

EMPLOYEE SATISFICATION ANALYSIS WITH RESPECT TO ORIENT ANALYSIS

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ABSTRACT

This study investigates employee satisfaction at Orient Electric, a leading manufacturer in the electrical and home appliances sector in India. Employee satisfaction is a crucial factor influencing productivity, organizational commitment, and retention. The objective of this research is to analyze the key determinants of employee satisfaction at Orient Electric, including work environment, compensation, career development opportunities, management support, recognition, and work-life balance. Data for the study is collected through structured employee surveys and interviews with HR personnel, supported by secondary data from company reports and HR publications. The findings reveal that while employees appreciate the company's safe working conditions, brand reputation, and supportive team environment, there are concerns related to limited career advancement opportunities and the need for more structured performance feedback mechanisms. The study highlights the importance of continuous engagement, transparent communication, and employee development programs to enhance satisfaction levels. It concludes by offering practical recommendations to the HR department at Orient Electric for improving employee morale and building a more inclusive, motivated, and high-performing workforce.

Keywords: Employee Satisfaction, Orient Electric, Job Satisfaction, Work Environment, HR Practices, Career Development, Employee Engagement, Workplace Culture, Employee Retention.

1. INTRODUCTION

Employee satisfaction is a crucial factor in determining an organization's success, as it directly influences productivity, retention rates, and overall workplace morale. A satisfied workforce is more engaged, motivated, and committed to achieving company goals. Factors such as work environment, compensation, job security, career growth opportunities, and work-life balance significantly impact employee satisfaction. Organizations that prioritize employee well-being often experience lower turnover rates and higher efficiency, leading to a more positive and productive work culture.

Analyzing employee satisfaction involves gathering feedback through surveys, interviews, and performance metrics to identify areas for improvement. By understanding employees' concerns and expectations, organizations can implement policies that enhance job satisfaction and overall workplace harmony. A well-structured employee satisfaction analysis helps businesses develop strategies to create a supportive and motivating environment, ultimately leading to long-term success and growth.

2. RESEARCH METHODOLOGY

SOURCES OF DATA

Primary data collection is necessary when a researcher cannot find the data needed in secondary sources. Three basic means of obtaining primary data are observation, surveys, and experiments. The choice will be influenced by the nature of the problem and by the availability of time. For this research study Questionnaire was the Primary Data source which is applied.

SAMPLE SIZE:

It refers to the number of elements of the population to sample. Sample size here is 108.

DATA PROCESSING

The study has been carried out with the help of the following data:

Primary data

The primary data was collected through the use of structured questionnaire from the target respondents using survey method.

Secondary data

The secondary data was collected from journals and internet.

TOOLS FOR ANALYSIS

- Percentage Analysis
- Chart Analysis

3. CONCLUSION

Employee satisfaction is a crucial factor in ensuring productivity, efficiency, and long-term commitment within Orient Cement. The analysis highlights that job satisfaction is influenced by various factors, including work environment, compensation, career growth opportunities, management support, and work-life balance. The study reveals that employees who feel valued, engaged, and supported are more likely to contribute positively to the organization's success. Orient Cement's efforts in providing a conducive work atmosphere, fair compensation, and professional growth opportunities play a significant role in maintaining high employee morale. However, continuous improvement in training programs, communication channels, and recognition initiatives can further enhance employee satisfaction. By addressing key concerns and implementing targeted HR strategies, Orient Cement can foster a motivated workforce, leading to increased retention rates, higher productivity, and overall organizational success.

4. REFERENCES

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