

A STUDY ON SATISFACTION LEVEL OF EMPLOYEES

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ABSTRACT

Employee satisfaction is a critical indicator, which plays a vital role in the survival and growth of an organization. Satisfied employees are highly energetic, motivated, and willing to contribute to the achievement of organizational objectives, which in turn accelerates organizational performance and reduces employee attrition. Factors that determine employee satisfaction include remuneration and compensation, working conditions, career development, employment opportunities, recognition, welfare, work-life balance, and interpersonal relationships. Firms that guarantee employee satisfaction facilitate improved performance and yield high-quality services and products because of the positive work environment.

Sree Sai Mitra Drip Industries is a manufacturing organization that deals with drip irrigation products and accessories. Since their work involves specialized skills, it is essential to establish their level of satisfaction to ensure that they adhere to the company's expectations and subsequently support the attainment of the firm's objectives. This paper evaluates the satisfaction level of employees working in Sree Sai Mitra Drip Industries. The study focuses on compensation and remuneration, working conditions, employee welfare, and training and development, along with career growth, communication, and management structure.

This study adopts a mixed approach of primary and secondary data sources. Questionnaires are used to collect primary data from the targeted employees, whereas secondary data are obtained from books, journals, reports and websites related to the field of study. In addition, statistical tools including percentage analysis, correlation and Chi-square analysis are employed to reveal the relationship between the variables under investigation. The results of the study indicate the leading contributors to employee satisfaction, which influence other variables in the workplace. The

research highlights the need to promote employee satisfaction as it boosts employee motivation, organizational performance, and ultimately organizational growth and sustainability.

Keywords: Employee Satisfaction, Job Satisfaction, Employee Engagement, Working Conditions, Motivation, Organizational Performance, Employee Welfare.

INTRODUCTION

Employee satisfaction can be described as the attitude of a worker towards his or her position in an organization. It can also be defined as the extent to which the expectations of an employee in an organization are met. Employees who are satisfied with their jobs are likely to be highly productive and help achieve the goals of an organization. The issue of employee satisfaction is crucial to human resource management since employees are the main asset of any organization.

Employee satisfaction is determined by various factors including salaries and compensation, promotional opportunities, recognition and appreciation, job security, leadership and communication style, opportunities for training and development, welfare, working conditions, safety and security, and work-life balance. Firms that focus on ensuring employee satisfaction through addressing these issues experience increased productivity levels, reduced absenteeism rates, improved retention of skilled staff, and better labor relations.

Sree Sai Mitra Drip Industries can be described as a manufacturer of drips for the agricultural industry. The company is highly dependent on its employees to maintain high-quality products and satisfy its customers. Therefore, it becomes vital for the firm to understand the expectations of its employees and determine their satisfaction levels. The current study will focus on examining the level of satisfaction among the employees of Sree Sai Mitra Drip Industries and analyze the factors that influence their satisfaction. The study will also recommend ways to improve employee satisfaction, motivation, and performance.

Statement of the Problem

Human resource management can play a critical role in ensuring employee satisfaction, motivation, productivity, and organizational commitment. In manufacturing organizations such as Sree Sai Mitra Drip Industries Ltd., employees operate in different working conditions that could affect their satisfaction levels. Issues affecting employee satisfaction include salary, working conditions, welfare, career advancement, recognition, training, job security, communication, and management support. Low employee satisfaction may lead to decreased productivity, absenteeism, poor performance, and high staff turnover. Therefore, there is a need to evaluate the level of satisfaction

of employees working at Sree Sai Mitra Drip Industries Ltd. and develop appropriate recommendations for improvement.

Significance of the Study

Employee satisfaction is one of the crucial aspects of organizational growth and sustainability. This study will help meet the needs of the employees working at Sree Sai Mitra Drip Industries Ltd. Thus, aiding the management in developing suitable employee satisfaction strategies for sustaining competitive advantage in the market. The results of the study will help the management understand employees' attitudes toward job security, salary, welfare, working conditions, and career advancement, among other issues. Additionally, the findings will help motivate workers, improve working conditions, create healthy working environments, increase productivity, reduce staff turnover, and develop positive employee-supervisor relationships. This study will also serve as a foundation for future research in the study area.

Scope of the Study

The scope of this study is limited to employees working at Sree Sai Mitra Drip Industries Ltd. The study will focus on analyzing the level of satisfaction with salary, working conditions, employee welfare, job security, career advancement, training and development, communication, recognition, and management support. The study will also review the relationship between employee satisfaction and motivation, productivity, organizational commitment, and performance. The results of the study will provide insight into improving employee satisfaction strategies and human resource management practices in the organization.

