

# A STUDY ON JOB SATISFACTION IN AUTOMOBILE INDUSTRY BUY

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## ABSTRACT

*Job satisfaction is the amount of pleasure or contentment associated with job. If you like your job intensely, you will experience high job satisfaction. If you dislike job intensely, you will experience job dissatisfaction. This study helps in knowing the satisfaction level of employees and kind of facilities that the employees require. The main objective is to study the job satisfaction of the employees. The secondary objectives of the study is to know whether the employees are getting satisfaction in their job. The research design used for the study was descriptive research design. The descriptive research means the research which is done to know the current situation of the study. The data has been collected using structured questionnaire. This study shows that the employees are getting satisfaction in their job and whether the employees are getting satisfied with the good working environment.*

**Keywords:** *Job satisfaction, Dissatisfaction, Satisfaction.*

## 1. INTRODUCTION

Job satisfaction is one of the major interest to the field of the organisation behaviour and practice of the human resource management. It reflects the employee's attitudes towards their job and commitment to an organisation. Job satisfaction is the term used to describe whether employees are happy and fulfilling their desires and needs at work. Many measures purport that job satisfaction may be a think about employee motivation, employee goal achievement, and positive employee morale within the workplace. Job Satisfaction is that the favourableness or un-favourableness with which the worker views his work. It expresses the quantity of agreement between one's expectation of the work and therefore the rewards that the work provides. Job Satisfaction is a part of life satisfaction. The nature of one's environment of job is a crucial a part of life as Job Satisfaction influences one's generallifesatisfaction. It refers to a persons feeling of satisfaction on the job , which acts as a motivation to work. It is not a self satisfaction ,happiness or self commitment but satisfaction or the job. Job satisfaction isn't same because the motivation . It is an individual emotional reaction to the job itself it refers to the attitude towards the job. Job Satisfaction, thus, is that the results of various attitudes possessed by an employee. In a narrow sense, these attitudes are associated with the work under condition with such specific factors like wages, Supervisors of employment, conditions of labor , relation on the job, prompt settlement of grievances and fair treatment by employer. However, more comprehensive approach requires that a lot of factors are to be included before an entire understanding of job satisfaction are often obtained. Such factors as employee's age, health temperature, desire and level of aspiration should be considered. Further his kinship , social station , recreational outlets, activity within the organizations etc. Contribute ultimately to the job satisfaction.

### 1.1 Importance of Job Satisfaction :

Job satisfaction has been linked to several variables, including productivity, absenteeism, turnover, etc. It is significant because a person's attitude and beliefs may affect his or her behavior. Attitudes and beliefs may cause an individual to figure harder, or, the other may occur, and he or she may go less. It also affects a person's general well-being. Consequently, if an individual is dissatisfied with their work, this might cause dissatisfaction in other areas of their life. Keeping workers happy helps to strengthen a company in many ways.

**Importance of job satisfaction are;**

- Lower Turnover.
- Higher Productivity.
- Increased Customer Satisfaction.
- Employee Absenteeism.
- Helps to Earn Higher Revenues.
- Satisfied Employees Tend to Handle Pressure.
- Job satisfaction is an important indicator of how the employees feel about their job and a predictor of work behaviour such as Absenteeism, Turnover.
- It clearly indicate that the dissatisfied employees are skip to work more and more like to resign and satisfied worker likely to work longer in the organisation.
- This is vital piece of information that in job satisfaction and job performance is directly related to each other.

**1.2 Factors That Affects Job Satisfaction:**

The following are the factors that affects job satisfaction:

❖ **Working Environment**

It is essential to provide employees with a work environment which is conducive to their overall development. They need an environment which is healthy and safe and which caters for both personal comforts and facilitates doing an honest job. If the working conditions are good (clean, attractive surrounding), the personnel will find it easier to hold out their jobs. On the opposite hand, if the working conditions are poor (hot, noisy surrounding), personnel will find it harder to urge things done. Hence, it are often said that having a friendly, and supportive environment can cause increased job satisfaction.

❖ **Fair Policies and Practice:**

Individuals who perceive that promotion decisions are made during a fair and just manner are likely to experience satisfaction from their jobs. Very often employees are demotivated and dissatisfied with their jobs because unfair policies and practices prevail at their place of labor . It is therefore of utmost importance for a corporation to possess a good and equal system regarding practices and policies in order that there's no discrimination and frustration.

