A STUDY ON EMPLOYEES JOB SATISFACTION AND COMMITMENT TOWARDS WORK IN JAYASHIMA ENTERPRISES AT TIRUPPUR

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ABSTRACT

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. Design/methodology/approach: In order to achieve the objectives of this study, the survey was conducted using a structured questionnaire in March to June 2024. The most frequent questioned industry is services, followed by trade and manufacturing at a smaller rate. The research instrument for content and construct validity was tested. Data were analyzed using ANOVA, Correlation and Regression analysis. Findings: The results showed that the "Social Aspects of job", "Job Characteristics" and "Work Environment", are the most important factors positively affecting organizational commitment, while "Promotion" and "Rewards" are not significant factors. Research limitations/implications: During survey some limitations were found to exist, the largest being the small sample size. Additionally, subjective measures of employee satisfaction were used instead of objective measures. However, this study shows that job satisfaction is inherently interwoven with organizational commitment. Since organizational commitment has a direct impact on employee retention, performance, and organizational behavior, 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.

Keywords: Job Satisfaction, Organizational Commitment, Private Employees, Greek Organizations.

INTRODUCTION

Attitudes are evaluative statements – either favourable or unfavourable – concerning objects, people or events. They reflect how one feels about something. Work Attitudes are the feelings and beliefs that largely determine how employees will perceive their environment, commit themselves to intended actions, and ultimately behave. Job Satisfaction is one of the many work related attitudes individuals hold like Job Involvement, Organizational Commitment, etc.Job Satisfaction thus is a set of favourable or unfavourable feelings and emotions with which employees view their work. A person with high level of job satisfaction holds positive feelings about the job, while a person who is dissatisfied with his/ her job holds negative feelings about the job.Job satisfaction is an important concern for both the employee as well as the employer as it has an impact on many organizational behaviours. The employees satisfaction is conducted to provide the information needed to improve various factors like productivity loyalty and job satisfaction. With the employee's views, organizations can identify the root causes and create improvements. Organization just needs to discover what motivates the people, what drives loyalty and what genuinely makes the employees happy and employee remain satisfied only when they know their issued are being addressed.

Employee satisfaction is the terminology used to describe whether employees are happy, contended 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.

1. Be Realistic With Expectations

At the root of a lot of stress, anxiety, and frustration that many employees feel are unrealistic expectations from the organization. As a leader, it's your responsibility to make sure employees are not feeling pressurized/stressed out work or overwhelmed, they likely won't have the courage to raise that as an issue.

This might be hard for you to do depending on what the organization's goals are, but more than anything you should be having an open mindset and honest discussions with your team to see if expectations are too high.

2. Recognize Good Work

Recognizing your employees is one of the easiest and cheapest ways to increase job satisfaction. The only thing it requires of you is to be more mindful of what's going on around you. Increasing your emotional intelligence will help you become more mindful and appreciative of what your team is doing.

3. Focus On The Long Term

Short-term thinking or looking forward to quick wins are not only bad for business but can be incredibly frustrating for employees. In order for employees to get motivated, they need to see the similar long term vision that the senior leadership team has. This plays into not only having a mission and core values that you adhere to because the mission is long term and can get employees excited.

4. Communicate More

Remember, there's no such thing as excessive communication. Also, the lack of communication is the source of a lot of frustration in the workplace. Knowledge is power, so there's no reason why you shouldn't want to empower your employees with as much as available. Work on creating a culture of open and honest communication within your team. That feeling of safety and comforts of saying whatever you want to anyone on your team is a key component of a successful team.

5. Care About Employee Well-being

Showing employees that you genuinely care for their well-being is one of the most effective ways to increase job satisfaction.

6. Give Frequent Feedback

Employees want feedback vigorously and aren't as sensitive as you might think. There is no need to be rude with your feedback, but if you are straightforward and honest, employees will respect that.

Make time for regular feedback by scheduling one-on-ones once a month with every individual of your team, and create more of those informal opportunities for conversation.

7. Don't Focus Too Much On Perks

Perks are nice-to-have, but there is no need to put too much emphasis on perks. There is one caveat though.

They say that the one perk that does make a difference is flexible time. Employees just love the fact that they are trusted enough to have some flexibility in their schedule.

