

A STUDY ON EMPLOYEE JOB SATISFACTION IN DODLA DAIRY LTD AT NELLORE

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Abstract

The study helped in revealing the level of satisfaction of employees with reference to the various factors provided in the organization. This study clearly shows that employees under organization are more or less satisfied with the job. The organization should consider on the salary, relationship of employees and supervisors, grievance handling and give more opportunity for the new employees.

Keywords

Pay and Benefits, Job Security, Recognition, Career Development, Engagement, Respect, Flexible working and autonomy

Introduction

Job satisfaction survey can give the most valuable information the perceptions and causes. For satisfaction/dissatisfaction among the employee's attitude towards job satisfaction may be either positive or negative. This positive feeling can be re-in forced and negative feelings can be rectified. This survey can be treated as the most effective and efficient way, which makes the workers to express their inner and real feelings undoubtedly.

For any future course of action/ development, which involves employee's participation, is considered. The management will get a picture their employee's acceptance and readiness. This survey also enables to avoid misinterpretations and helps management in solving problems effectively. It is observed during study some of the employees accepted the proposal survey research.

Review of Literature

The first view establishes a direct cause- effect relationship between job satisfaction and productivity; when job satisfaction increases, productivity increases when job satisfaction decreases, productivity decreases. The basic logic behind this is that a happy worker will put more efforts for job performance. However, this may not be true in all cases. For example, a worker having low expectations from his job may

feel satisfied but he may not put his efforts more vigorously because of his low expectations from the job. Therefore, this view does not explain fully the complex relationship between job satisfaction and productivity.

The basic factor for this phenomenon is the rewards (a source of satisfaction) attached with performance. There are two types of rewards-intrinsic and extrinsic. The intrinsic reward stems from the job itself which may be in the form of growth potential, challenging job, etc. The satisfaction on such a type of reward may help to increase productivity. The extrinsic reward is subject to control by management such as salary, bonus, etc. any increase productivity though these factors increase job satisfaction.

Research Methodology and Design

NEED OF THE STUDY

By knowing the level of job satisfaction, the HR department can know whether job satisfaction is at the expected level or not. If the job satisfaction levels are not satisfactory, then they can concentrate on increasing the satisfaction level in the company. To raise the job satisfaction my study will help the HR department to concentrate on specific factors to improve job satisfaction enabling them to put efforts on all the factors. Adding to the above my questionnaire concentrates on collecting feedback and specific suggestions from the employees.

SCOPE OF THE STUDY

- This study aims to measure and understand employee's attitude, opinion, motivation and satisfaction towards their job.
- This study helps to know training of the employees to improve their work process.
- This study reveals about the pay and allowance system followed by the management.
- This study helps to know about the benefits for the employee of excellence in the workplace.

OBJECTIVES OF THE STUDY

- To study the satisfaction of the employees with respect to their job description.
- To study the opinion of the employees with respect to their career development in the organization.
- To study the satisfaction of the employees with respect to their salary structures.
- To study the satisfaction of the employees with respect to the training activities conducted by the organization.

LIMITATIONS OF THE STUDY

- This study is only applicable for Dodla Dairy Ltd
- This study was confirmed to very short period of time then the survey was conducted on limited number of employees
- Due to confidentiality of some information, accurate response was not revealed by some of the respondents

DATA SOURCE

In the preparation of the report, the researcher collects data from different sources. The sources of data as follows:

Primary data: This data is gathered from firsthand information sources by the researcher, this data collection from employees, managers, clerks etc., by administering the questionnaire having face to face interaction with employees.

Secondary data: This will give the theoretical basis required for the report presentation which can be available from various sources such as magazines, office files, inter office manual and web site.

SAMPLE SIZE

Electronic sample size calculator has been used for statistical computation of the sample size. With population of 135, margin of error of 5% and reliability rate of 95% the sample size came to be 100.

SAMPLE METHOD

Non -probability sampling method

Non- probability sampling method where the samples are gathered in a process that does not give all the individual in the population equal chances of being selected.

