

A STUDY ON EMPLOYEE SATISFACTION IN AUTOMOBILE INDUSTRIES IN COIMBATORE

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Abstract: *Human beings are very complex in their psychological makeup and hence manager cannot influence employee's inner status directly. Physical working conditions and reward system is therefore designed such that it encourages and motivates employees to perform and attain organizational goals. This study is undertaken in Coimbatore to understand the satisfaction level of employees of automobile industry. Analysis of responses is done so that the company can identify the grey areas and take timely corrective actions to promote activities in which the satisfaction level is low.*

Key Words: *automobile, employee satisfaction, workplace,*

1. INTRODUCTION:

Employee satisfaction and retention have always been important issues of physicians. Satisfied employees tend to be more productive, creative and committed to their employers, and recent studies have shown a direct correlation between staff satisfaction and patient satisfaction. Family physicians that can create work environments that attract, motivate and retain hardworking individuals will be better positioned to succeed in a competitive health care environment that demands quality and cost efficiency. Physicians may even discover that by creating a positive workplace for their employees, they have increased their own job satisfaction as well. People are the source of all productive effort in an organization. Performance depends upon individual performance. Their performance depends upon they are satisfied in the organization. Employees are supposed to be motivated to carry out the responsibilities entrusted on them.

2. STATEMENT OF PROBLEM:

The globalization phenomenon has led to the emergence of the "Survival of fittest" syndrome all over probably never in the history of global; business such a keen sense is competition was noticeable among the corporate. It is now increasingly being realized that machines, technologies and systems have only limited competitor potential & uncertainty in the business environment. Technological innovations are no more of strategic importance, even as they fundamental necessity, it is believed the human resource is the only factor in the value creation process which has immeasurable growth, potential, and is being viewed as the most critical to comparative success. The study has aimed at finding out satisfaction level of employees. The factors such as working environment, salary, motivation and recognition, training, management style, superior subordinate relationship, etc. are the various influential factors which have to be considered by the management in finding out the satisfaction level of employees.

3. REVIEW OF LITERATURE:

- Thakor M.V and Joshi A. W (2005) suggest that success of any organization is depending upon job satisfaction and positive participation of employees in their work. Organizational success is depends upon employees performance, organizational liability, acquiring new skills of job, physical as well as mental health and motivation.
- Moncrief(2010) examine that job satisfaction and work motivation has been affected by economic factors. According to employee needs employer should plan, rewarding, encouraging, economic tools, undoubtedly economic tools are ways of increasing employees work motivation and job satisfaction.

4. OBJECTIVES OF THE STUDY:

- To find out the level of influence of working environment on the satisfaction of employees.
- To find out employees satisfaction with regard to welfare measures.

5. RESEARCH METHODOLOGY:

The primary data was collected from the respondents through questionnaire. The sample size consists of 125 automobile employees of coimbatore. Convenience sampling technique was used in selecting the sample.

6. TOOLS FOR ANALYSIS:

The profile of the employees in the study is presented first with percentages and appropriate graphs. The data collected is presented as percentages of all the respondents for each item in the questionnaire. Satisfaction score were calculated as follows, every response were scored as: Strongly Agree (SA):5, Agree (A):4, Neutral (N):3, Disagree (D):2, Strongly Disagree (SD):1. The score were summed up for each individual to get an overall satisfaction score.

This satisfaction score has been compared with age, sex, marital status, years of service, education qualification and monthly income. To compare average satisfaction score percentages independent “t” test and ANOVA was used. A “p” value less than 0.05 obtained was considered statistically significant.

7. ANALYSIS AND INTERPRETATION:

H₀ - There is no significant relationship between the demographic variables of the respondents and the opinion of the respondents.’’

TABLE 1.1 - OPINON AND AGE

Options	Sum of Squares	Df	Mean square	F	Sig
Between groups	459.130	3	153/043	.977	.406
Within groups	18945.798	121	153.043		
Total	19404.928	124			

With the significant value of .406, it is clear that there is no significant relationship between the group of the respondents and the opinion of the respondents at 5% level of significance. Hence the hypothesis is accepted.

TABLE 1.2 - OPINION AND NO OF YEARS OF SERVICE

Option	Sum of Squares	Df	Mean square	F	Sig
Between groups	471.147	3	157.049	1.004	.394
Within groups	18933.781	121	156.478		
Total	19404,928	124			

With the significant value of .394, it is clear that there is no significant relationship between the No of years of service of the respondents and opinion of therespondents at 5% level of significance. Hence the hypothesis is accepted.

TABLE 1.3 - OPINION AND EDUCATION QUALIFICATION

Options	Sum of Squares	df	Mean square	F	Sig
Between groups	269.763	3	89.921	.569	.637
Within groups	19135.165	121	158.142		
Total	19404.928	124			

With the significant value of .637, it is clear that there is no significant relationship between the educational qualification of the respondents and the opinion of the respondents at 5% level of significance. Hence the hypothesis is accepted.