❖ **Caring Organization:**

Care are often shown in various ways, but it takes into consideration career development, adult treatment, being taken seriously and being appreciated for employment well done. When people feel that the organization; that they're working, cares for them and takes actions to enhance their work and lives, they're happy, and this creates higher satisfaction.

❖ **Appreciation:**

Human race loves to be appreciated. Even for the smaller job that do i seek to possess an appreciation, from colleagues, boss, and seniors. When one gets acknowledged ahead of everyone, it gives up a lift to their morale. When appreciation results in encouragement, the last word result's reflected within the efficiency of labor automatically. Therefore, the extent of job satisfaction is usually higher wherever appreciation is higher

**1.3 WAYS TO IMPROVE JOB SATISFACTION****1. Clear, concise and consistent communication**

In many organizations, employee doesn't know what is mission, vision, objects. We should keep employees informed on the company's position, progress made, issues or challenges, and how they directly contribute to the success of the business.

**2. Work itself**

We can increase employee satisfaction by making job rotation, job enlargement like knowledge enlargement and task enlargement as well as job enrichment. Target should be accessible for employee.

**3. Fair compensation and benefits**

Policies of compensation and benefits are most important part of organization. But you should build your policies at "suitability" not "the best".

**4. Opportunity for promotion and career development**

Organization should give opportunity to every employee for using their abilities, skills and creativeness.

### 5. Monitor performance and reward for contribution

People naturally keep score. use this to as advantage by monitoring positive contribution and behaviour, rewarding as appropriate. Motivate others to reach new performance levels by knowing how they measure up to expectation. we should built the proper evaluation and fair and encourage employees to perform work.

### 6. Provide regular, honest feedback

Don't wait for a crisis situation to give feedback. Instead, give regular constructive input into the employee's performance across a wide variety of issues, build loyalty, challenge to new levels of performance and keep it real.

### 7. Provide best equipment and self working condition

Invest in employees by making sure their tools and equipment don't keep them from being successful. Give them a very best tools to deliver the best performance to the company, customers and the marketplace. Companies should build occupational health and safety program.

#### Advantages of job satisfaction:

- ✓ One of the major benefits of job satisfaction is that the work which will be automatically done on the basis of superior quality.
- ✓ A person who has a job satisfaction will live his job and can perform his duties at a best level.

## 2. NEED FOR THE STUDY

Job Satisfaction plays a vital role in the organization as it reflects in the form of increased performance and efficiency of the worker's which in turns satisfies both the employees and also organization. As job satisfaction of employees is important for the organization to achieve the desired goals on time.

## 3. OBJECTIVES OF THE STUDY

### 3.1 Primary Objective:

To study about Job satisfaction among employees.

### 3.2 Secondary Objectives:

- To understand the problem of the employees in the working condition.
- To know the employee's opinion about work place, pay and benefits.
- To study and analyses the various factors affecting the job satisfaction level.
- To suggest measures to improve the employee's satisfaction.

## 4. SCOPE OF THE STUDY

The scope of the study is to analyse the importance given by organization towards employee retention by the utilization of human resources. This study is to analyse the procedure for ensuring retention of all employees in their work which has become necessary in organisation.

## 5. LITERATURE REVIEW

Dr.P.Lakshmi Narayanamma,<sup>[1]</sup> Job satisfaction represents one of the most complex areas facing today's managers when it comes to managing their employees. Many studies have demonstrated an unusually large impact on the job satisfaction on the motivation of workers, while the level of motivation has an impact on productivity, and hence also on performance of business organizations. Unfortunately, in our region, job satisfaction has not still received the proper attention from neither scholars nor managers of various business organizations. Job Satisfaction is all about how a person likes the job.

Dr. Mehmet,<sup>[2]</sup> The main objective of the study, there are many factors of job dissatisfaction such absenteeism, complaints, demotivation, high turnover, delay etc. Also there are also numerous factors that determine the level of job satisfaction of employees, financial advantages and benefits, career development and promotion, working environment, managers and colleagues.

D.G.Kulkarni,<sup>[3]</sup> It focus the effects of perceived work life balance and job satisfaction on organizational commitment among healthcare employees. It was predicted that perceived work life balance fosters job satisfaction which leads to the organizational commitment among employees in the long run. Results showed that respondents have moderate level of perceived work life balance, job satisfaction and organizational commitment. Author concludes that work life balance and job satisfaction are important for developing and enhancing organizational commitment among healthcare workers.