Convenience sampling method

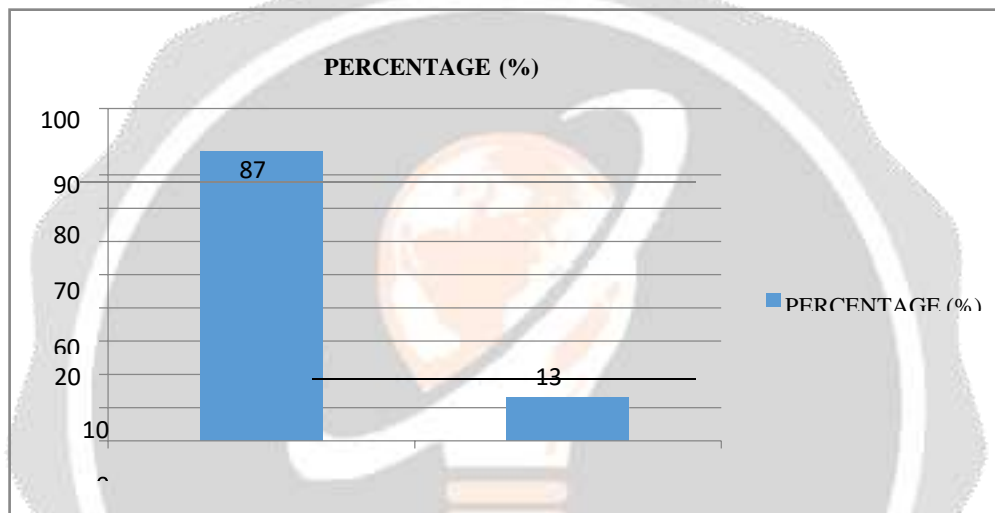
Convenience sampling technique has been used as Leather companies with head offices in two cities only have been surveyed for limitation of time and resources.

SAMPLING TOOL

Percentage Analysis

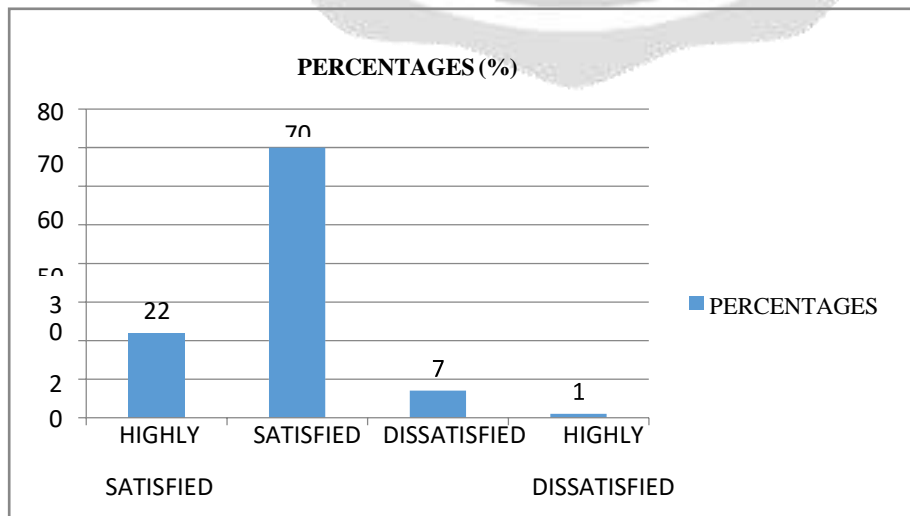
$$\text{PERCENTAGE} = \{ \text{NO. OF RESPONDENTS} / \text{TOTAL NO. OF RESPONDENTS} * 100 \}$$

Graphical representation of Distribution of sample respondents with respect to the participation regard to training



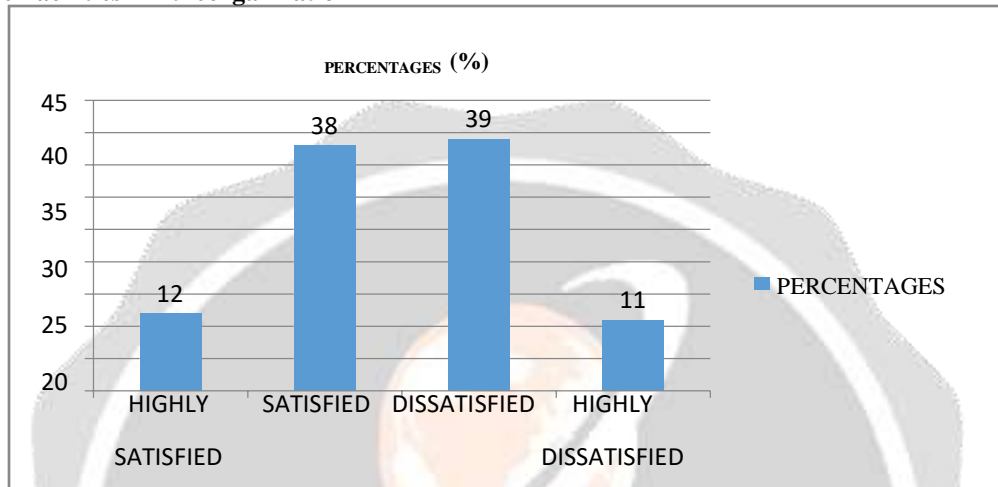
From the above table and graph 5.3 reveals that out of 100 sample respondents the majority 87% of employees are in under gone training in their organization and 13% are not attend any training program in their organization. Therefore, the majority 87% of the respondents agreed the employees are in under gone training in their organization.

