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## **A study on employee job satisfaction in dairy industry**

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### **ABSTRACT:**

Aim/purpose: Job satisfaction refers to employee's feelings towards job. If the job satisfaction increases the organization commitment will be increased. This results in the higher productivity. The main of the paper is to assess the job satisfaction to find out survival factors both personal, organizational factors influencing the job satisfaction of employees. This study clearly shows the employees under organizational are more or less stratified with the job. The organization should consider on the Salary, Relationship of employees and supervisors namely and more opportunities for the new employees.

Employee job satisfaction is a critical factor in the success of an organization, directly impacting productivity, retention, and employee morale. The primary objective of this research is to explore employee perceptions of job satisfaction levels and identify the various factors that influence job satisfaction within an organization. Specifically, factors such as compensation, work environment, and opportunities for growth will be examined to pinpoint areas for improvement. By analyzing these findings, strategic recommendations will be provided to enhance employee job satisfaction and cultivate a positive work environment. This study aims to provide valuable insights for organizational leaders seeking to boost employee satisfaction and drive overall organizational success.

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Key words: Job satisfaction, productivity, retention, organization.

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### **INTRODUCTION:**

Job satisfaction refers to an individual's sense of fulfilment and contentment in their role within an organization, which serves as a driving force for motivation. It is distinct from self-satisfaction, happiness, or self-contentment, as it specifically pertains to satisfaction derived from one's job.

This concept encompasses the overall relationship between an individual and their job, representing the fulfilment experienced when achieving a goal or objective. Job satisfaction plays a crucial role in organizational success, as it directly impacts productivity. When employees are satisfied in their roles, they are more likely to deliver high-quality performance efficiently, resulting in increased profitability.

Furthermore, satisfied employees are more inclined to think creatively and innovatively, leading to the development of groundbreaking ideas that propel a company forward in a positive direction amidst evolving market conditions. In essence, job satisfaction is a key factor in fostering a productive and thriving work environment.

The study of job satisfaction is crucial for companies looking to maintain high standards and increase productivity by motivating their employees. This study provides valuable insights into what aspects of a job still need to be addressed in order to ensure employee satisfaction. Human resources are undeniably the most important resources for any organization, making it essential to prioritize job satisfaction in order to retain top talent.

Job satisfaction is a key focus in the field of organizational behavior and human resource management. It reflects an employee's attitudes towards their job and their level of commitment to the organization. Job satisfaction refers to an individual's feelings and state of mind regarding the nature of their work, ultimately shaping their overall satisfaction with their job.

It is important to note that job satisfaction is not the same as motivation, although the two are closely linked. Job satisfaction has a direct impact on productivity, absenteeism, waste, accidents, mental health, physical well-being, and overall life satisfaction. It is an emotional response to a job situation that cannot always be observed but can be inferred based on various factors.

Ultimately, job satisfaction is determined by how well outcomes meet or exceed expectations. It represents the overall attitudes and feelings an individual has towards their job, playing a significant role in their overall job performance and satisfaction.

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### **REVIEW OF LITERATURE:**

[1] Mohammad Sayed. A., & Akhtar N. 5 (2014) studied the effects of perceived work life balance and job satisfaction on organizational commitment among healthcare employees. It was predicted that perceived work life balance fosters job satisfaction which leads to the organizational commitment among employees in the long run. Results showed that respondents have moderate level of perceived work life balance, job satisfaction and organizational commitment. Author concludes that work life balance and job satisfaction are important for developing and enhancing organizational commitment among healthcare workers. [2] Different empirical studies relating to personal characteristics to job satisfaction. The higher level of self-esteem and general self-efficacy lead to higher work satisfaction. Having an internal control leads to higher job satisfaction. [3] The level of job

