant as we have it today, a hospitality company could lose a customer or potential customer who would have loved to travel with them. Reason being that the customer never had the physical cash or perhaps go to the bank as at the time of interest. Possibly, in a subsequent time when the customer may have reached out to physical cash, interest may have changed. Hospitality Industry Operators with their mobile applications and websites that allow for online financial transactions, customers and agents easily transfer funds for travels and other travel-related bills. Instead of physical money to be carried about, customers and agents can conveniently make these transactions from the comfort of their offices and homes, thereby enhancing organizational health, especially in terms of customer service health (Alaska, 2020).
Furthermore, Habib et al. (2017) found that workplace online transaction system makes the travel process simple and speedy for the customer and the Hospitality operator, as customers and clients can get documents and payments processed with ease, and as well as get notified and engaged in online interactions through the app or website. On that application or website that enables the online transaction for the Hospitality operator, bookings, payments, notifications, complaints redress/resolution, feedbacks, and other related services can be carried out there. Organizations such as Hospitality Industry Operators also make use online banking to facilitate payment transactions and other related services to enhance organization health. With such system as this in place for a hospitality operator, communication health (timely notification, timely feedback and timely

information access), operational efficiency (financial operational efficiency, human operational efficiency and material resource maximization) and customer service health (customer compliant resolution, service reliability and smooth booking management).

CONCLUSIONS

Base on the analyses and discussion of findings, the study concludes that workplace online transaction system has a significant positive relationship with organizational health of Hospitality This implies that getting workplace digitalization transformation right is vital for sustainable business success in a new digital business world. Hospitality industry operators in Rivers State who fail to digitalized their workplace, might find it really challenging to attain a healthy organization.

RECOMMENDATIONS

Based on the findings, the following recommendations were made:

1. Management of hospitality industry should endeavour to provide adequate network system to necessitate online transactions in their various workplace.
2. Management of hospitality industry should ensure that their official website are structured in such a that users may find it easy to access.
3. Management of hospitality industry should ensure they enlighten their employees on the need of relating with customers the significance of mobile services.
4. Management of hospitality industry should periodically offer their workers digital incentives such as smart phones, laptop etc. to facilitates virtual meeting in their organization.

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