TABLE 1.4 - OPINION AND MONTHLY INCOME

Options	Sum of squares	df	Mean square	F	Sig
Between groups	809.648	4	202.412	1.306	.272
Within groups	18595.280	120	154.961		
Total	19404.928	124			

With the significant value of .272, it is clear that there is no significant relationship between the monthly income of the respondents and the opinion of the respondents at 5% level of significant. Hence is the hypothesis is accepted.

TABLE 1.5 - OPINION AND SEX

t	df	Sig.(2-tailed)
1.159591	123	0.248462

With the significant value of .248462, it is clear that there is no significant relationship between the sex of the respondents and the opinion of the respondents at 5% level of significance. Hence the hypothesis is accepted.

TABLE 1.6 - OPINION AND MARITAL STATUS

t	df	Sig.(2-tailed)
0.461531	123	0.645233

With the significant value of .645233, it is clear that there is no significant relationship between the marital status of the respondents and the opinion of the respondents at 5% level of significance. Hence the hypothesis is accepted.

8. FINDINGS OF THE STUDY:

- Majority of the respondents belong to the age group of 21-30 years and (78.4%) of the respondents are male and (72.8%) of the respondents are married.
- From the study it was found that (55, 2%) of the respondents having 1 to 3 years of service and (51.2%) of the respondents are having education up to Diploma level.
- Majority of the respondents (48%) of them have income between Rs.5001-10000.
- Majority of the respondents (43.2%) agree that their working hours are comfortable, (49.6%) agree that they have been given adequate facilities to attend their job, and (40%) agree that their work place is free from dust, pollution, noise and there is proper lighting ventilation.
- Majority of the respondents (41.6%) strongly agree that they got an easy approach with their boss, (38.45%) strongly agree that their superiors appreciate their performance, and (41.6%) strongly agree that their superiors appreciate and treat them properly.
- Majority of the respondents (44%) agree that they feel satisfied when their performance is recognized, (41.6%) strongly agree that their good performance is recognized by promotion, and (43.2%) agree that they are satisfied with their promotion policies.
- Majority of the respondents (51.2%) agree that the canteen facilities are adequate, (45.6%) agree that the transport facilities are adequate, 40% agree that their safety provisions are adequate, and (43.6%) agree that the medical facilities are adequate.
- Majority of the respondents (43.2%) strongly agree that performance appraisal is essential, (48.8%) strongly agree that their performance appraisal improves their performance, and (46.4%) strongly agree that they are satisfied with the organization's techniques for evaluating their performance.
- Majority of the respondents (56%) agree that they are provided with adequate /development programs to adapt to the latest environment, and (27.2%) of respondents agree that the training given is helpful at their work.
- Majority of the respondents (49.6%) agree that their salary is commensurate with their efforts, and (50.4%) agree that they want change in their present pay scale.
- Majority of the respondents (56%) agree their job description was clearly given to them by the management, (48.8%) strongly agree that their individual goals were clear, (51.2%) agree their organizational goals were clearly defined to them, and (59.2%) agree that they have been given adequate authority to fulfill their responsibility.
- Majority of the respondents (56%) agree that they feel there is adequate opportunity for them to grow further, (59.2%) agree that they are provided with ample opportunities by the management for their development, and (43.2%) agree that they find their job interesting and prospective.
- Majority of the respondents (60.8%) agree that they feel proud to work in their organization (57.6%) agree that they feel happy about the growth of organization, and (47.2%) agree that their job in this organization gives them a better status in society.
- Majority of the respondents (54.5%) agree that grievance handling procedure in their organization is effective and (56.8%) agree that they are able to communicate their grievance freely.
- Majority of the respondents (61.6%) agree that they are aware of the career counseling programme, (53.6%) agree that they are happy with their career counseling programme, and (59.2%) agree that their career counseling helps in their career planning.
- Majority of the respondents (49.2%) agree that they were aware of the quality standards of their organization, (51.2%) agree that they are satisfied with the ISO certificate of their company, and (44%) strongly agree that they are happy and adaptable to the changes due to ISO certificate.
- Majority of the respondents (43.2%) strongly agree that they are satisfied with the line of the management in their company, (46.4%) strongly agree that they are satisfied with the decision making standards and plans of the organization, and (52.8%) agree that their opinion is given due importance in decision making and for any change respective department.

9. CONCLUSION:

Job satisfaction can be an important indicator or how employees feel about their jobs and a predictor of Work Behaviour. The study disclosed that the employees are mostly satisfied with the various work aspects on which the satisfaction of employees are dependent. In short, the relationship of satisfaction to productivity is influenced by work related factors such as recognition, performance appraisal, grievance handling, image of the organization, individual goals etc. Organization should thus recognize employees more than any other variable, as powerful contributors to a

company's competitive position. Employee engagement should be a continuous process to sustain competitive advantage for development of the organization

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