satisfaction experienced by IT graduates employed full-time offshore outsourced IT firms, the demographic characteristics that predict job satisfaction, perception towards IT firms. Using a cluster random sample of 122 respondents who filled in a questionnaire and a Pearson correlation coefficient, he established the gender and tenure are significant in job satisfaction measures. <sup>[4]</sup> Gender disparities on satisfaction was not statistically significant. Males and Females showed neutral results for satisfaction. According to T-test of gender disparities it is confirmed that no significant gender disparities. <sup>[5]</sup> Spencer & Byrne (2016) suggested that senior level managers are having high job satisfaction than junior level managers. Darrat et al. (2016) suggested that amid salespeople with lower workplace satisfaction, organizational work embeddedness is optimistically connected with organizational deviance, interpersonal deviance and customer direct deviance. Nevertheless, amid salespeople with higher job satisfaction, job embeddedness is negatively connected with organizational deviance and not importantly connected with either interpersonal or customer directed deviance. <sup>[6]</sup> The study indicates that the factors, which contribute to Job satisfaction, are gender specific in nature. To provide job satisfaction to the employees, employee empowerment can be used as a powerful tool. This paper helps the practitioners and other researchers to enhance their knowledge about empowerment and its impact on job satisfaction. <sup>[7]</sup> The instilling of satisfaction within workers is a crucial task of management. Satisfaction creates confidence, loyalty and ultimately improved quality in the output of the employed. Satisfaction, though, is not the simple result of an incentive program. Employees will most likely not take any more pride in their work even if they win the weekend getaway for having the highest sales. Motivational theorists and draws from their approaches to job satisfaction and the role of motivation within job satisfaction. <sup>[8]</sup> Results of many studies indicate that the effects of job training go beyond those that might be considered traditional, that is, the acquisition of knowledge, the improvement of skill, and the increasing of efficiency in the workplace. Job training satisfaction as a measured construct, workplace and employee studies, training methodology studies, perception and meaning, and additional outcomes. Training and development practitioners must be aware of the relationship between job training and job satisfaction when planning and promoting workplace training programs. <sup>[9]</sup> This study refers that there is a significant relationship between employee, s job satisfaction and reward and recognition. Rewarding or recognizing certain desirable behaviours of an employee can lead to job satisfaction and better performance is the logical consequence of it. And it discovers the employees' motivation in organizations depend on the provision of incentives, appreciations, concrete rewards and recognition. In this regard the study suggests that organizations can achieve their goals and aims through motivated employees and effective reward and recognition system. The study further underscores that financial benefits, appreciations, encouragement, positive feedback, promotions, respect and recognition play an important role in enhancing employee's job satisfaction. <sup>[10]</sup> Employee Loyalty and Employee Commitment to Leadership Style is a scientific article that aims to build a research hypothesis on the influence between variables which will be used in further research, within the scope of Human Resource Management. <sup>[11]</sup> Most of the studies are quantitative studies, the majority of them were conducted in the United States. Job satisfaction at work varies in different specialty areas of nursing work. Two significant themes in job satisfaction are interpersonal relationships between nurses and patient care. Different ways of organizing work are also relevant for job satisfaction. <sup>[12]</sup> This study examines the degree of employee satisfaction from the different factors that theoretically affect satisfaction. Moreover, the relationship between the factors of job satisfaction and organizational commitment on private employees is examined. This study shows that job satisfaction is inherently interwoven with organizational commitment. The organizational commitment has a direct impact on employee retention, performance, and organizational behaviour, it is essential to meet the required conditions for its existence. Originality/value: In the recent years of Greek economic crisis, very few private sector studies have addressed the satisfaction of employees and their commitment to the organization.

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### OBJECTIVES OF THE STUDY:

To know the opinion of employees regarding job satisfaction level in the organization  
To Study the various factors of employee job satisfaction in the organization  
To evaluate the employee job satisfaction level in the organization  
To suggest the strategies various factors for employee job satisfaction level in the organization

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### NEED OF THE STUDY:

The importance of conducting this study stems from the recognition that a content and driven workforce is crucial for the success of an organization. Job satisfaction is not only essential for individual well-being, but it also significantly influences productivity, employee retention, and overall company performance. It is imperative to identify the unique needs and concerns of employees within the organization in order to cultivate a positive work environment that promotes employee satisfaction and, ultimately, organizational prosperity.

