International Journal of Research Publication and Reviews

A STUDY ON JOB SATISFACTION OF EMPLOYEES AT DIVYALAXMI FIRM

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ABSTRACT

Researcher have undertaken the training under the title of "A study on the Job Satisfaction of Employees at Divyalaxmi Fashion", which is the curriculum of my BBA programme. I undertake this topic for taking practical exposure in Divyalaxmi fashion.The Primary objective of the study is to identify the Job satisfaction level of employees in Divyalaxmi Firm topic areas need a specific focus.For achieving this objective researcher has used descriptive research design and primary data collection method. For getting the result of my research study about "To study employee's Job Satisfaction" at Divyalaxmi Fashion, a sample of 100 respondents was taken for carrying out research.For this research data are collected from the questionnaire which was being filled up by the employees who were working in the organization. After collecting the data through questionnaire, I have come to know about which factors contributed mostly for employee's satisfaction related to Job in the organization.In the organization, majority of employees are male, married and belong to middle age group. Employees are somewhat happy with their workplace. Employees are somewhat satisfied with the working support from top level management, supervisor and are motivated with individual work. So, from the findings I can conclude that most of the employees are not satisfied and are unhappy in the organisation.

1. INTRODUCTION

Job satisfaction is defined as the extent to which an employee feels self-motivated, content & satisfied with his/her job. Job satisfaction happens when an employee feels he or she is having job stability, career growth and a comfortable work life balance. This implies that the employee is having satisfaction at job as the work meets the expectations of the individual.A satisfied employee is always important for an organization as he/she aims to deliver the best of their capability. Every employee wants a strong career growth and work life balance at workplace. If an employee feels happy with their company & work, they look to give back to the company with all their efforts.

2. REVIEW OF LITERATURE

(Aziri, 2008) Job satisfaction represents one of the most complex areas facing today's managers when it comes to managing their employees. Many studies have demonstrated an unusually large impact on the job satisfaction on the motivation of workers, while the level of motivation has an impact on productivity, and hence also on performance of business organizations.Unfortunately, in our region, job satisfaction has not still received the proper attention from neither scholars nor managers of various business organizations.

(Rue, L.W Byars, L, 2003) Skills and Application, Job satisfaction represents one of the most complex areas facing today's managers when it comes to managing their employees. Many studies have demonstrated an unusually large impact on the job satisfaction on the motivation of workers, while the level of motivation has an impact on productivity, and hence also on performance of business organizations.Unfortunately, in our region, job satisfaction has not still received the proper attention from neither scholars nor managers of various business organizations.

(Goldman, A. and Tabak, N, 2010)demographic characteristics and job satisfaction. Nursing Ethics page233-246 A randomly selected sample of Pakistani university librarians completed a questionnaire survey measuring their responses on emotional intelligence and job satisfaction. Multiple regression analysis indicated that all indicators of emotional intelligence were significant predictors of job satisfaction. The results showed that self-assessment was the strongest predictor while optimism was the weakest predictor of job satisfaction. The findings are useful for libraries and other organizations interested in developing emotional intelligence and improving workers' job satisfaction, which ultimately may lead to effective performance.

(Grant, A.M., Christianson, M.K., & Price, R.H, 2007) Managerial Practices and Employee Well-Being Tradeoffs, Academy of management perspectives Page 51-63 Although managerial practices are often structured with the explicit goal of improving performance by increasing employee well-being, these practices frequently create tradeoffs between different dimensions of employee well-being, whereby one aspect of employee well-being improves but another aspect of employee well-being decreases. We call attention to the multi-dimensional nature of well-being and highlight the importance and prevalence of these well-being tradeoffs. Our review sheds new light on the effects of managerial practices on employee well-being, and offers guidelines for managing and mitigating well-being tradeoffs.