Monalisa Mohapatra,<sup>[4]</sup> This study states that job satisfaction is related to work, co-workers, promotion, pay, supervision relates to customer orientation. In service industry front line people are the one who interact with

the customers on a regular basis and influence the customer perception by their behaviours as well as the appearance of the product /service knowledge. Promotion is a key factor in job satisfaction. It is the duty of the manager to monitor and improve the employee satisfaction level related to supervision quality, working conditions, intrinsic compensations and benefits and company policies so that it helps in achieving the desired level of satisfaction within the employees.

Dr. Nirav Dave,<sup>[5]</sup> The study on predictors of job satisfaction among selected agriculture faculty members have found that generally, faculty members specializing in the areas of agricultural faculty member education, agricultural communication, agricultural leadership and additional room education were reasonably contented with their work. Faculty members specializing in agricultural communications reported the maximum level of overall job contentment.

## 6. RESEARCH METHODOLOGY

**6.1 Meaning of Research:** Research refers to a search for knowledge. It can also be given as a scientific and systematic search for pertinent information on a specific topic. In fact research is an art of scientific investigation.

**6.2 Research Method:** Research method is those techniques that are used for condition of research.

**6.3 Research Methodology:** Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

**6.4 Research Design:** Research design is the plan, structure, and strategy of investigation conceived so as to obtain answers to research questions and control variance

**6.5 Descriptive Research Design:** Descriptive research studies are those studies which are concerned with the characteristics of a particular individual, or of a group. The research design followed for the study is descriptive type of research.

**6.6 Population:** The total staff employees of the company are 1015, and it forms the work place for the present study.

**6.7 Sample Size:** The researcher distributed questionnaires to overall 300 respondents who were taken as sample.

**6.8 Sampling Technique:** Stratified Random Sampling.

**6.9 Data collection:** The researcher makes sincere attempts to overall meet the respondents individually, the researcher explained each question to overall facilitate good understanding and genuine responses.

**6.10 Sources of Data collection:**

**6.10.1 Primary Data Collection:**

The data which is collected for the first time is called as primary data. The various sources for collecting primary data are questionnaire, observation, interview, consumer panels etc. the primary source used for this study is questionnaire.

**6.10.2 Secondary Data Collection:**

The records and documents pertaining to the overall details of the organization and employees constitute the secondary sources such as books, journals and newspapers. Secondary data are obtained from company profile, internet, various other documents, scope need and other reports of the company.

**6.11 Statistical Tools:**

**6.11.1 Percentage Analysis:**

In case Percentage refers to a special kind of ratio. Percentage is used in making comparison between two or more series of data. In this study, the number of people who responded in a particular manner is interpreted in the form of percentages. Percentage = (No of respondents/Total no of respondents)\*100

## 7. LIMITATIONS OF THE STUDY

- Time factor may be the major limitations.
- The sample size was restricted to only 300. If it were increased many more varied answers and suggestions would have been expected.

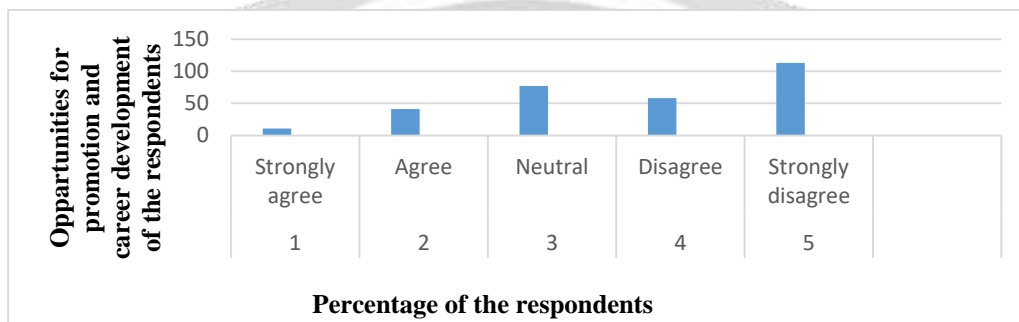
**8. RESULT AND DISCUSSION**

**Table no-8.1 Table Showing Opportunities for Promotion and Career Development of the Respondents**

S. No	Opportunities for promotion and career development of the respondents	No. of the respondents	Percentage
1	Strongly agree	11	4%
2	Agree	41	14%
3	Neutral	77	26%
4	Disagree	58	19%
5	Strongly disagree	113	38%
	<b>Total</b>	<b>300</b>	<b>100%</b>

**Interpretation:** It can be inferred from the above table that 38% of respondents are strongly disagree, 26% of respondents are neutral, 19% of respondents are disagree, 14% of respondents are agree and 4% of respondents are strongly agree offers an opportunities for promotion and career development.

