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September 2014 Vol - 2 Issue- 9

## JOB SATISFACTION OF EMPLOYEES IN BEETLE TEXTILE EXPORT INDUSTRY COIMBATORE

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### ABSTRACT

Job satisfaction plays a central role in the study of behavior at work. Job satisfaction is a collection of feelings that an individual holds towards his/her job. Employee's satisfaction has become one of the main corporate objectives in recent years. Organization cannot reach competitive levels of quality, either at a product level or customer service level, if their employees do not feel satisfied or do not identify with the company. Effective job satisfaction is usually defined as a unidimensional subjective construct representing an overall emotional feeling individuals have about their job as a whole. Hence, effective job satisfaction for individuals reflects the degree of pleasure or happiness their job in general induces. The fundamental aim of the investigation is to study about the Employee Satisfaction in Beetle Textile Export Industry. The study involves in both primary and secondary data. The data collected through questionnaire are tabulated and analyzed to find out the relationship between personal data and job satisfaction. To study the satisfaction level of the employees towards Training, Freedom of Working, Incentives & Increments, management Support, Freedom of Working, and geographically situated work space and the space available for lunch and breaks. A statistical tool used: Chi-Square, Analysis of Variance & Correlation. Convenience sampling method was used while conducting survey, the sample size is 50.

**KEY WORDS:** Commute, JDI- Job Descriptive Index multifaceted, PWB-Psychological well-being.

## INTRODUCTION

Job satisfaction describes how content an individual is with his or her job. The happier people are within their job, the more satisfied they are said to be. Opportunities for training and development are paramount in decisions regarding employee career choices. Another satisfaction of employees is incentives, where employees receive incentives for their performance or the motivation for the job. Working happily is one of the ways to consider as job satisfaction. Job design aims to enhance job satisfaction and performance; methods include job rotation, job enlargement and job enrichment. Other influences on satisfaction include the management style and culture, employee involvement, empowerment and autonomous work groups. Job satisfaction is a very important attribute which is frequently measured by organizations. Questions relate to rate of pay, work responsibilities, variety of tasks, promotional opportunities the work itself and co-workers. Workers who feel they're free to make their own decisions and free to work are happier and more productive. "The perception of autonomy has very positive effects on workers," says Marylene Gagne, of Concordia University.

According to statistics, work breaks are actually on the decline. Taking a short respite to relax and get their mind off of work can improve employees' job effectiveness and satisfaction while significantly reducing the strain and fatigue they experience. However, there is more to effective breaks than just their mere existence. One of the main satisfactions of the employees is the support from the higher authorities. Good managers know that happy employees are loyal, productive employees. "Happiness is affected by [employee's] sense of control over their lives," says Rubin. Employers should also encourage employees to customize

their workstations. This could include decor and/or equipment. Employers should consider ways to decrease commuting stress. "Bad commutes are a major source of unhappiness. People feel frustrated, powerless, and stressed," states Rubin. Employers should find ways to encourage social relations. Consider an office arrangement that fosters communication.

## RESEARCH QUESTIONS

- ❖ What aspects of the workplace were most supportive?
- ❖ What is the opinion of employees about the wage and other benefits received from the company?
- ❖ Whether the relationship is going fine with supervisors and co-workers?
- ❖ What is the overall satisfaction of the job among the employees?

## OBJECTIVES OF THE STUDY

- ▲ To study the Employees job Satisfaction level among the employees of Beetle Textile Export Industry.
- ▲ To study the opinion of the employees about wage and other benefits received from the company.
- ▲ To study the opinion of the employees about their relationship with supervisors and co-workers etc.

## REVIEW OF LITERATURE

Rain, J.S., Lane, I.M. & Steiner, D.D. (1991) One common research finding is that job satisfaction is correlated with life satisfaction.

Burgoon, J.K., Buller, D.B. and Woodall, W.G. (1996) Superior-subordinate communication is an important influence on job satisfaction in the workplace. The way in which subordinates perceive a supervisor's behavior can positively or negatively influence job satisfaction.

Baptiste, N. R. (2008) PWB in the workplace plays an important role in determining job satisfaction and has attracted much research attention in recent years.

Robertson, I. T., Birch, A. J., & Cooper, C. L. (2012) these studies have focused on the effects of PWB on job satisfaction as well as job performance.

