A STUDY ON EMPLOYEE SATISFACTION AND WORK– LIFE BALANCE WITH REFERENCE TO MADURA SOLUTIONS, MADURAI

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ABSTRACT

This study examines the relationship between employee satisfaction and work–life balance among employees working in Madura Solutions, Madurai. In the IT industry, employees often experience high workload, project deadlines, and long working hours that can influence their personal life and job satisfaction. The present research focuses on identifying factors influencing employee satisfaction such as salary and benefits, job security, work environment, recognition and rewards, career growth opportunities, and relationships with supervisors and colleagues. It also examines work–life balance factors including working hours, workload, leave policies, flexibility in work schedules, work pressure, management support, and family time availability. Primary data were collected from 100 employees using a structured questionnaire. The data were analyzed using percentage analysis and tabular representation. The findings reveal that organizations implementing effective work–life balance policies achieve higher employee satisfaction and improved performance.

Keywords

Employee Satisfaction, Work–Life Balance, IT Sector, Organizational Support, Job Satisfaction

INTRODUCTION

Employees are considered the most valuable asset of any organization. Their satisfaction and commitment significantly influence productivity, service quality, and organizational success. In modern organizations, employee expectations have increased due to changing work environments and technological advancements. Employees now expect organizations to provide not only financial rewards but also supportive work environments that help them maintain a balance between professional and personal life.

Work–life balance refers to the ability of employees to manage work responsibilities along with personal and family commitments. Maintaining a balance between these aspects is essential for reducing stress and improving employee well-being.

Organizations that fail to support employees in maintaining work–life balance may face issues such as employee burnout, reduced productivity, absenteeism, and high turnover.

In the IT industry, employees often work under strict deadlines and demanding project requirements. These conditions may affect their ability to maintain a healthy balance between work and personal life. Therefore, organizations must implement policies that enhance employee satisfaction while promoting work–life balance.

STATEMENT OF THE PROBLEM

In the modern IT industry, employees often face high workload, long working hours, strict deadlines, and increased job responsibilities. These work demands can make it difficult for employees to maintain a proper balance between their professional and personal lives. When employees experience difficulty in balancing work and personal life, it may lead to stress, job dissatisfaction, reduced productivity, and decreased organizational commitment.

Employee satisfaction plays a vital role in the success of any organization. Organizations that ensure employee satisfaction through supportive work environments, fair compensation, recognition, and career growth opportunities are more likely to retain talented employees and achieve higher productivity. However, if work–life balance is not properly maintained, employees may experience burnout and reduced motivation.

In organizations like Madura Solutions, employees are required to manage demanding tasks and project deadlines, which may affect their work–life balance. Therefore, it is important to understand how work–life balance practices influence employee satisfaction. This study aims to identify the factors affecting employee satisfaction and work–life balance among employees and provide suggestions to improve employee well-being and organizational performance.

OBJECTIVES OF THE STUDY

- ➢ To study the level of employee satisfaction at Madura Solutions, Madurai.

- ➢ To examine the work–life balance practices followed by Madura Solutions.

- ➢ To analyze the relationship between employee satisfaction and work–life balance among employees.

- ➢ To suggest suitable measures to improve employee satisfaction and work–life balance based on the findings of the study.

REVIEW OF LITERATURE

Greenhaus et al. (2003) explained that employees who achieve work–life balance experience better job satisfaction and well-being.

Allen et al. (2000) found that work–family conflict leads to job stress and reduced employee productivity.

Haar et al. (2014) reported that flexible working arrangements increase employee motivation and commitment.

Lockwood (2003) emphasized that organizations implementing work–life balance initiatives reduce employee turnover.

Noor (2011) identified that supportive management and flexible policies enhance employee satisfaction.

Clark (2000) introduced the work–family border theory explaining how individuals manage boundaries between work and personal life.

Guest (2002) highlighted that organizations providing work–life balance programs improve employee morale and productivity.

Kossek & Ozeki (1998) identified a strong relationship between work–family balance and job satisfaction.

RESEARCH METHODOLOGY

Research Design: Descriptive research design

Sources of Data: Primary data through questionnaire and secondary data through journals and books.

Sample Size: 100 respondents

Sampling Technique: Convenience sampling

Tools for Analysis: Percentage analysis, tables and graphical interpretation.

DATA ANALYSIS AND INTERPRETATION

Salary Satisfaction

Response	Respondents	Percentage
Strongly Agree	25	25%
Agree	40	40%
Neutral	15	15%
Disagree	12	12%
Strongly Disagree	8	8%

Job Security

Response	Respondents	Percentage
Strongly Agree	30	30%
Agree	35	35%
Neutral	18	18%
Disagree	10	10%
Strongly Disagree	7	7%

Work Environment

Response	Respondents	Percentage
Strongly Agree	32	32%
Agree	38	38%
Neutral	15	15%
Disagree	10	10%
Strongly Disagree	5	5%

Recognition and Rewards

Response	Respondents	Percentage
Strongly Agree	28	28%
Agree	40	40%
Neutral	14	14%
Disagree	10	10%
Strongly Disagree	8	8%

Workload and Stress

Response	Respondents	Percentage
Strongly Agree	26	26%
Agree	34	34%
Neutral	18	18%
Disagree	12	12%
Strongly Disagree	10	10%

Work Schedule Flexibility

Response	Respondents	Percentage
Strongly Agree	22	22%
Agree	36	36%
Neutral	20	20%
Disagree	14	14%
Strongly Disagree	8	8%

FINDINGS

- Majority of employees are satisfied with salary and benefits.
- Employees feel secure in their jobs within the organization.
- The work environment is positive and supportive.
- Recognition and rewards motivate employees to perform better.
- Workload and stress influence work–life balance.
- Flexible work schedules improve employee satisfaction.

SUGGESTIONS

- Organizations should introduce flexible working hours.
- Employee wellness and stress management programs should be implemented.
- Recognition and reward systems should be strengthened.
- Career development programs should be improved.
- Management should encourage open communication and employee feedback.

CONCLUSION

The present study examined the relationship between employee satisfaction and work–life balance among employees at Madura Solutions, Madurai. The findings indicate that factors such as salary and benefits, job security, work environment, recognition and rewards, and career growth opportunities play an important role in determining employee satisfaction. Employees who feel valued, secure in their jobs, and supported by their organization are more likely to remain motivated and committed to their work. A positive work environment and good relationships with supervisors and colleagues also contribute significantly to improving employee morale and productivity.

The study also highlights the importance of maintaining a healthy work–life balance for improving employee well-being and job satisfaction. Factors such as flexible working hours, manageable workload, supportive management, and adequate leave policies help employees balance their professional responsibilities with personal life. Organizations that implement effective work–life balance practices are more likely to improve employee satisfaction, reduce stress, and enhance overall organizational performance. Therefore, companies like Madura Solutions should continue to focus on employee-friendly policies and supportive work environments to achieve long-term organizational success.

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