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Golden Research Thoughts

GRT

A STUDY ON EMPLOYEES SATISFACTION IN RELIANCE SUPER MARKET WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI CITY


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ABSTRACT

Job Satisfaction is a pleasurable or positive emotional state resulting from the appraisal of one's job or job experiences. Job satisfaction is how people feel about their jobs and different aspects of their jobs. It is the extent to which people like (satisfaction) or dislike (dissatisfaction) their jobs. The reliance super market workers have selected for the study. The convenience sampling techniques is used for selecting respondents. 65 respondents were selected in various levels of workers like manager, supervisor, employees and watchman etc.

Employee job satisfaction can improve service quality and increase employee satisfaction. In this circumstance, policy makers and managers

have turned their attention to provide different kinds of facilities to their employees in order to satisfy their employees. Long run approach is important in using job satisfaction information. They should keep continuous watch over the follow up action and take necessary corrective actions if necessary. Thus the employees who participated feel that management listens to them and takes necessary action on the basis of their feelings. It is essential to share information with managers and employees from start to end. Only if employee's cooperation is fruitful and management is prepared to take actions on the suggestions of improvement made by them.

KEYWORDS :job satisfaction, supervisor support, work environment, organisational facilities.

INTRODUCTION

Over the years, employee satisfaction has been a key area of research among industrial and organizational psychologists. There are important reasons why organizations should be concerned with employee job satisfaction, which can be classified according to the focus on the employee or the organization. First, the human perspective is that people deserve to be treated fairly and with respect. Job satisfaction is the reflection of a good treatment. It also can be considered as an indicator of emotional well-being or psychological health. Second, the utilitarian perspective is that job satisfaction can lead to behavior by an employee that affects organizational functioning. Furthermore, job satisfaction can be a reflection of organizational functioning.

Job satisfaction is a complex area of Organizational Behavior and Human Resources Management that has been widely researched over the years with a number of theories and views relating to it. Job Satisfaction is a pleasurable or positive emotional state resulting from the appraisal of one's job or job experiences. Job satisfaction is how people feel about their jobs and different aspects of their jobs. It is the extent to which people like (satisfaction) or dislike (dissatisfaction) their jobs.

Job satisfaction is the favourableness or unfavourableness with which employees view their work. Employee's attitude, job satisfaction and industrial morale are often used synonymously but they are not the same. A favourable attitude may contribute to job satisfaction because job satisfaction is the result of so many attitudes. Likewise job satisfaction and morale do not carry the same meaning, though job satisfaction improves the employee-morale. Job satisfaction may refer to a person or a group. An individual or a department may perform the job satisfactorily or unsatisfactorily. Job satisfaction may also apply to part of an individual job. The management may be satisfied with the overall performance of one's job but it may be dissatisfied with a part of his job.

STATEMENT OF THE PROBLEM

It is widely accepted by the organizational theorists that manpower is one of the most important assets of an organization because things are getting done through employees. In other words, the success of an organization in realizing its objectives heavily depends on the performance of its employees. Performances of the employees depend on their job satisfaction. Satisfaction about their working environment and compensation is deciding their performance and organisational productivity.

Job satisfaction is an effective attitude towards the overall job related dimensions and factors such as workplace conditions, compensation, infrastructure, professional development and others. Job satisfaction creates intangible benefits to the organization which include reduction in complaints and grievances, absenteeism, turnover and termination. Lack of job satisfaction leads to low productivity, poor performances, high rate of absenteeism etc. the present study is an attempt to know the job satisfaction of employees working reliance super market in Tiruchirapalli city.

REVIEW OF LITERATURE

Huang (2011) in the study of 453 and 558 of blue collar and knowledge workers in China and Japan respectively found that knowledge workers have more motivating work characteristics including learning ,autonomy etc than blue collar workers. It was found that job satisfaction of knowledge workers was lower than their blue collar workers in China. But the marginally higher job satisfaction of Japanese knowledge workers than their blue collar workers might be related to more advanced

economic development and the prior development of its knowledge economy.

Souza and Noronha (2011) in their work have attempted to find the relationship between labour welfare activities and job satisfaction. A sample of 201 employees of Pharmaceutical companies in Goa was administered. The results show that eight dimensions of labour (including education, housing, loans, recreation, safety, medical facilities, canteen etc) were found to be positively and significantly correlated with the job satisfaction of employees in these companies. Employees in the Multinational companies in Goa reported better provisions of labour welfare facilities and had higher level of job satisfaction than their fellow mates in Indian pharmaceutical companies.

Panagiotis Trivellas, et al., (2013), in their research paper investigate the impact of job related stress such as conflict, workload, interpersonal relationships, career development, information access and feedback on Job satisfaction aspects such as career opportunities, physical environment, management style, job enrichment, reward and job security of nursing staff working in hospital. Occupational stress stemming from career development and autonomy exerts a negative impact on nurses' satisfaction related to job enrichment, management style and career opportunities.