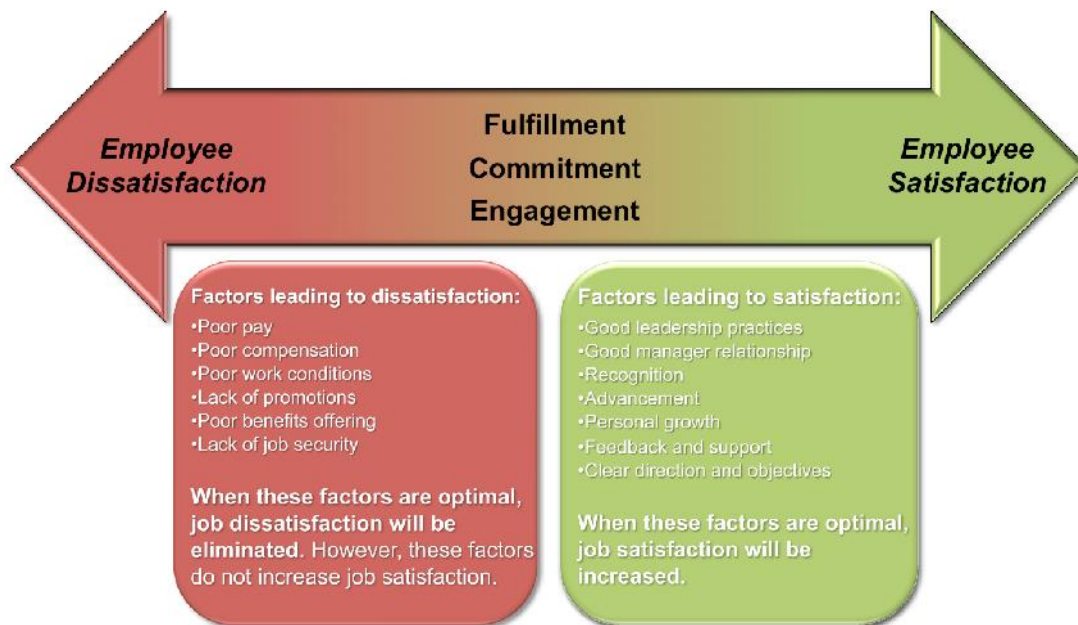
**RESEARCH METHODOLOGY**

The type of Research Method is adopted was descriptive research. The Primary data are collected. Primary data are collected using questionnaires and direct interview. Questionnaires are circulated among the employees in Beetle Textile Export Industry in Coimbatore District. The sample size of the survey is 50.

**HYPOTHESIS**

- ☆ There is no significant relation between employees and the training given to them.
- ☆ There is no significant relation between employees and the support given by the management.
- ☆ There is no significant relation between employees and the increment or incentives based on performance.
- ☆ There is no significant relation between employees and the overall job satisfaction.
- ☆ There is no significant relation between scope for advancement and grievance and redressal among gender for the variables: Drop Up and Drop down Facilities during Late Working Hours & Fair Salary for given Responsibilities
- ☆ There is a significant relation between Scope for Advancement & Grievance and Redressal among gender for the variables: ‘Salary Increment based on Performance, Salary Increment based on Specialty Training, Opportunities at Work to learn and Grow & Helpful Feedback for Performance’
- ☆ There is a significant relation between Flexibility in Work and Life & Job Secure among gender.

**MODEL OF JOB SATISFACTION**



**ANALYSIS AND DISCUSSION**

The number of employees surveyed is 50. The questionnaire prepared on the basis of various factors which influence the satisfaction of the employees in Beetle Textile Export

Industry. The response of the employees in Beetle Textile Export Industry has given in tables.

**CHI SQUARE TEST**

**Table 1 Job Satisfaction of Employees Relates to The Company Sponsored Training & Seminars**

	Value	df	Asymp. Sig.
<b>Pearson Chi-Square</b>	0.382	2	0.826
<b>Likelihood Ratio</b>	0.632	2	0.729
<b>Linear-by-Linear Association</b>	0.130	1	0.719
<b>N of Valid Cases</b>	50		

Source: primary Data

Chi square=0.826

Degrees of freedom= 2, @ 0.05% sig. level

Result: The calculated value is (0.826) is greater

than the significant value (0.05). Hence null hypothesis is accepted. Therefore there is no significant relation between employees and the training given to them.