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### SCOPE OF THE STUDY:

The rationale for conducting this study stems from the recognition that a content and driven workforce is crucial for the success of an organization. Job satisfaction is not only essential for individual well-being, but it also significantly influences productivity, employee retention, and overall company performance. It is imperative to identify the unique needs and concerns of employees within the organization in order to cultivate a positive work environment that promotes employee satisfaction and, ultimately, organizational prosperity.

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## STATEMENT OF THE PROBLEM:

The focus of this study is to comprehend the primary factors that impact job satisfaction among employees. Despite the company's past successes, it is imperative to acknowledge and tackle any potential obstacles to job satisfaction in order to maintain high employee morale and ensure the long-term prosperity of the organization.

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## RESEARCH METHODOLOGY & DESIGN:

In this study on employee job satisfaction, the sampling technique utilized is simple random sampling. This method involves randomly selecting 120 individuals from the population. Each member of the population has an equal opportunity of being chosen for the sample. For instance, 120 employees out of a total of 600 were selected for this study.

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## DATA SOURCES:

A data source serves as the foundation from which data is gathered for a specific purpose or study. It is the repository where data is stored, generated, or made accessible for utilization.

In this study, data was collected through two distinct methods. Primary data sources involved employee surveys conducted via structured questionnaires, as well as in-depth interviews with a representative sample of employees. This primary data was obtained directly from individuals within the organization, also referred to as "first-hand information." The questionnaire and interviews were administered to gather insights from the employees.

Secondary data sources, on the other hand, encompassed company records, reports, and relevant literature pertaining to job satisfaction and employee engagement within the dairy industry. This secondary data was gathered from external sources such as newspapers and magazines, hence termed as "second-hand information."

By utilizing a combination of primary and secondary data sources, a comprehensive understanding of employee job satisfaction levels within the organization was achieved.

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## Statement of the Problem:

This study focuses on identifying the key factors that impact job satisfaction among employees within the organization. Despite the company's past successes, it is essential to acknowledge and address any potential challenges to job satisfaction in order to maintain high employee morale and ensure the long-term success of the organization.

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## statistical tools:

The statistical method utilized in analysing employee welfare is the "Percentage Method."

The Percentage Method is a descriptive statistic commonly used to answer research questions, particularly when it is crucial to understand the distribution of responses among participants. This method is typically employed to determine the proportion of respondents who provided a specific answer.

### Formula:

Percentage = (Number of respondents / Total number of respondents) x 100

By applying the Percentage Method, researchers can gain valuable insights into the opinions and preferences of employees regarding welfare initiatives. This statistical approach allows for a clear and concise presentation of data, facilitating a deeper understanding of the overall employee satisfaction levels.

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## DATA ANALYSIS AND INTERPRETATION:

### 1. How do you satisfy with your overall job experience in this organization?

Professional Experience: Having job experience is crucial for individuals as it provides valuable insights on how to effectively perform tasks within an organization and aids in making informed decisions. The table below illustrates the collective job experience of employees within the organization.