Tugba Dundar, et al, (2012), in their research tried to understand the teacher's organizational justice perceptions and job satisfaction levels at primary school in Fatih province of Istanbul. Organizational justice includes rules, process, awards and punishment. Job related dimensions used for the study were job specification and job, wage, development potentialities, working conditions, interpersonal relations, organizational environment and job satisfaction. Study results proved to have positive significant correlation between primary teachers' organizational justice perception and job satisfaction levels. The longer the years of service of the teacher in the school and the more their experience level, the better is their trust, respect and view over school management.

OBJECTIVES OF THE STUDY

The researcher framed the following objectives of the study

- o To find out the level of satisfaction of employees working Reliance super market in Tiruchirappalli city
- o To analyses factors influencing job satisfaction of employees
- o To give suitable suggestions to improve employees' job satisfaction and their productivity

SCOPE OF THE STUDY

This study emphasis in the following scope:

- o To identify the employees level of satisfaction upon that job.
- o This study is helpful to that organization for conducting further research.
- o It is helpful to identify the employer's level of satisfaction towards welfare measure.
- o This study is helpful to the organization for identifying the area of dissatisfaction of job of the employees.
- o This study helps to make a managerial decision to the company.

METHODOLOGY

A descriptive research design with survey method is applied in the study. The researcher has used both the primary and the secondary data for the purpose of this study. Secondary data were collected from available books, publications, research studies, articles and websites. A closed-ended interview-schedule was designed to collect primary data. After collecting all necessary data, data have been analyzed and tabulated descriptively. And, this tabulated information used to measure perceived satisfaction and dissatisfaction level of the employees. To measure the satisfaction level a 5 point scale

has been used which is denoted by 1= Highly dissatisfied, 2 = Dissatisfied, 3 = No opinion, 4 = Satisfied and 5 = Highly Satisfied.

SAMPLING

The reliance super market workers have selected for the study. The convenience sampling techniques is used for selecting respondents. 65 respondents were selected in various levels of workers like manager, supervisor, employees and watchman etc.

LIMITATIONS OF THE STUDY

- o The survey is subjected to the bias and prejudices of the respondents. Hence 100% accuracy can't be assured.
- o The researcher was carried out in a short span of time, where in the researcher could not widen the study.
- o The study could not be generalized due to the fact that researcher adapted personal interview method.

ANALYSIS AND INTERPRETATIONS

Satisfaction of employee compensation

Level of Satisfaction	No. of Respondents	Percentage (%)
Highly Dissatisfied	6	9.2
Dissatisfied	08	12.3
No opinion	09	13.8
Satisfied	27	41.5
Highly satisfied	15	23.2
Total	65	100%

Source: Primary data

The above table reveals that 41.5% of the respondents are satisfied the compensation provided by the management. 23/2% of the respondents are highly satisfied the compensation provided by the management. 13.8% of the respondents are expressed no opinion about the compensation provided by the management. It is understood that majority 64.7% of the respondents are satisfied the compensation provided by the management.

Satisfaction of employee welfare measures

Level of Satisfaction	No. of Respondents	Percentage (%)
Highly Dissatisfied	08	12.3
Dissatisfied	10	15.3
No opinion	11	16.9
Satisfied	24	36.9
Highly satisfied	12	18.6
Total	65	100%

Source: Primary data

The above expresses that 36.9% of the respondents are satisfied the employee welfare measures offered by the management. 18.6% of the respondents are highly satisfied the employee welfare measures offered by the management. 16.9% of the respondents are expressed no opinion of the employee welfare measures offered by the management. It is perceived that maximum 55.5% of the respondents are satisfied the employee welfare measures offered by the management.

FINDINGS

- o 38% of the respondents were satisfied on the allowances provided.
- o 42% of the respondents were dissatisfied on the bonus.
- o Only 13% were dissatisfied on their workload.
- o 50% of the employees are satisfied with superior relation.
- o 62% of employees were satisfied with the co-workers.
- o Only 10% were dissatisfied on the safety measures provided by the company.
- o 19 respondents were actively participated in management and were fully satisfied.
- o 85% were satisfied about medical facility provided by the company.

SUGGESTIONS

- o Facilities may be increased to female employees to get more satisfaction than at the present level.
- o Young age respondents are to be provided with all facilities.
- o Educational level of employers should be raised by all means.
- o Dependent members in the family may be asked to work to get more satisfaction.
- o With regard to overtime allowance, working hours to be raised to improve overall satisfaction
- o Incentives are to be given to the employees by monetary and non-monetary methods.
- o Age factor is to be taken for the purpose of level of satisfaction.
- o Married respondents are to be provided with various facilities like canteen, restroom, incentives etc. for full satisfaction of their job.
- o Monthly income of respondents to be raised for their satisfaction
- o Service condition of the employees may be improved to get full satisfaction.
- o Wages of workers may be raised to get more satisfaction and to avoid dissatisfaction.

CONCLUSION

Employee job satisfaction can improve service quality and increase employee satisfaction. In this circumstance, policy makers and managers have turned their attention to provide different kinds of facilities to their employees in order to satisfy their employees. Long run approach is important in using job satisfaction information. They should keep continuous watch over the follow up action and take necessary corrective actions if necessary. Thus the employees who participated feel that management listens to them and takes necessary action on the basis of their feelings. It is essential to share information with managers and employees from start to end. Only if employee's cooperation is fruitful and management is prepared to take actions on the suggestions of improvement made by them.

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