8. Empower Employees

For employees to be satisfied at work, they need to feel like they're in control. They should feel like they have the autonomy they need to do amazing work that they can be proud of Engaged employees are motivated to do more than the bare minimum needed to keep their jobs. Examples of an engagement attitude include a strong sense of purpose and leadership, a desire to be challenged, and commitment to improve performance and workplace results.

Engaged employees are the engine of a company, and their performance is proof of this. The importance of engagement cannot be overstated. Satisfied employees are merely content with their jobs and the status quo. For some, this might involve doing as little work as possible. An employee satisfaction survey will not diagnose key factors that can help an organization improve engagement and performance.

Employee commitment can take different forms. The context, direction and development of commitment, as well as the extent to which commitment influences behavior can result in confusion and debate. Commitment is the bond employees experience with their organisation. employees who are committed to their organisation generally feel a connection with their organisation, feel that they fit in and, feel they understand the goals of the organisation.

The added value of such employees is that they tend to be more determined in their work, show relatively high productivity and are more proactive in offering their support. Employee commitment is important because high levels of commitment lead to several favorable organizational outcomes. It reflects the extent to which employee's identify with the organization and is committed to its goals.

In the today's competitive business environment, every organization is facing a problem of attracting and retaining, competent human resource. Employee commitment can be stated to which employees are bound emotionally or intellectually to the organization. The management wishes that the employees share a strong commitment to the organization's goals & objectives as this commitment enhances the employee engagement at work. In order to keep the employee commitment levels high the organization needs to keep the employee motivated at work. A motivated employee understands his/her responsibilities well and is always ready to walk an extra mile to achieve customer satisfaction and gains in organization's profit.

The following processes have to be put into place if the management is looking for a

strong employee commitment. Affective commitment: Is understood as the employee's constructive emotional bonding to the organisation. Such an employee strongly associates him/ her with organisational goals and seeks to stay with the organisation because he/she wishes to do so. Continuance commitment: Here the emotional quotient is largely moot and the employee perceives it to be very costly to lose organisational membership.

This could be for a host of reasons – right from financial costs of salary and benefits to 2 social costs of ties and reputation. Such an employee stays with the organisation because he or she is tied in. Normative commitment: There is an obligatory notion at play here. The employee feels to return the value commitments made in him/ her by the organisation.

The loyalty aspect is strong- either due to individualized value perceptions that direct behaviour or due to social norms that apply to the context and relate with the environment the organisation belongs to.

OBJECTIVES OF THE STUDY:

The main objective of this project is to directly expose about real industrial activity which in turn provides a practical knowledge it intends to offer learning on the current trends and a way to shape knowledge for future to complete in this word.

- ➢ To determine the level of job satisfaction of employees in organization.
- ➢ To analyze various factors that influence employee satisfaction,
- ➢ To identify the employee commitment within the organization.
- ➢ To identify the employee satisfaction inside the organization.
- ➢ To make constructive suggestion to improve the welfare.

NEED OF THE STUDY:

- ➢ The need of this study is to understand the state of employees in the organization.
- ➢ It helps to practice the work of Human Resource officer in the organization and implement in the real life work.
- ➢ This study helps to understand the things which must provide to the employees and get to know about the needs of the employees.
- ➢ Increasing employee commitment and loyalty is an ongoing goal and takes lots of ground-work. Employees are attracted to a company which presents an opportunity for them to have a positive effect on the company, whilst continuing to learn and develop alongside the growth of the company.
- ➢ It is important to create a flexible approach to managing your workforce; this may include flexible working patterns, annual leave and also their professional development.

SCOPE OF THE STUDY:

- ➢ The main scope of this study about the satisfaction level of employees in the organization.
- ➢ Promoting and maintaining overall wellbeing of workers in all occupations.
- ➢ This study helps to analyse and practice the human resource work.
- ➢ It further explains the area on which employees are mostly dissatisfied.
- ➢ Job satisfaction of the employees has been analyzed on the basis of the following seventeen job related factors.
- ➢ The research measures the commitment of employees towards organization growth.

HYPOTHESIS OF THE STUDY:

A research hypothesis is a specific, clear, and testable or predictive statement about the possible outcome of the scientific research study based on a particular property of a

population, such as presumed difference between the groups on a particular variables or relationship between variables.

Hypothesis of the Project:

H0= There is no association between work place relationship and satisfaction level of employees.