Graphical representation of Distribution of sample respondents with respect to opinion on satisfaction with work hours



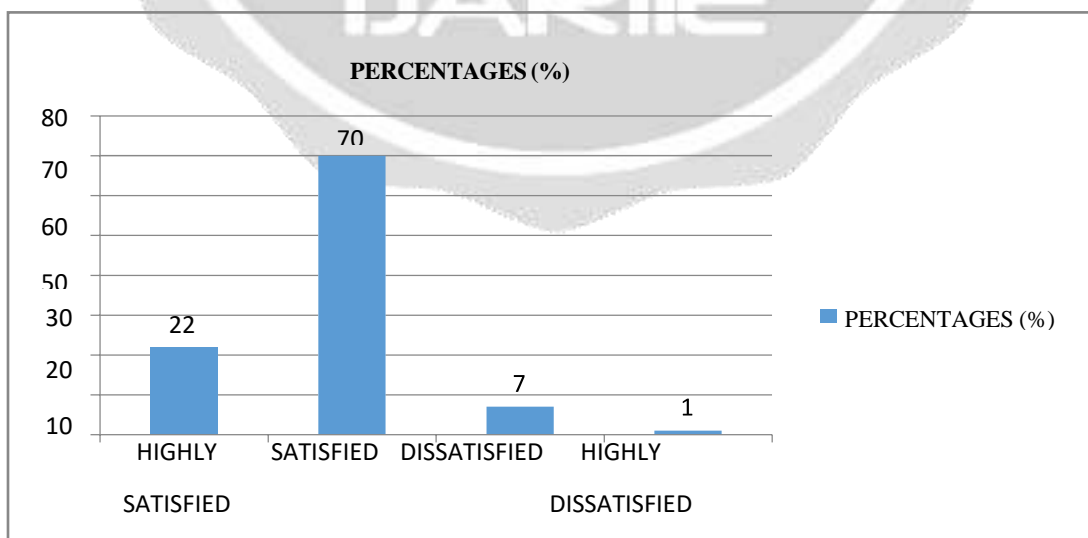
From the above table and graph 5.4 reveals that out of 100 sample respondents the majority 70% of the employees satisfied with the working hours in their organization and 22% of employees are Highly Satisfied with the working hours in their organization and 7% are felt Dissatisfied with the working hours in their organization then reaming employees Highly Dissatisfied. Therefore, the majority 70% of the respondents agreed the employees satisfied with the working hours in their organization.

Graphical representation of Distribution of sample respondents with respect to opinion about recreation and welfare facilities in the organization



From the above table and graph 5.5 reveals that out of 100 sample respondents the majority 39% of employees are Dissatisfied with Recreation and Welfare facilities in their organization, whereas only 12% of employees only Highly Satisfied with welfare facilities and 38% of employees are satisfied then reaming 11% of employees are highly dissatisfied. Therefore, the majority 39% of the respondents are dissatisfied with Recreation and Welfare facilities in their organization.

Graphical representation of Distribution of sample respondents with respect to opinion on satisfaction with work hours



From the above table and graph 5.4 reveals that out of 100 sample respondents the majority 70% of the employees satisfied with the working hours in their organization and 22% of employees are Highly Satisfied with the working hours in their organization and 7% are felt Dissatisfied with the working hours in their organization then remaining employees Highly Dissatisfied. Therefore, the majority 70% of the respondents agreed the employees satisfied with the working hours in their organization

Findings

- 64% of the employees said that they are Satisfied with their Job in the organization, 2% are felt Dissatisfied with their Job in the organization.
- 68% of the employees said they are Satisfied and 1% highly Dissatisfied with their Salary package.
- 70% of employees said that they are Satisfied with their working hours in the organization and only 1% are Highly Dissatisfied with working hours in the organization.
- 38% of employees declare that they are Satisfied with Recreation and Welfare facilities in the organization and 11% are Highly Dissatisfied with their Recreation and Welfare facilities in their organization.

Conclusion

Job satisfaction represents one of the most complex area facing towards manager when it comes to managing their employees. There is a considerable impact of the employees perception for the nature of their work and level of overall job satisfaction. Financial compensation has a great impact on the overall job satisfaction of employee. From the study, I came to know that in “Dodla Dairy Ltd” most of the employees are satisfied with their training and co-workers relationship. In this company, the security provided for women is satisfied by all the employees. But the company should concentrate on the improvement of that system. The overall job satisfaction of the employees in the company is good.

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