



Relationship Between Job Satisfaction and Sleep quality of the working professionals in BPO industry

Shallu¹, Devansh Kumar²

Bachelor of Arts, Department of Psychology, DAV College¹, Chandigarh, Bachelor of Psychology (Hons), University of Derby²
kumarshalu1708@gmail.com¹, devanshkumar172307@gmail.com²

ABSTRACT

The corporate world is growing rapidly and Business Process Outsourcing (BPO) is a crucial platform for people who want to kick-start their career in the corporate world. This industry runs 24/7 and employees work in rotational shifts but also at the same time BPO industry is the first choice of those individuals who want a good salary as per Indian economy. With this opportunity comes two major points which can affect a person's wellbeing which are job satisfaction and low sleep quality. The aim of this study is to evaluate the level of job satisfaction and sleep quality of employees working in the field of Business Process outsourcing (BPO) and find the correlation between job satisfaction and sleep quality of the employees of this industry. Thirty adults both male and female working in the BPO industry from different states of India between the ages of 18 to 30 participated in this study. The findings showed a negative correlation between poor sleep and job satisfaction among working professionals. Hence, the individuals working in the BPO industry perform better with low sleep quality in their work as per the results found in the study. The findings from this study can have practical implications for improving the work environment and employee well-being in the BPO industry. The study can inform policies and interventions that aim to promote sleep quality and job satisfaction, such as flexible work arrangements, social support programs, and stress management interventions.

Keywords: Sleep quality, Working professional, Employee job satisfaction

Introduction

“A job is about a lot more than a paycheck. It is about your dignity. It is about respect. It is about your place in your community.” -Joe Biden

In the world of growing competition every person is educating themselves for the sake of better future or good job placements. Usually in government jobs one must pass some eligibility criteria to get placed. But on the other hand, to get a placement in corporate jobs one needs to have some sort of qualification as well as some social and interpersonal skills but majorly experience. Business process outsourcing is one of the fewer options that a person can choose to start gaining experiences and can grow with minimum qualification. The BPO business in India is a relatively new and rapidly expanding sector which is also responsible for high employment and growth in contemporary India. Most international call centers in the National Capital Region (NCR) of Delhi operate at odd work hours corresponding to a time suitable for their international customers and because of their irregular sleep schedules, call handlers working in BPO industry are at the risk having poor sleep quality (Raja & Bhasin, 2016). One of the top ten most demanding occupations in the world economy, according to some reports, is working as a call centre representative (Holdsworth & Cartwright, 2003). In a study on knowledge management in the Indian BPO sector, looking at the advantages that organizations there gain from managing knowledge. The authors contend that knowledge management is a crucial component of success for Indian BPO firms and that it aids in increasing productivity, cutting costs, and enhancing service quality (Arora & Taneja, 2018). According to the authors, staff diversity might enhance decision-making, creativity, and problem-solving skills in Indian BPO firms. However, they also point out that it can be difficult to manage a diverse staff, and that in order to benefit from it, businesses need to put in place efficient diversity management procedures (Garg & Khosla's 2019). Examining how technology developments have changed the market and the difficulties they present for Indian BPO companies is part of a research on the BPO sector in India. The authors contend that technology has made it possible for BPO firms in India to provide a greater range of services and to boost production and efficiency. To remain competitive in the market, they also point out that businesses must keep up with technological changes (Kapoor & Singh, 2019).

Job Satisfaction

“Job satisfaction is defined as, any combination of psychological, physiological and environmental circumstances that cause a person truthfully to say I am satisfied with my job”

“Job satisfaction focuses on the role of the employee in the workplace. Thus, he defines job satisfaction as affective orientations on the part of individuals toward work roles which they are presently occupying” (Vroom, 1964). In recent years, the academic idea of job satisfaction has drawn considerable interest from the management, social psychology, and practical operations sectors (Zhu, 2012). Job satisfaction is a broad attitude that is influenced by a variety of specific attitudes in three areas: particular job factors, personal traits, and social connections outside of the workplace. It is impossible to separate these components from one another for study (Mishra, 2013). Despite considerable interest in the study of job satisfaction and dissatisfaction,

