

JOB SATISFACTION AND ITS IMPACT ON EMPLOYEE PERFORMANCE

(A Study at Panachamoottil Honda)

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ABSTRACT

Job satisfaction by employees has a major contribution towards making the organization productive and efficient. In the present study, job satisfaction by employees and how it influences their performance is discussed focusing on Panachamoottil Honda. Primary data have been used in the study which consists of information gathered from a structured questionnaire distributed to 40 employees. Data has been analysed through percentage and correlation methods.

Results obtained through the study show that most of the employees are highly satisfied with their jobs, salary, and working environment. It has been observed that there is a strong positive relationship between job satisfaction and performance as indicated by the correlation value ($r = 0.68$). From the results of the study, it has been concluded that increasing job satisfaction is important for increasing employee productivity.

KEYWORDS

Job Satisfaction, Employee Performance, Motivation, Work Environment, Organizational Productivity

1. INTRODUCTION

Human resource management has become the most important resource that any organization can have in the present business environment. The

performance of workers is highly determined by the level of satisfaction with their work. Job satisfaction can be defined as the positive psychological state of an employee that is derived from fulfilment of the employee's expectations.

The Panachamoottil Honda Company is one of the well-known dealerships in the market. Its success depends upon the efficiency of its employees and customer service provided to customers.

This research paper focuses on identifying the impact of job satisfaction on the performance of workers. Moreover, it seeks to analyse the factors determining satisfaction of employees.

2. OBJECTIVES OF THE STUDY

- To determine the degree of job satisfaction among employees
- To determine the factors affecting job satisfaction
- To investigate the connection between job satisfaction and performance
- To make recommendations for improving job satisfaction and performance

3. LITERATURE REVIEW

Previous literature always stresses the significance of job satisfaction in enhancing the efficiency of employees. According to Edwin A. Locke, job satisfaction involves the feeling of

being happy due to one's perceptions about the job itself. When people have positive feelings regarding their job, then there is an increase in their motivation, attention, and productivity. It is because of the emotions associated with their job that makes them efficient.

Another theory related to the same concept is Two-Factor Theory introduced by Frederick Herzberg. In this theory, Herzberg states that there are various motivators in job satisfaction including achievement, recognition, and growth while the causes of job dissatisfaction include hygiene factors such as pay and working conditions. The theory shows that for achieving greater employee performance, it is imperative for the organizations not only to avoid the causes of dissatisfaction but also motivate employees through motivators.

Similarly, according to Abraham Maslow's Hierarchy of Needs Theory, employees will remain motivated only when their needs from lower and higher ends are satisfied. By satisfying the needs of employees, organizations make them committed and efficient in their jobs.

4. RESEARCH METHODOLOGY

Both primary and secondary sources were involved in the data gathering process.

- Methodology Type: Descriptive Research
- Data Gathering Tool: Questionnaire with Structured Questions
- Sample Size: 40 Employees
- Sample Technique: Convenience Sampling
- Methods of Data Analysis: Percentage Analysis & Correlation Analysis

The collected data was analyzed and presented in tables and graphs.

5. DATA ANALYSIS AND INTERPRETATION

Data analysis has shown several notable findings about the workers' characteristics and their degree of job satisfaction. First, most of the workers are young people, meaning that they have an active age group with great potential for growth and adaptation. The young workforce will help improve the level of innovation, collaboration, and overall efficiency.

Second, the research has found that 72.5% of workers find the offered compensation package sufficient. This means that the majority of workers are satisfied with their salary packages, ensuring that most workers will maintain a high degree of motivation, with no room for dissatisfaction. Nevertheless, some workers still expect some improvements regarding compensation.

Third, almost all of the workers found that the company offers a satisfactory work environment. This finding means that the working environment is quite comfortable and supportive enough to motivate workers and make them perform well.

Fourth, the majority of workers found that they experience medium to high levels of job satisfaction. This means that most workers feel quite satisfied with the roles they are assigned and the tasks they should perform. Correlation analysis found a relatively strong positive correlation between job satisfaction and employee performance ($r = 0.68$).

6. FINDINGS

- The staff members seem to be happy with their duties
- Remuneration and working conditions are key determinants of job satisfaction
- There is a strong correlation between job satisfaction and performance

- Some of the employees seemed dissatisfied about their career advancement prospects
- Motivation and rewards help improve performance

7. SUGGESTIONS

From the results above, the following recommendations can be drawn:

- Employee recognition and rewards system improvement
- Better career progression and promotion prospects
- Employment of training and development programs
- Facilitation of communications between managers and staff members
- Creation of a conducive working environment

8. CONCLUSION

In conclusion, job satisfaction has a great influence on the performance of employees working at Panachamoottil Honda. Satisfied employees will work better, be more productive, and will not think of leaving the organization.

While the level of satisfaction among workers is high, improvements can still be made in fields like career growth and motivating workers. This will enable the organization to become more productive and successful in the future.

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