



A STUDY ON IMPACT OF EMPLOYEE SATISFACTION AND THEIR PRODUCTIVITY OF PHARMACEUTICAL COMPANIES AT SOUTH GUJARAT REGION

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1. INTRODUCTION

Employee satisfaction is the terminology used to describe whether employees are happy, contented and fulfilling their desires and needs at work. Many measures support that employee satisfaction is a factor in employee motivation, employee goal achievement and positive employee morale in the work place. Basically employee satisfaction is a measure of how happy workers are with their job and working environment. Employee satisfaction, also known as job satisfaction, is the extent to which an individual is happy with their job and the role it plays in their life. Employee satisfaction is the extent to which employees are happy or content with their jobs and work environment. In human resource terms, employee satisfaction means employees are contented with their work and position. To be contented, they likely enjoy much of their work, they feel management is fair and cares about them, and they are comfortable in their work environment – both with other staffers, and with the resources they have available to complete their jobs.

2. REVIEW OF LITERATURE

Szymon T. Dziuba Manuela Ingaldi And Marina Zhuravskaya (November-2019) Was Studied On “Employess Job Satisfaction And Their Work Performance As Elements Influencing Work Safety”. The main objective of this of this research is to impact on job safety and employee perception. The main data collection instruments used through interview and questionnaire and it was filled by 47 employees. Statistical tool used such as mean and standard deviation. It concluded that their job satisfaction result in their work safety. Happy and satisfied employee performs better his duties, become more responsible, feels part of the enterprise. **Mohammd Abuhashesh, Rand AL-Dmour And Ra’ed Masa’deb (12 April 2019) Was Studied On “Factor That Affect Employees Job Satisfaction And Performance To Increase Customer Satisfaction”** The main objectives of the research is to remain their job for a long term as opposed to those that this negative sentiments thus, leading employees to quit. They applied the quantitative approach. It concluded that the main factor that can influence employee satisfaction and performance with the result highlighting the factor with the biggest impact. **Dr. Lalitamisra (January 2018) Was Studied On “Employee Satisfaction and Organizational Commitment of the Teaching and Non-Teaching Staff”.** The main objective of this research is to examine the satisfaction level of teaching and non-teaching staff and its impact on commitment. The primary data has been prepared on the basis of questionnaire and survey method and filled 150 respondents. It concluded in both cases of teaching and non-teaching staff. **Sayeeduzzafar Qazi And Tejbir Kaur (March-2017) Was Studies On: Impact Of Organization Culture On Job Satisfaction Among The University Faculty Members”.** The main objectives of this research are to find out prevailing organizational culture among the faculty members of the universities and between public and private universities. The primary data has been used a sampling method and questionnaire method. It concluded that the faculty members of private as well as Government University were experiencing moderate level of job satisfaction and organizational culture. **Nupur Tripathi And Dr. Bharti Shukla (March-2019) Was Studied On “Employees Job Satisfaction In Retail Sector Of Gorakhpur”.** The objectives of this research are to employee to use their skill at workplace. The primary data has been used a questionnaire method with sample of 100 employee. It concluded that the valuable input which are directly given by employees and it provides an understanding that how the employees perceive the organization. The major finding was that the job provides opportunity to employees to use their skill at work place.

3. RESEARCH OBJECTIVE

- To help the organization to attain its goal effectively & efficiently by providing competent & motivated employees.
- To utilize the available human resources effectively.
- To increase to the fullest the employee job satisfaction.

4. RESEARCH METHODOLOGY

The research methodology chapter presents, the need of study, objectives, scope of the study , hypothesis, sampling, sources and instruments of data collection as well as the limitation of the study has been presented systematically. The research design use in the project is “descriptive research design”. In the project, the primary data are collected through questionnaire as well as closed handed question seeking responses from employees which helped to identify employees satisfaction and their productivity. The sample size taken for survey purpose is 85 employees from Navsari region. The study was conducted from December 2021- January 2022 by filling out the survey form. Non- probability convenience sampling method is used in this project. Statistical tools such as tables, chart & percentage were used in analyzing the primary data. SPSS & Excel was also used for collecting data and scrutinize the data. Test applied were Reliability test, regression & co- relation.

5. LIMITATION OF THE STUDY:

- Most of the literature review taken into consideration was of primary data.
- May not to be the research allocation for the resources need for planning.

6. FINDING OF THE STUDY

• RELIABILITY TEST

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.658	.650	4

Reliability analysis shows the consistency among the number of items constructed to collect the actual results. The total number of items is 18. The overall Cronbach's alpha is .957, which indicates the employees satisfaction and their productivity no. of items are highly consistent with each other.

• DEMOGRAPHIC PROFILE

• Frequency

VARIABLE	RANGE	FREQUENCY	% OF RESPONDENTS
GENDER	Male	69	82.1
	Female	15	15
AGE	23-30	26	31.0
	31-40	34	40.5
	41-50	15	17.9
	Above 50	9	10.7
SALARY	Below 10,000	9	10.7
	10,000-15,000	22	26.2
	15,000-20,000	16	19.0
	20,000-25,000	21	25.0
	Above 25,000	16	19.0

From the above table, we can say that 69% of respondents are male and 15% of the respondents are female at the company. So, it interpreted that majority of employees are male and 26% of the respondents are from age group 23-30 and 34% of the respondents are from 31-40, 15% of the respondents are from 41-50% and 9% are from above 50 age group. Majority of the respondents are from 31-40 age group. And also interpret that 9% of the respondents are having salary below 10,000, 22% of the respondents are having salary between 10,000-15,000, 16% of the respondents are having salary 20,000-25,000, 16% of the respondents are having salary above 25,000. Majority of the respondents are having salary between 10,000-15,000.

• **CORRELATION ANALYSIS: RELATIONSHIP BETWEEN EMPLOYEE SATISFACTION AND THEIR PRODUCTIVITY**

	Do you feel working environment is highly satisfactory in your company?	Recommend health facility	Co-worker and I work well together	Learned many new job skills
Do you feel working environment is highly satisfactory in your company?	1	.004	.006	-.086
Recommend health facility		1	.834	.735
Co-worker and I work well together			1	.782
Learned many new job skills				1

In order to establish relationship between employee satisfaction and employee productivity, the four employee satisfaction dimension were correlated with employee productivity. From the above table, it shows that there exists a statistically significant and moderate negative relation between working environment and health facility ($r=-.004$), likewise, there exists a statistically and moderate positive relation between work load and job performance ($r=0.006$), further there exists a statistically and moderate positive relation between health facility and work well together.

• **REGRESSION ANALYSIS: EMPLOYEE SATISFACTION AND EMPLOYEE PRODUCTIVITY.**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581a	.337	.154	.354

From the above table 4, The R² is also known as the coefficient of determination. It gives us information about the proportion of variation independent variable, explained by the independent variable jointly. The value of R² in analysis was (.337) which stated that all independent variable jointly explained 33.7% change independent variable.

7. CONCLUSION

Current study is descriptive in nature and it has concluded that employee satisfaction on their productivity. It also concludes that satisfaction of employees are considered for reward and recognition mostly for achieving targets, increased productivity and customer satisfaction. Further it concluded that the employee's satisfaction level is very important and generally depend on facilities provided to the employees. If the recreational facilities and leave packages are provided to the employee, it motivates them to work hard, resulting in better industrial relations between the employees and the employer and increase employee satisfaction.

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