Review of Literature

1. Sharma and Verma – 2024 (Employee Satisfaction and Organizational Performance)

The relationship between worker satisfaction and organizational effectiveness in the manufacturing sector. They concluded that employees who are fairly compensated, appreciated, and trained result in positive organizational performance, including high employee productivity and commitment. Sharma and Verma found a direct link between worker happiness and organizational performance.

2. Priya and Kumar – 2023 (Factors Influencing Employee Satisfaction in Manufacturing Industries)

The factors influencing worker satisfaction in the manufacturing sector. The variables affected employee satisfaction in organizations were hostels, wages, working conditions, provision of welfare services, training and development programs, promotions, and proper communication.

Priya and Kumar discovered that worker contentment could lead to positive organizational outcomes, including teamwork, reduced staff turnover, and increased employee productivity.

3. Ramesh and Patel – 2022 (Employee Engagement and Job Satisfaction)

The relationship between worker engagement and satisfaction in an organization. The researchers found employee engagement drives a positive change in organizational culture, resulting in improved performance. The study revealed that companies which offer continuous learning, employee recognition, and transformational leadership have more engaged workers.

4. Meena and Rao – 2021 (Employee Welfare and Job Satisfaction)

Analyzed the connection between employee welfare and job satisfaction. They concluded that offering welfare services to workers improves their well-being, which subsequently boosts organizational productivity. The study found that employee welfare services include transport, medical services, safety services, canteen, and health services.

5. Chandrika – 2020 (A study on Employee Satisfaction)

Research on the factors affecting employee satisfaction. The study indicated that organizational effectiveness is achieved when workers receive fair compensation, recognition, and rewards, work in a healthy environment, and acquire skills and training to develop their careers. The researcher recommended that managers should routinely assess job satisfaction to enhance performance.

Research Gap

Prior research has assessed employee satisfaction in manufacturing and service industries by identifying the role of factors such as salary, working conditions, employee welfare, training and development, leadership, and job security in influencing overall satisfaction. Although previous research has established the relationship between employee satisfaction and organizational performance, there is a need for further studies, especially in small and medium-sized enterprises in the manufacturing sector, such as Sree Sai Mitra Drip Industries. Additionally, there is a gap in recent studies that examine the level of satisfaction of employees working in the manufacturing industries with regard to the working environment, appreciation, communication, and welfare. Therefore, the current study aims to fill this research gap by evaluating the level of satisfaction of employees at Sree Sai Mitra Drip Industries and analyzing factors that need improvement to enhance employee satisfaction and organizational performance.

Objectives of the Study

1. To determine the level of satisfaction of employees at Sree Sai Mitra Drip Industries.
2. To identify factors affecting employee satisfaction, including salary, working conditions, welfare, and job security.
3. To establish the relationship between employee satisfaction and organizational productivity.
4. To propose solutions for improving employee satisfaction and organizational performance.

Research Methodology

Research methodology is a systematic strategy of conducting research, which involves identifying the procedures, techniques, and approaches used to generate results and address research objectives. In other words, it is a scientific approach to conducting a study, which provides a clear understanding of the research process and ensures credible results. The current study aims to assess the level of satisfaction of employees at Sree Sai Mitra Drip Industries. Therefore, the research will be quantitative, as it will focus on measuring employee satisfaction based on specific parameters, including salary, working conditions, employee welfare, training and development, promotion, and job security. The study will use a descriptive research design to achieve the objective of describing the level of satisfaction of employees at Sree Sai Mitra Drip Industries. The study will employ a survey method to collect data from the target population using a well-structured questionnaire.

Research Design

This study will adopt a descriptive research design to ascertain and analyse the satisfaction level of employees at Sree Sai Mitra Drip Industries.

Sources of Data

Primary Data: Data gathered from employees of Sree Sai Mitra Drip Industries through a questionnaire.

Secondary Data: Data collected from books, journals, research papers, company records, websites, magazines, reports, and other resources regarding employee satisfaction and human resource management.

Sampling Technique: The study will adopt a Convenience Sampling technique to gather the sample data set. This technique will be convenient because it allows the researcher to gather data from respondents willing to provide information regarding the topic.

Sample Size: The study will use 100 employees of Sree Sai Mitra Drip Industries as the sample size.

Data Collection Instrument

A questionnaire will be the primary instrument for collecting data. It will consist of closed-ended questions to measure the satisfaction level of the employees with aspects such as salary and working conditions, welfare, promotion and career advancement, management and training, communication, and job security. The questionnaire will be scored using a five-point Likert Scale.

Hypotheses of the Study

Null Hypothesis (H_0): There is no relationship between employee satisfaction and organizational performance.