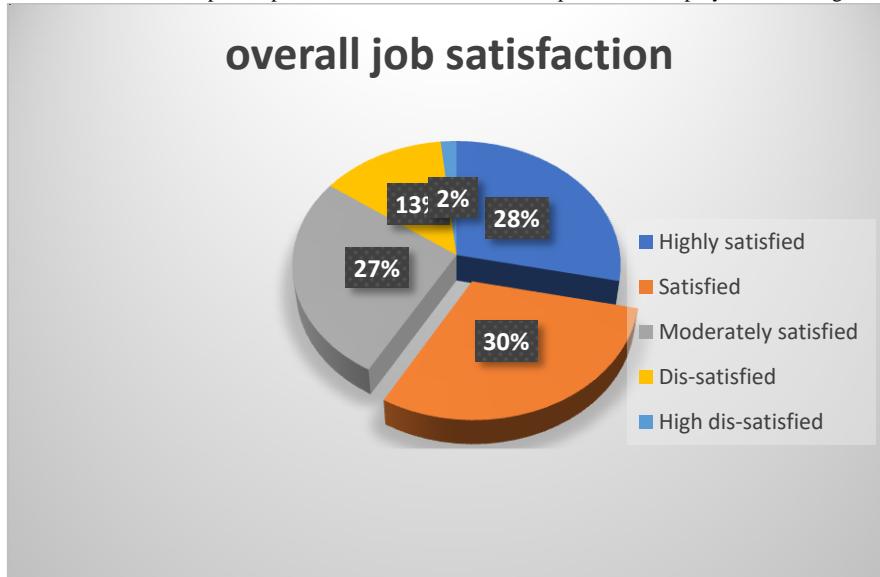
**Table: Distribution of Sample Respondents based on Overall Job experience Of employees in the Organization**

S. No	Opinion	Respondents	Percentage
1	Highly satisfied	34	28.3%
2	Satisfied	36	30%
3	Moderately satisfied	32	26.6%
4	Dis-satisfied	16	13.3%

5	High dis-satisfied	2	1.6%
	Total	120	100%

Source: field survey

Graphical representation of Distribution of Sample Respondents based on Overall Job experience of employees in the Organization



Interpretation: According to the graph above, it is evident that out of the 120 sample respondents, the majority (70 or 58.3%) are satisfied with their overall job experience in the organization. Additionally, 32 respondents (26.6%) have shown a neutral tendency, while 18 respondents (14.9%) are dissatisfied with their overall employee job satisfaction in the organization. This data highlights the importance of addressing employee satisfaction within the organization to ensure a positive work environment and productivity.

Inference- Hence, the vast majority of respondents, 70 out of 120 (58.3%), expressed satisfaction with their overall job experience within the organization.

**2. How well does the work environment contribute to your job satisfaction?**

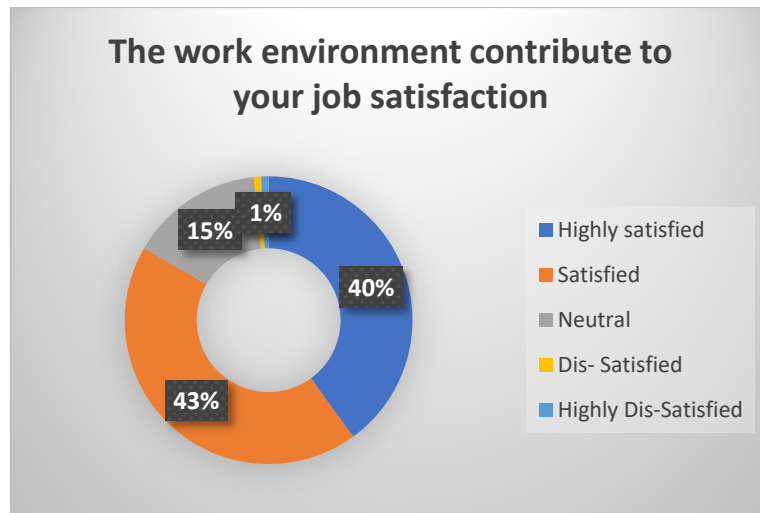
Creating a positive work environment is essential for enhancing employee morale, productivity, and overall well-being. Key factors that contribute to a conducive work environment include effective communication, supportive colleagues, fair management practices, and manageable workloads. Conversely, a negative work environment can result in increased stress, burnout, and decreased job satisfaction. It is imperative for organizations to prioritize fostering a positive work environment to ensure the well-being and success of their employees.