**Chart no: 8.1(a) Chart Showing Opportunities for Promotion and Career Development of the Respondents**



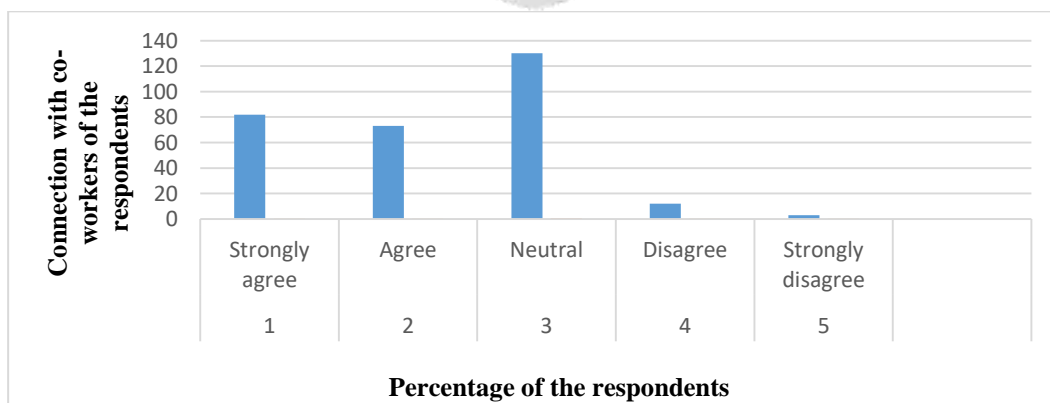
**Table- 8.2 Table Showing Connection with Co-workers of the Respondents**

S. No	Connection with co-workers of the respondents	No. of respondents	Percentage
1	Strongly agree	82	27%
2	Agree	73	24%
3	Neutral	130	43%
4	Disagree	12	4%
5	Strongly disagree	3	1%
	<b>Total</b>	<b>300</b>	<b>100%</b>

**Interpretation**

It can be inferred from the above table that level of connection with co-workers of the respondents 43% of respondents are neutral, 27% of respondents are strongly agree, 24% of respondents are agree, 4% of respondents are disagree and 1% of respondents are strongly disagree.

**Chart no: 8.2(a) Chart Showing Connection with Co-workers of the Respondents**



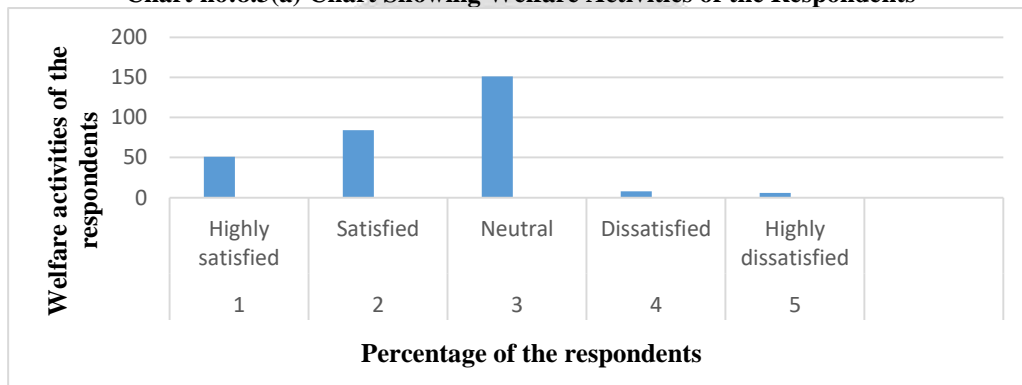
**Table-8.3 Table Showing Welfare Activities of the Respondents**

S. No	Welfare activities of the respondents	No. of respondents	Percentage
1	Highly satisfied	51	17%
2	Satisfied	84	28%
3	Neutral	151	50%
4	Dissatisfied	8	3%
5	Highly dissatisfied	6	2%
	<b>Total</b>	<b>300</b>	<b>100%</b>

**Interpretation**

It can be inferred from the above table that welfare activities of the respondents that 50% are neutral, 28% are satisfied, 17% are highly satisfied, 3% are dissatisfied and 2% are Highly dissatisfied.