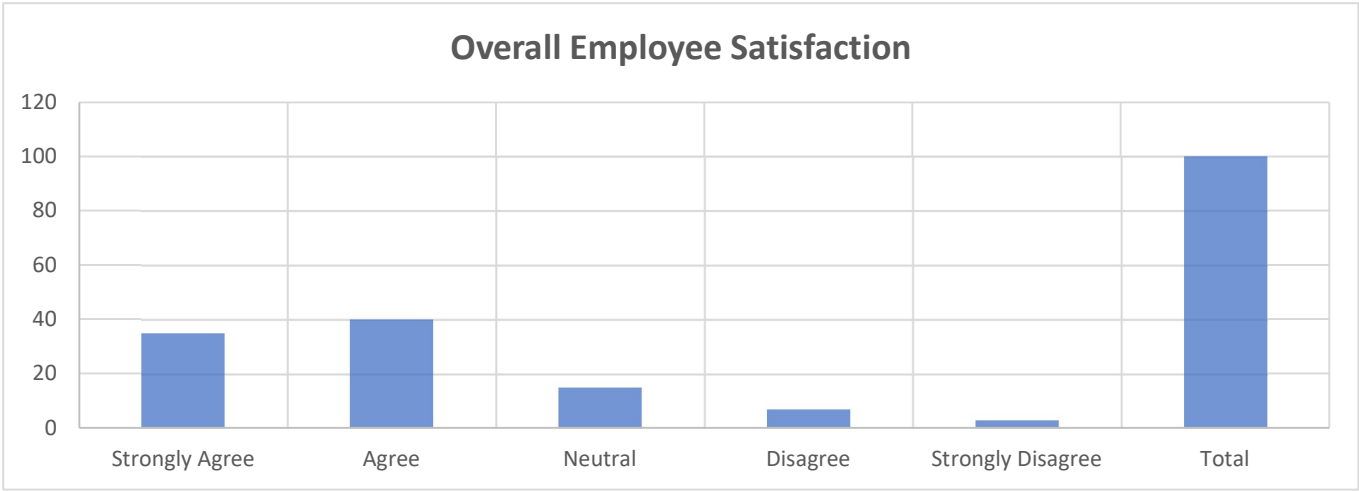
Alternative Hypothesis (H_1): There is a relationship between employee satisfaction and organizational performance.

DATA ANALYSIS AND INTERPRETATION

The data analysis section entails classifying and interpreting the data collected from the respondents to reveal insightful conclusions. The data collected were analyzed using percentage analysis, correlation analysis, and Chi-square analysis to reveal the relationship between the variables of interest.

1. Overall Employee Satisfaction

Particulars	No. of Respondents	Percentage
Strongly Agree	35	35%
Agree	40	40%
Neutral	15	15%
Disagree	7	7%
Strongly Disagree	3	3%
Total	100	100%

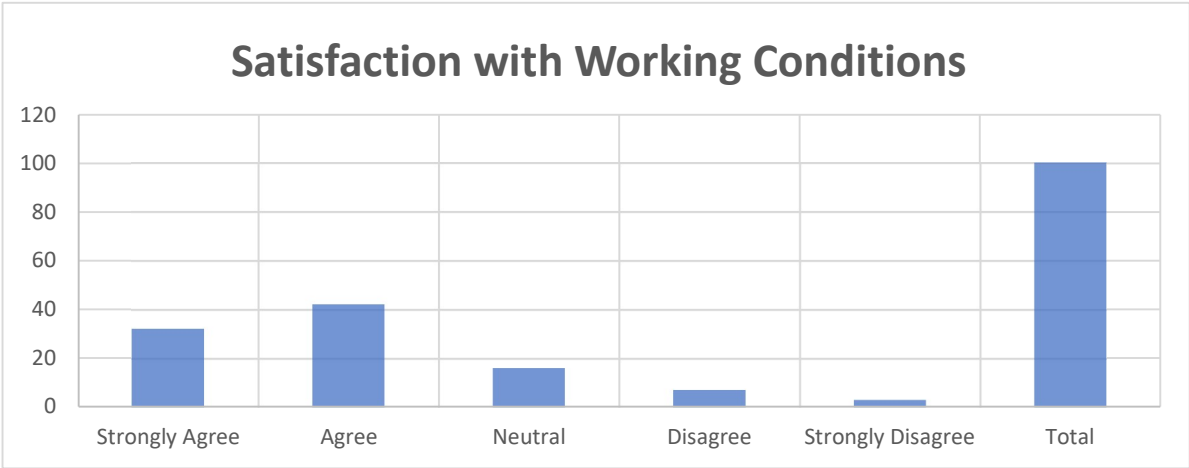


Analysis

According to the analysis results, 40% of the employees agreed that they are satisfied with their job, whereas 35% strongly agreed. Altogether, 75% of the respondents gave a positive response regarding the satisfaction levels in their jobs. On the other hand, 15% of the employees were neutral about the employees’ satisfaction with their work, 7% disagreed, and 3% strongly disagreed.