**Table: Distribution of respondents based on the work environment contribute to your job satisfaction**

Options	Respondents	Percentage
Highly satisfied	48	48%
Satisfied	52	35%
Neutral	18	13.33%
Dis- Satisfied	1	1.66%
Highly Dis-Satisfied	1	1.66%
Total	120	100%

Source: field survey

Graphical representation of distribution of respondents based on the work environment contribute to your job satisfaction



**Interpretation:** The graph above illustrates the distribution of respondents based on how the work environment contributes to their job satisfaction. Out of the 120 sample respondents, the majority (100 or 88%) are satisfied with how the work environment contributes to their job satisfaction. Additionally, 18 respondents (13.2%) are neutral, and only 2 respondents (1.32%) are dissatisfied. This data highlights the importance of a positive work environment in fostering job satisfaction.

**Inference:** The work environment plays a crucial role in determining job satisfaction. Out of the 120 sample respondents, a majority of 100 (88%) expressed satisfaction with how the work environment contributes to their overall job satisfaction. A positive work environment fosters productivity, collaboration, and employee well-being, ultimately leading to higher job satisfaction levels.

**3) How do you satisfied with the support and recognition received from your superiors?**

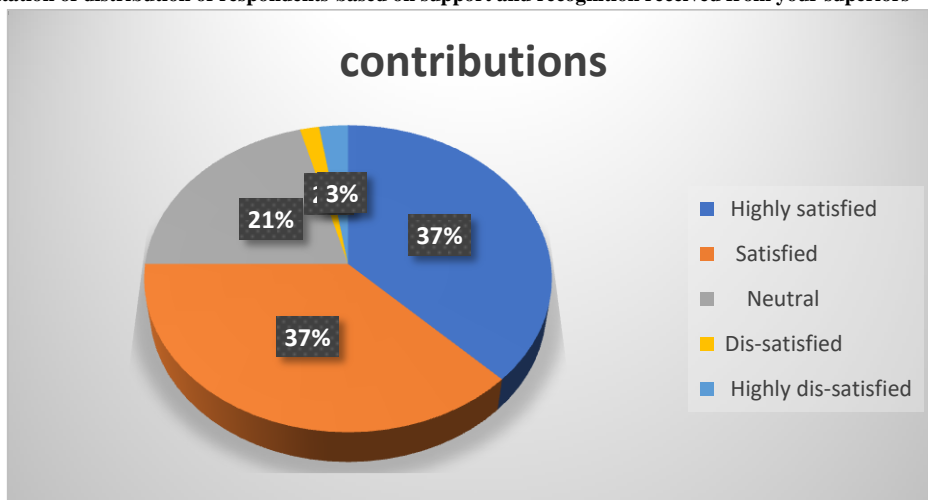
The level of satisfaction with support and recognition from superiors can differ based on individual experiences and expectations. It is crucial for individuals to engage in open communication with their superiors to guarantee they are receiving sufficient support and recognition for their efforts. Factors that can influence satisfaction levels include clear communication, timely feedback, and opportunities for personal and professional growth.

**Table: Distribution of respondents based on support and recognition received from your superiors**

Options	Respondents	Percentage
Highly Satisfied	45	37.5%
Satisfied	45	37.5%
Neutral	25	20.8%
Dis- Satisfied	2	1.6%
Highly Dis- Satisfied	3	2.5%
Total	120	100%

Source: field survey

Graphical representation of distribution of respondents based on support and recognition received from your superiors



**Interpretation:** Based on the information provided in the pie chart, it represents the level of support and recognition received from superiors within the organization. The survey included 120 respondents, with 90 (75%) expressing satisfaction with the contributions from their superiors, 25 (20.8%) feeling neutral, and 5 (4.1%) expressing dissatisfaction. It is evident that a majority of respondents are content with the support and recognition they receive from their superiors.