**Chart no:8.3(a) Chart Showing Welfare Activities of the Respondents**



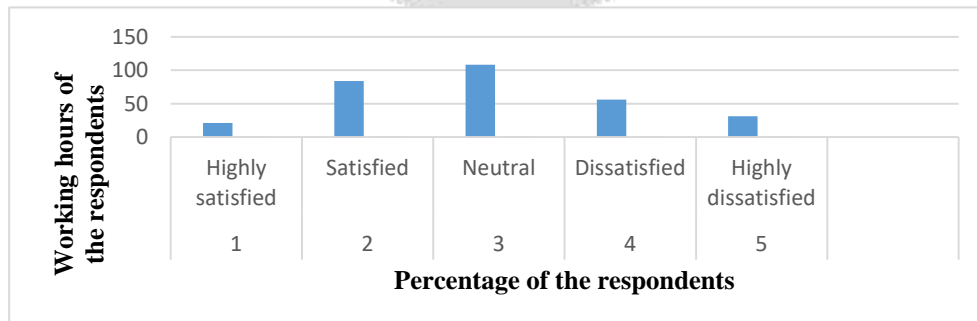
**Table-8.4 Table Showing Working Hours of the Respondents**

S. No	Working hours of the respondents	No. of respondents	Percentage
1	Highly satisfied	21	7%
2	Satisfied	84	28%
3	Neutral	108	36%
4	Dissatisfied	56	19%
5	Highly dissatisfied	31	10%
	<b>Total</b>	<b>300</b>	<b>100%</b>

**Interpretation**

It can be inferred from the above table that working hours of the respondents that 36% are neutral, 28% are satisfied, 19% are dissatisfied, 10% are Highly dissatisfied and 7% are Highly satisfied.

**Chart no: 8.4(a) Chart Showing Working Hours of the Respondents**



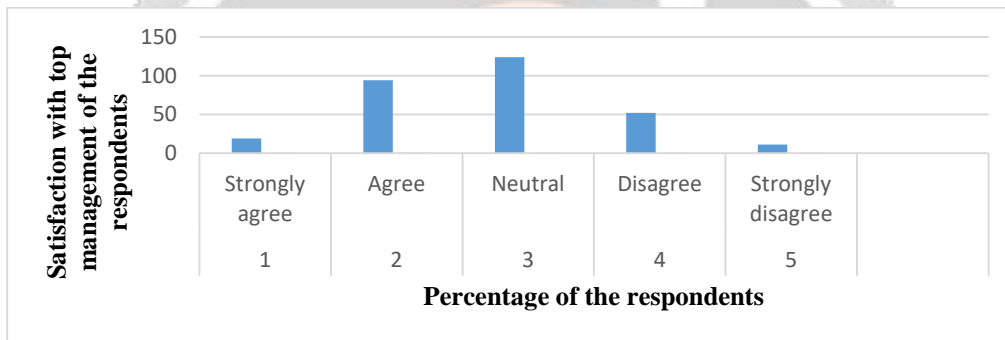
**Table- 8.5 Table Showing Satisfaction with top management of the respondents**

S. No	Satisfaction with top management of the respondents	No. of respondents	Percentage
1	Strongly agree	19	6%
2	Agree	94	31%
3	Neutral	124	41%
4	Disagree	52	17%
5	Strongly disagree	11	4%
	<b>Total</b>	<b>300</b>	<b>100%</b>

**Interpretation**

It can be inferred from the above table that level of satisfaction with top management of the respondents 41% of respondents are neutral, 31% of respondents are agree, 17% of respondents are disagree, 6% of respondents are Strongly agree and 4% of respondents are strongly disagree.

**Chart no: 8.5(a) Chart Showing Satisfaction with top management of the respondents**



**9. CONCLUSION**

The results observed suggested that the company should look towards building a long term relationships with the employees by rewarding the deserving employees and providing them with the compensation that is as per industry standards. Surveys should be conducted to understand what is most important to the employees and where the company is lacking in building a healthy relationship with its employees. From the above study it is concluded that the most of the employees are getting higher job satisfaction because the organisation offers various facilities.

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