(Belias, D., & Koustelios, A., 2014) European Scientific journal Page 24 46 In addition, different factors that are likely to have an influence on job satisfaction have been distinguished, as well as several consequences emerging from job satisfaction. In addition, the concept of self-efficacy has been defined in many different ways. In general, an educator is conceived as one of the most important persons responsible for shaping a nations'

future. The review shows that schools must pay more attention to improving teacher's job satisfaction and self-efficacy, investigating and enhancing those factors which promote teachers' job satisfaction and personal efficacy.

RESEARCH OBJECTIVE

- To identify the Job Satisfaction level of employees in Divyalaxmi Firm
- To examine the Job Satisfaction of employees performance in the Firm.

RESEARCH METHODOLOGY

This study is conducted through primary data. A structured questionnaire was created on the basis of that data was collected from 100 employees. various tools like cross-tabulation, chi-square etc. were used. all of the analysis is done through SPSS software.

HYPOTHESIS DEVELOPMENT

- **H0** Age is not associated with organizational culture

- **H1** Age is Associated with organizational culture

FINDINGS OF THE STUDY DEMOGRAPHIC PROFILE FREQUENCY

Variable	Frequency	percentage
Gender: Male Female	57 43	57.0 43.0
Age: 21-30 31-40 41-50 Above-50	34 38 24 4	34.0 38.0 24.0 4.0
Mritial status Married Unmarried	80 20	79% 21%

INTERPRETATION

As we could se that Age grop of 20 to30 are seen 21% and 36% are seen in the age group of 30 to 40 years which age grup are seen maximum all over the thepesons working into the firm then after 27% are seen in the age group of 40 to50 years and minimum percentage of people are seen in the age group of Above 50 years which is only 16%.Here allover we could see 79% of married where as 21% are unmarried, comparatively the number of married are more than the non married.Here, the percentage of male is 80% and the female are only 20% which is quite high as compare to the male which is almost 60% higher as compared to the Male.

Age * Organization culture

Crosstab

Count

		Organization culture					Total
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Age	20 to 30	3	7	3	6	2	21
	30 to 40	2	11	8	12	3	36
	40 to 50	1	12	8	5	1	27
	50 and above	0	10	4	2	0	16
	Total	6	40	23	25	6	100

Organization culture

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.572[a]	12	.401
Likelihood Ratio	13.808	12	.313
Linear-by-Linear Association	1.874	1	.171
N of Valid Cases	100		

Age * Organization Facilities

Crosstab

Count

		Organization Facilities					Total
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Age	20 to 30	0	10	5	4	2	21
	30 to 40	2	15	5	11	3	36
	40 to 50	4	8	6	6	3	27
	50 and above	2	8	5	1	0	16
	Total	8	41	21	22	8	100

Organization Facilities

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.841[a]	12	.459
Likelihood Ratio	15.078	12	.237
Linear-by-Linear Association	2.316	1	.128
N of Valid Cases	100		

INTERPRETATION

In the above chart we couls see that 6% of employees are Highly dissatisfied and 40% are dissatisfied which is high among all categories 23% are neutral, 25% are satisfied which are very less percentage and only 6% are Highly satisfied.There are 11% are highly dissatisfied and 45% are Dissatisfied 25% of neutral and only 9% are satisfied and 10% are highly satisfied from which we could see that 45% are dissatisfied which is a very high number of employees and only 9% are satisfied which is very low as compared to the dissatisfied category.

3.   CONCLUSION

In the organization, majority of employees are male, married and belong to middle age group. Employees are somewhat happy with their workplace. Employees are somewhat satisfied with the working support from top level management, supervisor and are motivated with individual work. So, from the findings I can conclude that most of the employees are not satisfied and areunhappy in the organisation.in the organization mostly people are dissatisfied with organization culture, organizational facilities, top management support, cleanliness, Training and development program provided by the organization, salary and working hours of the organization as the survey of 100 employees's responses it is cleared.And rest of the responses says that there are employees who are disagree or neutral with the things like efforts given to the organization, reward and dedication given by them to the organization, also they are disagree with the scope of their personal growth, positive perception in life, scope and betterment in life and also disagreed with the personal family time.

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