**Inference:** In this survey, there were 120 respondents included. The majority of respondents, 90 out of 120 (75%), expressed satisfaction with the contributions from their superiors.

**4) How satisfied are you with the work-life balance provided by the organization?**

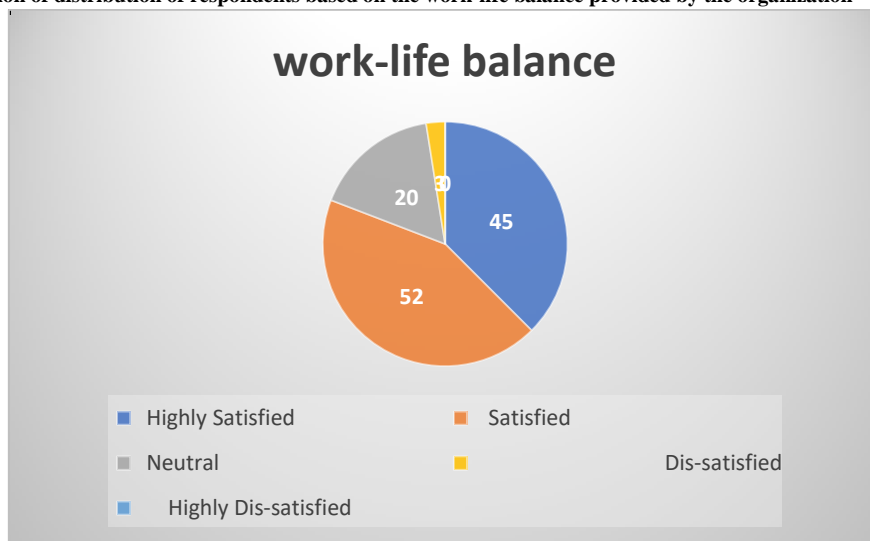
The organization offers a commendable work-life balance, with options for flexible working hours and remote work. While there may be occasions when work responsibilities surpass personal obligations, my overall experience with maintaining a healthy work-life balance has been positive. It is important to note that the work-life balance may vary depending on the department and team dynamics. Therefore, it is advisable to clearly communicate your specific needs to your manager in order to receive optimal support.

**Table: Distribution of respondents based on the work-life balance provided by the organization**

Options	Respondents	Percentage
Highly Satisfied	45	37.5%
Satisfied	45	37.5%
Neutral	25	20.8%
Dis- Satisfied	2	1.6%
Highly Dis- Satisfied	3	2.5%
Total	120	100%

Source: field survey

**Graphical representation of distribution of respondents based on the work-life balance provided by the organization**



**Interpretation:** According to the chart above, it represents the satisfaction of employees with their income in the dairy industry. The survey included 120 respondents, with the majority of respondents (84.2%) indicating that they are satisfied with their income. This satisfaction is attributed to the bonuses and incentives provided by the dairy. Additionally, 15 respondents (12.5%) expressed neutral satisfaction, while 5 respondents (4.13%) reported dissatisfaction with their income.

**Inference:** In a recent survey on employee income satisfaction, 120 respondents were included. The majority of respondents, 100 (84.2%), expressed satisfaction with their income. They cited bonuses and incentives provided by the company as contributing factors to their satisfaction.