our understanding of these phenomena has not advanced at a pace commensurate with research efforts (Locke, 1969). Alarcon et al. (2021) at Quezon city review point that work environment is positively related to the job satisfaction of the employees in the business process outsourcing (BPO) industry in Quezon City. Same as this reward system plays an important role in job satisfaction and creating a good reward system can affect employees job satisfaction on a positive level as stated in the research done by Nikolovaski et al. (2017). Strong leadership also impacts the level of satisfaction among employees and need skilful leaders to manage and help employees in the BPO sector as stated in research done by Chu (2008). In a study conducted with employees of a Korean call center, the findings revealed that more than half of the participants had significant amounts of stress, anxiety, and despair. Multiple regression analysis revealed that perceived health, job satisfaction, organizational injustice, and emotional dissonance all contributed to the total scores on the Depression Anxiety Stress Scale. This suggests that, in order to improve the mental health of call center employees, job demands and emotional dissonance should be decreased and the workplace environment should be improved (Oh et al., 2017).

Sleep Quality

Sleep quality is defined by Nelson et al., (2021) as "an individual's self-satisfaction with all aspects of the sleep experience. Sleep quality has four attributes: sleep efficiency, sleep latency, sleep duration, and wake after sleep onset."

Sleep deprivation is an often-hidden problem in working adults (Loft & Cameron, 2014). Short sleep duration is associated with deficits in cognitive performance (Miyata et al., 2013). A balance between a person's home life and their corporate work surroundings is a challenge for those with demanding careers. They now only get the very minimal amount of sleep possible after a stressful and lengthy day due to their long work hours and family obligations. (Raja & Bhasin, 2016). Many people who work in the call centre industry "experience repetitious, demanding, and stressful labour on a daily basis, which commonly leads to employee "burnout". Besides, the stress, the working hours of call centers may cause sleep disturbances and disturbances in biological rhythm (Rawat et al., 2016). In a study conducted at the Harvard Review points out that dysfunctional sleep culture has alarming consequences; moderate fatigue (caused due to improper sleep) has a huge impact on performance, just like alcohol impairment. Diminished sleep quality is associated with depression and anxiety (Benitez & Gunstad, 2012). As in the BPO sector changing shift timings was related to bad sleep schedules which in return affects the wellbeing of the employees as found in the research done by Suri (2007). A study with BPO workers in Telangana revealed that the simple visual response rate is significantly impacted by chronic variations in sleep onset timing (Srikaram et al., 2021).

Purpose

The purpose of this study is to find out the relationship between job satisfaction and sleep quality of the people working in the BPO industry in India.

Hypothesis

There will be a negative correlation between job satisfaction and sleep quality among the males and females working in the BPO industry.

METHODS

Sample

The study was conducted with 30 males and females in the age group of 18 to 30 years working remotely in the BPO industry from all over India. The study was conducted with the participation of 30 working professionals who are working in BPO sectors by using standardized scales of JSS and SQS.

Measures

The standardized tools used for this test were:

Job Satisfaction Survey (JSS) Spector, P. E. (1985): The Job Satisfaction Survey (JSS), a 36-items scale functioning along with 6- point Likert scale with nine-facet scale is used to evaluate employee attitudes towards their jobs and various job-related topics. Each facet is evaluated using four items, and the sum of all the scores is computed. Six options, ranging from "strongly disagree" to "strongly agree," are provided for each item on a summated rating scale. The nine elements include pay, promotion, supervision, fringe benefits, contingent rewards (depending on performance), operating procedures (needed rules and procedures), co-workers, nature of the task, and communication.

Sleep Quality Scale (SQS) by Yi, Shin, and Shin (2006): Sleep quality scale is a 28-item Sleep Quality Scale along with a 4-point Likert scale, respondents indicate how frequently they experience ranging from "few" to "almost always" of the following sleep-related behaviors. The SQS assesses six areas of sleep quality, including daytime symptoms, sleep restoration, and problems starting as well as difficulty falling asleep, staying asleep, and enjoying your sleep.

Procedure

After being made aware of the goal of the study, the volunteers got the questionnaire using Google forms. Standardized psychological tests were administered on the participants. Every participant of this study was shown gratitude for their participation and was assured of the confidentiality of their responses.

ANALYSIS OF DATA

Results

N, Mean and Standard Deviation is shown in table 1, while table 2 depicts the correlation between Job Satisfaction and Sleep Quality.

Table 1, showing N, Mean and Standard Deviation

	Sleep Quality	Job Satisfaction
N	30	30
Mean	42.7	132
Standard deviation	11.4	19.6

Table 2- showing correlation of all Variables

	Job Satisfaction	Sleep Quality
Job Satisfaction	—	
Sleep Quality	-0.177	—
Note. * p < .05, ** p < .01, *** p < .001		

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