2. Satisfaction with Working Conditions

Particulars	No. of Respondents	Percentage
Strongly Agree	32	32%
Agree	42	42%
Neutral	16	16%
Disagree	7	7%
Strongly Disagree	3	3%
Total	100	100%



Analysis

Based on the results, 42% of the employees agreed that they are satisfied with the working conditions at Sree Sai Mitra Drip Industries, while 32% strongly agreed, representing 74% of the total employees. In addition, 16% of the employees were neutral about the working conditions, while 10% of the employees were dissatisfied with their working conditions. Therefore, from the analysis, it can be concluded that the employees are generally satisfied with the working conditions at the organization.

Correlation Analysis

Variables	Correlation (r)
Employee Satisfaction and Organizational Performance	0.87
Working Conditions and Employee Satisfaction	0.82
Salary and Employee Satisfaction	0.79
Welfare Facilities and Employee Satisfaction	0.84

Analysis

The analysis reveals that there is a positive relationship between employee satisfaction and almost all other variables in the study, including organizational performance, working conditions, salary, and welfare facilities. Employee satisfaction has the highest correlation with organizational performance, which is at 0.87. According to the analysis, the greater the employee satisfaction levels, the higher the organizational performance. Similarly, higher employee satisfaction leads to higher welfare facilities, working conditions, and salary.

Chi-Square Analysis

Particulars	Value
Chi-square Calculated Value (χ^2)	18.76
Degrees of Freedom (df)	4
Level of Significance	0.05
Table Value	9.49

Analysis and Interpretation

Since the calculated value of Chi-Square, which is 18.76 is higher than the table value, which is 9.49 at 0.05 significance level and 4 degrees of freedom, the Null Hypothesis (H_0) was rejected, and the Alternative Hypothesis (H_1) was accepted. Thus, from the analysis, it can be concluded that there is a relationship between employee satisfaction and organizational performance.

Results and Discussion

Overall, the results revealed that most employees are satisfied with their jobs, working conditions, and welfare facilities. Generally, the employees have positive perceptions regarding their jobs the analysis proved that employee satisfaction has a positive relationship with organizational performance, working conditions, and welfare facilities. In addition, the results revealed that several aspects of employees' motivation levels, such as career advancement and training, transportation, and recognition, should be improved. Therefore, the overall conclusion is that a positive working environment, together with improved welfare facilities, will increase employee satisfaction, and consequently, organizational performance will improve.

Findings of the Study

1. Reasonable salary, incentives, and benefits have a positive effect on the level of satisfaction of these employees.
2. Safe working conditions and welfare services motivate these employees to higher levels of performance.
3. Good and effective communication encourages employee satisfaction, productivity, and positivity in the workplace.
4. Employee training and development programs improve employee skills, which increases their performance levels.
5. Job security and appreciation have a positive effect on employee retention.
6. The employees requested for more career development and promotion packages.
7. Having effective management also improves employee satisfaction.
8. Employee satisfaction has a positive effect on the productivity of these employees which will subsequently improve the performance of the organization.
9. The study established a relationship between employee satisfaction and organizational performance.

Suggestions

1. The management should carry out periodic employee satisfaction surveys.
2. The management should provide reasonable salaries and rewards as incentives to employees.
3. The management should provide more career development packages to the employees.
4. The management should conduct training programs to improve employees' skills and performance.
5. The management should provide good welfare services to the employees.
6. The management should reward and recognize employees' excellent performance to encourage them to maintain high performance.
7. The management should ensure a safe working environment.
8. The management should engage in good interpersonal relationships with the employees.
9. The management should conduct employee engagement, motivation, and team-building activities.
10. The management should continuously carry out employee satisfaction surveys to ensure there are no underlying issues affecting the employees.

Conclusion

Employee satisfaction is one of the leading indicators of organizational performance. The study on employee satisfaction at Sree Sai Mitra Drip Industries shows that most employees are satisfied with their jobs, working conditions, welfare services, and management. Some of the aspects that improve employee satisfaction at this organization include reasonable salaries, job security, appreciation, and training. The study also revealed that employee satisfaction and organizational performance at Sree Sai Mitra Drip Industries are directly related. Employees who are motivated, appreciated, and rewarded for exemplary performance are more likely to be productive hence improving organizational performance. Although most employees are satisfied with their jobs, I suggest that the management should consider some of the recommendations made in this study to improve the general level of satisfaction among these employees. The management should also consider various ways of improving organizational performance using these employees due to the positive relationship between employee satisfaction and organizational performance.

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