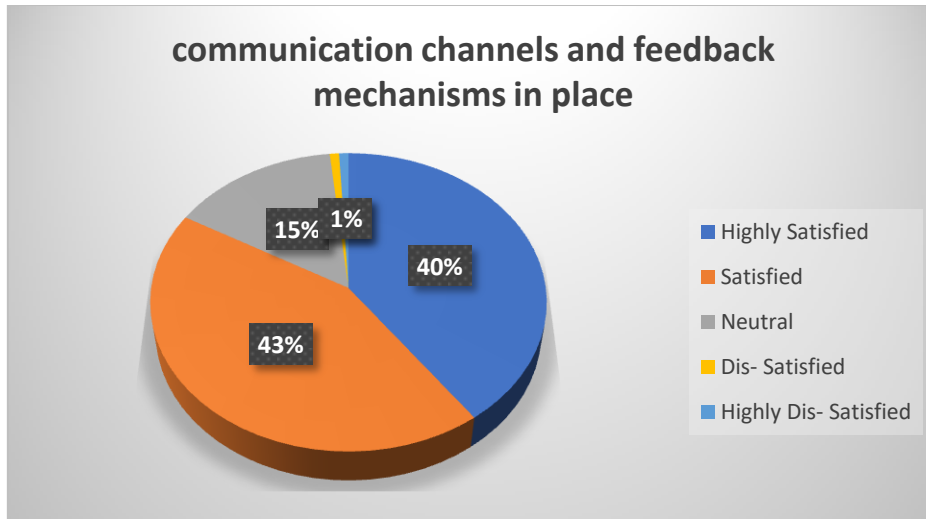
**5) How satisfied are you with the communication channels and feedback mechanisms in place?**

Effective communication channels and feedback mechanisms are crucial for ensuring clear and efficient communication within any organization or situation. These channels facilitate the exchange of ideas, concerns, and feedback, ultimately ensuring alignment among all parties involved. Feedback mechanisms, such as surveys or focus groups, play a vital role in collecting valuable information on satisfaction levels, areas for improvement, and overall effectiveness. By utilizing these tools, organizations can enhance their communication strategies and foster a more collaborative and productive environment.

**Table: Distribution of respondents based on the communication channels and feedback mechanisms in place**

Options	Respondents	Percentage
Highly satisfied	48	48%
Satisfied	52	35%
Neutral	18	13.33%
Dis- Satisfied	1	1.66%
Highly Dis-Satisfied	1	1.66%
Total	120	100%

**Graphical representation of distribution of respondents based on the communication channels and feedback mechanisms in place**



**Interpretation:** The pie chart above illustrates the company's employee satisfaction levels based on communication methods. A survey was conducted with 120 respondents, revealing that 100 employees (83%) are satisfied, 18 respondents (13.33%) are neutral, and 2 respondents (3.32%) are dissatisfied.

**In conclusion,** the data from the pie chart indicates that the majority of employees are satisfied with the company's communication practices. This suggests that effective communication plays a crucial role in ensuring employee satisfaction within the organization.

## FINDINGS:

- The majority of respondents reported earning a salary between \$10,000 and \$15,000, with the highest percentage falling within this range.
- A significant 90% of respondents expressed satisfaction with the contributions made by their superiors.
- Approximately 58.3% of respondents indicated overall job satisfaction within the organization.
- An overwhelming 84.2% of respondents reported satisfaction with their income, including bonuses and incentives.
- 68.3% of respondents felt that employee engagement initiatives met their expectations in promoting job satisfaction.
- A substantial 83% of employees expressed satisfaction with communication levels within the organization.

## SUGGESTIONS:

It is recommended that steps be taken to enhance the reward system for exceptional performance, as this can significantly boost employee job satisfaction. Additionally, the organization should strive to improve its medical facilities to better support the well-being of its employees. Furthermore, it is advised that the company invest in developing training methods to advance and enhance the skills of its workforce. These measures will not only benefit the employees but also contribute to the overall success and growth of the organization.

## CONCLUSION:

Upon completion of the study, it is evident that organizations should prioritize the job satisfaction levels of their employees. By placing emphasis on factors such as salary structure, recognition and rewards, and employee engagement initiatives, organizations can exceed expectations and establish themselves as leaders in human resource practices within the industry.

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Options	Respondents	Percentage
Highly Satisfied	55	45.8%
Satisfied	45	37.5%
Neutral	15	12.5%
Dis- Satisfied	4	3.3%
Highly Dis- Satisfied	1	0.83%
Total	120	100%