**Table 2 Job Satisfaction of Employees Relates to the Management Support to Manage Peaks in Workload**

	Value	df	Asymp. Sig.
<b>Pearson Chi-Square</b>	2.096	1	0.148
<b>Continuity Correction</b>	1.252	1	0.263
<b>Likelihood Ratio</b>	2.206	1	0.137
<b>Fisher's Exact Test</b>			
<b>Linear-by-Linear Association</b>	2.054	1	0.152
<b>N of Valid Cases</b>	50		

Source: primary Data

Chi square= .148

Degrees of freedom= 1, @ 0.05% sig. level

Result: The calculated value is (0.148) is greater

than the significant value (0.05). Therefore there is no significant relation between employees and the support given by the management.

**Table 3 Job Satisfaction of Employees Relates to The Increment or Incentives Given by the Company Based on Employees Performance**

	Value	df	Asymp. Sig.
<b>Pearson Chi-Square</b>	1.490	2	0.475
<b>Likelihood Ratio</b>	1.968	2	0.374
<b>Linear-by-Linear Association</b>	1.370	1	0.242
<b>N of Valid Cases</b>	50		

Source: primary Data  
 Chi square= 0.475  
 Degrees of freedom= 2, @ 0.05% sig. level  
 Result: The calculated value is (0.475) is greater than the significant value (0.05). Therefore we have no evidence to reject the null hypothesis. Thus we accept the  $H_0$  (null hypothesis). Therefore there is no significant relation between employees and the increment or incentives based on performance.

**Table 4 Overall Job Satisfaction Among Employees In Beetle Textile Export Industry**

	Value	df	Asymp. Sig.
<b>Pearson Chi-Square</b>	2.090	1	0.148
<b>Continuity Correction</b>	1.261	1	0.261
<b>Likelihood Ratio</b>	2.137	1	0.144
<b>Fisher's Exact Test</b>			
<b>Linear-by-Linear Association</b>	2.048	1	0.152
<b>N of Valid Cases</b>	50		

Source: primary Data

Chi square= .148  
 Degrees of freedom= 1, @ 0.05% sig. level  
 Result: The calculated value is (0.148) is greater than the significant value (0.05). Hence null hypothesis is accepted. Therefore there is no significant relation between employees and the overall job satisfaction.

**ANALYSIS OF VARIANCE (ANOVA)**

**Table 5 Relation Between Nature of Job and Working Condition among Gender**

		Sum of Squares	df	Mean Square	F	Sig.
SKILLS, EXPERIENCE AND QUALIFICATION	Between Groups	0.155	1	0.155	0.203	0.655
	Within Groups	36.665	48	0.764		
	Total	36.820	49			
SPIRIT OF COOPERATION	Between Groups	2.395	1	2.395	3.883	0.055
	Within Groups	29.605	48	0.617		
	Total	32.000	49			
GIVEN ENOUGH AUTHORITY TO MAKE DECISION	Between Groups	3.237	1	3.237	5.552	0.023
	Within Groups	27.983	48	0.583		
	Total	31.220	49			
FLEXIBLE WITH WORK HOURS	Between Groups	0.391	1	0.391	1.649	0.205
	Within Groups	11.389	48	0.237		
	Total	11.780	49			
PERFORM HIGHER DUTIES	Between Groups	0.609	1	0.609	2.754	0.104
	Within Groups	10.611	48	.221		
	Total	11.220	49			
INTERACTING WITH CLIENTS	Between Groups	0.015	1	0.015	0.075	0.785
	Within Groups	9.605	48	0.200		
	Total	9.620	49			

Source: primary Data

**Interpretation:-**

The calculated value of ANOVA for the variables Skills, Experience and Qualification, Spirit of Cooperation ( $> =0.05$ ), Flexible with Work Hours, Perform Higher Duties, and Interacting with Clients is greater than the significant value (0.05). Hence null hypothesis is accepted. Therefore there is no significant relation between nature of job and working

condition among gender. The calculated value of ANOVA for the variables 'Given Authority to Make Decision, Flexible with Work Hours, Perform Higher Duties' is less than the sig. value (0.05). Hence null hypothesis is rejected for the given variables. Therefore there is a significant relation between Nature of Job & Working Condition among Gender

**Table 6 Relation Between Scope for Advancement and Grievance and Redressal among Gender**

		Sum of Squares	df	Mean Square	F	Sig.
DROP UP AND DROP DOWN FACILITIES DURING LATE WORKING HRS	Between Groups	0.013	1	0.013	0.064	0.801
	Within Groups	10.067	48	0.210		
	Total	10.080	49			
FAIR SALARY FOR GIVEN RESPONSIBILITIES	Between Groups	0.048	1	0.048	0.149	0.701
	Within Groups	15.472	48	0.322		
	Total	15.520	49			
SALARY INC BASED ON PERFORMANCE	Between Groups	0.441	1	0.441	1.380	0.246
	Within Groups	15.339	48	0.320		
	Total	15.780	49			
SALARY INC BASED ON SPECIALTY TRAINING	Between Groups	0.815	1	0.815	2.967	0.091
	Within Groups	13.185	48	0.275		
	Total	14.000	49			
OPPORTUNITIES AT WORK TO LEARN AND GROW	Between Groups		1	0.181	0.652	0.423
	Within Groups	13.339	48	0.278		
	Total	13.520	49			
HELPFUL FEEDBACK FOR PERFORMANCE	Between Groups	0.234	1	0.234	0.915	0.344
	Within Groups	12.266	48	0.256		
	Total	12.500	49			

Source: primary Data

**Interpretation:-**

The calculated value of ANOVA for the variables Drop Up and Drop down Facilities during Late Working Hours & Fair Salary for given Responsibilities is greater than the significant value (0.05). Hence null hypothesis is accepted. Therefore there is no significant relation between scope for advancement and grievance and redressal among gender for the above two variables. The calculated value of ANOVA for the

variables 'Salary Increment based on Performance, Salary Increment based on Specialty Training, Opportunities at Work to learn and Grow & Helpful Feedback for Performance' is less than the significant value (0.05). Hence null hypothesis is rejected. Therefore there is a significant relation between Scope for Advancement & Grievance and Redressal among gender for the above four variables.



**CORRELATION**

**Table 7 Relation Between Flexibility and Job is Secure among Gender**

		GENDER	FLEXIBILITY TO BALANCE WORK & PERSONAL LIFE	BELIEVE JOB IS SECURE
GENDER	Pearson Correlation	1	-0.050	-0.118
	Sig. (2-tailed)		0.731	0.416
	N	50	50	50
FLEXIBILITY TO BALANCE WORK & PERSONAL LIFE	Pearson Correlation	-0.050	1	0.144
	Sig. (2-tailed)	0.731		0.320
	N	50	50	50
BELIEVE JOB IS SECURE	Pearson Correlation	-0.118	0.144	1
	Sig. (2-tailed)	0.416	0.320	
	N	50	50	50

Source: primary Data

**Interpretation:-**

The calculated value of correlation for the variable 'Flexibility in Work and Life & Job Secure' is (0.320) which is less than the significant value (0.05). Hence null hypothesis is rejected. Therefore there is a significant relation between Flexibility in Work and Life & Job Secure among gender.

**SUGGESTIONS**

- ✧ Job satisfaction can be better understood in terms of its relationships with other key factors, such as general well-being, stress at work, control at work, home-work interface, and working conditions.
- ✧ Keeping up to date facilities and equipment and making sure employees have adequate personal workspace can decrease dissatisfaction.
- ✧ Making sure employees are in the proper positions to utilize their talents may enhance satisfaction. When employees are in the proper role and feel a sense of achievement and challenge, their talents will be in line with the goals best suited for them.
- ✧ If a company wishes to produce a competitive product they must also offer competitive wages. In addition, this can help reduce turnover, as employees

will often be more satisfied when paid competitive wages as opposed to being underpaid.

- ✧ Allowing employees, who show high performance and loyalty, room to advance will help ensure satisfaction. A new title and sense of responsibility can often increase job satisfaction in an employee.
- ✧ In times where the average household is changing it is becoming more important for an employer to recognize the delicate balancing act that its employees perform between their personal life and work life. Policies that respond to common personal and family needs can be essential to maintaining job satisfaction.

**CONCLUSION**

We conclude that job satisfaction must be fully deployed within the organization. The organizations must look at the needs of the employee. Additionally, an organization should provide more opportunities for employees to help increase job satisfaction. Consequently, this would peak an interest in the employee, allowing him/her to take more pride in his or her work. Although research might be difficult for job satisfaction theories, especially within

the correlation field, there is just enough useful information to help employees and organizations become successful and enjoy their jobs, provided the right type of leadership is at the helm.

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