H1= There is an association between work place relationship and satisfaction level of employees

Functions of Hypothesis:

➢ Hypothesis helps in making an observation and experiments possible.

➢ It becomes the start point for the investigation.

➢ Hypothesis helps in verifying the observations.

➢ It helps in directing the inquiries in the right direction.

Types of Hypothesis:

1. **Null hypothesis:**

There is no association between age of the employees and satisfaction regarding health and safety measure provided by the organization

2. **Alternative hypothesis:**

There is association between age of the employees and satisfaction regarding health and safety measure provided by the organization. To test above hypothesis Chi-square test is applied result of test is as follow.

RESEARCH DESIGN:

This study involves the descriptive research design. It includes surveys and fact findings of different kinds, which is one of the most suitable ways to carry out projects. The main purpose of this research design is it has no control over the variables. It gives report only what has happened or what is happening.

The study was conducted for a period of 3 months. The type of research conducted was descriptive, because the employees opinions are qualitative in nature. It can only be analyzed and described.

Descriptive: research design In this research study, the researcher has used descriptive research design. Descriptive study, Who, What, When, Where, How are the questions for researcher to find their answers during the study. A descriptive study may be simple or complex. This research study topic is according to the descriptive study. I have needed to find that all answers of these questions which come in descriptive study.

Sampling: The basic idea of sampling is that by selecting some of the sample from the population, researcher may draw conclusions about the sample study and generalize for entire population. A population element is the individual participant or object on which the measurement is taken.

Sample Size: Sample size is a part of target population, carefully selected to represent the population.

Population: 400 Employees

Sample Size: 120 Employees

RESEARCH METHODOLOGY:

Research Methodology is a way the systematically solve the research problem. Research methodology may be understood as a science of studying how research is done scientifically.

In this study the descriptive research design was adopted, since it includes surveys and fact- findings enquire of different kinds, which is one of the most suitable ways t carry out projects.

METHODS OF DATA COLLECTION:

The validity of research mainly depends on the proper data collection method and suitable technique of analysis Data-interpretation is used for the statistical analysis. Any estimate in the study is generalized only when the design of the study is properly executed.
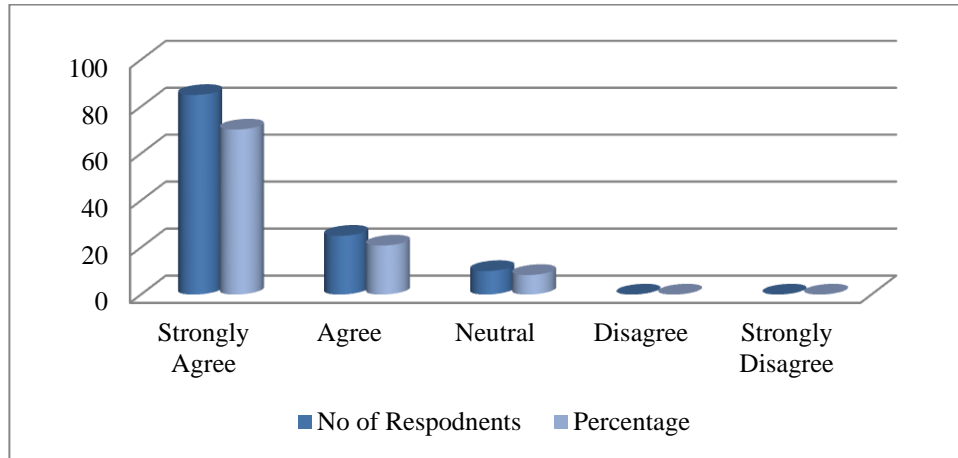
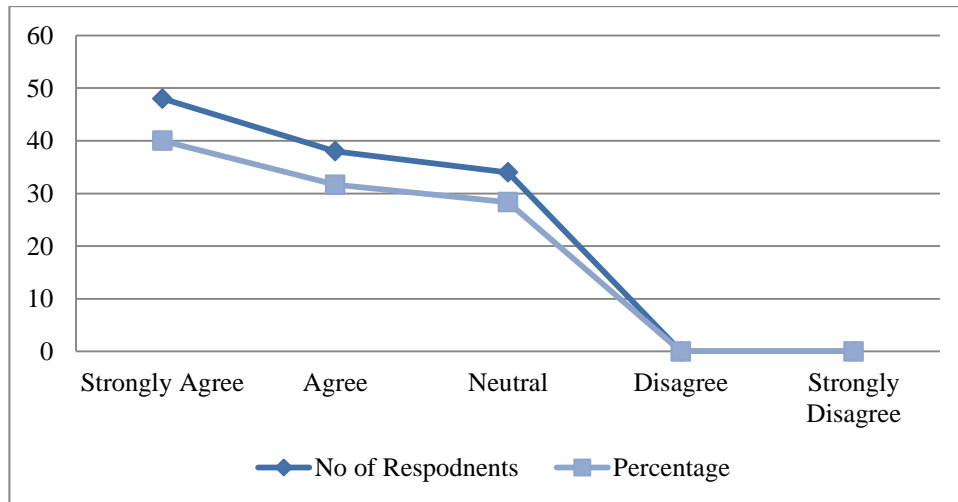There are two methods of data collection, they are:

➢ Primary Data

➤ Secondary Data
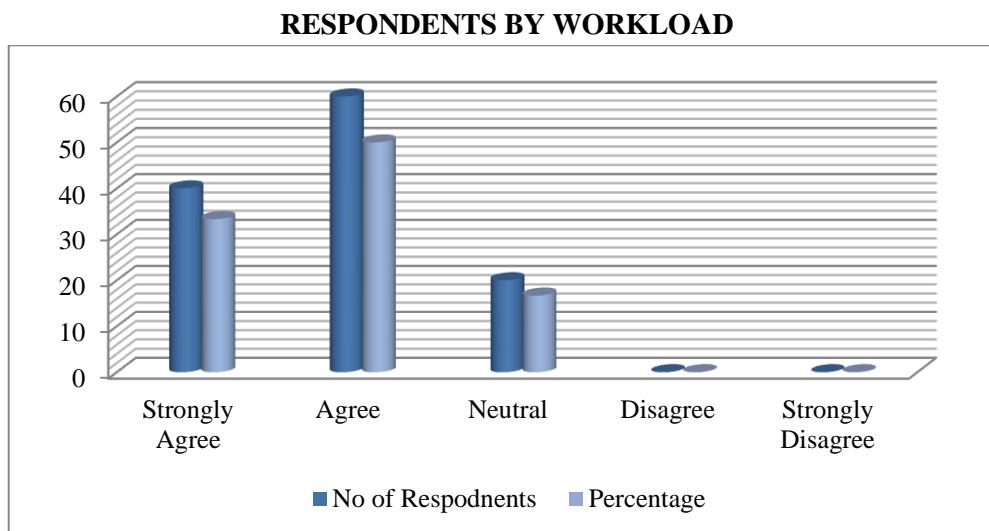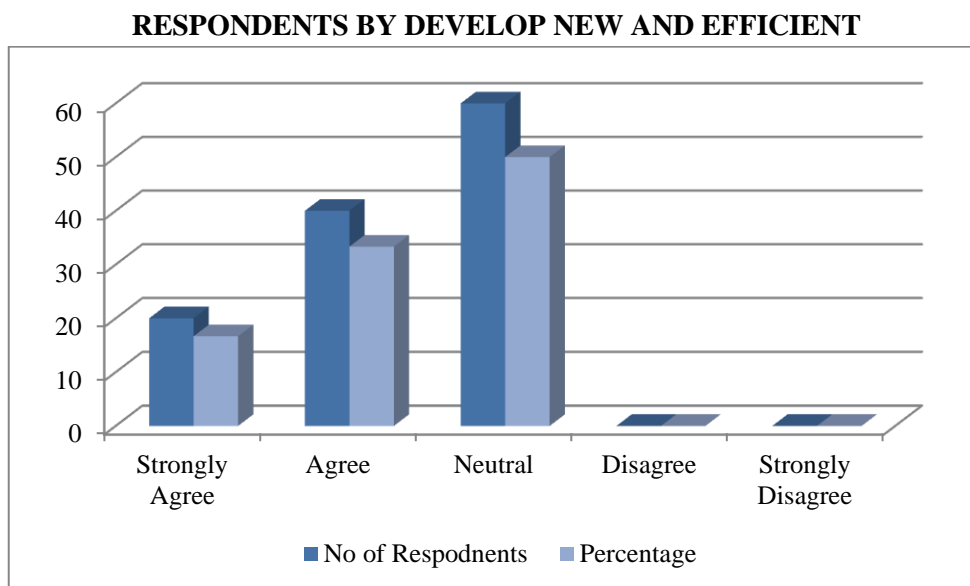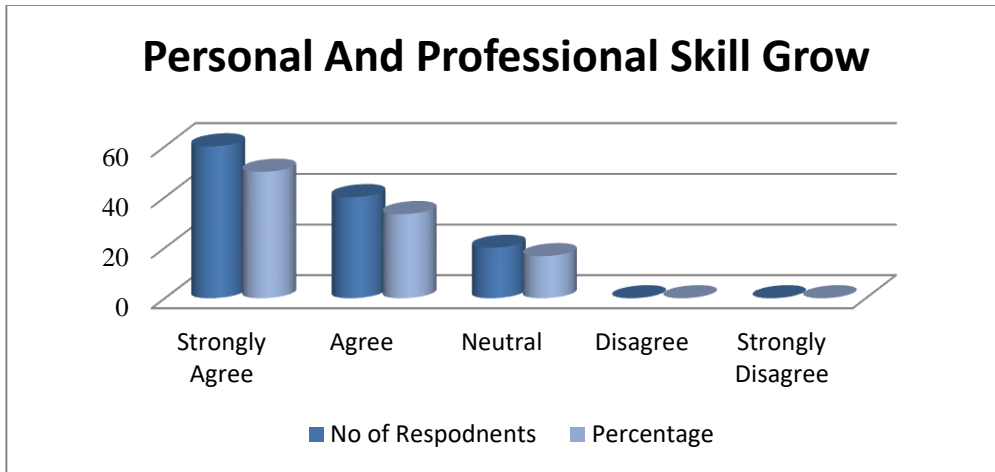
DATA ANALYSIS AND INTERPRETATION
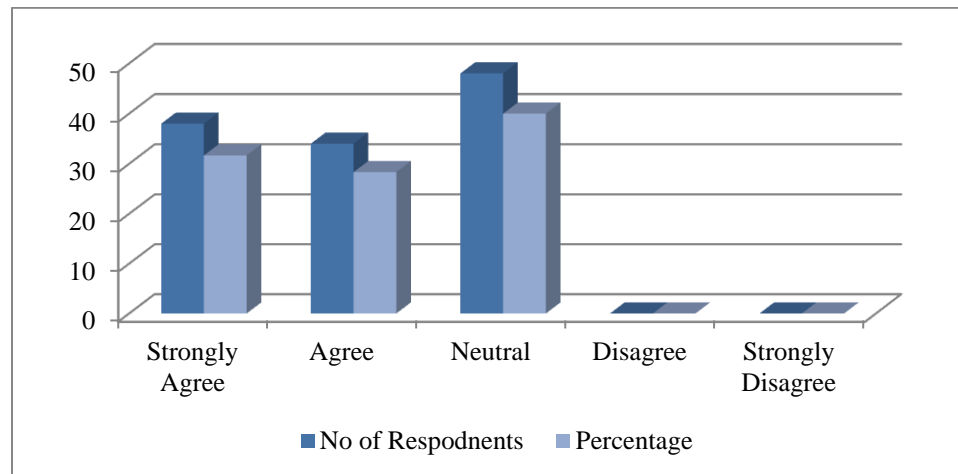**RESPONDENTS BY HEALTHY, COMFORTABLE WORK-LIFE BALANCE**

RESPONDENTS BY RIGHT AMOUNT OF RECOGNITION

RESPONDENTS BY PERSONAL AND PROFESSIONAL SKILL GROW

Personal And Professional Skill Grow

RESPONDENTS BY DEVELOP NEW AND EFFICIENT

RESPONDENTS BY WORKLOAD

RESPONDENTS BY ORGANIZATION RECOGNIZE AND ACKNOWLEDGE

SUGGESTION

- Compensation / Salary & bonus package should be increased according to cost of living and to be paid regularly at just time.
- Work place safety net program to ensure for increasing job satisfaction level.
- Participation in management to be ensured.
- Job security & training facilities to be ensured. Customer satisfaction and the quality produced will enhance the company to march forward.
- Ensure to make customer user friendly.
- Work hours and salaries must be balanced.
- Increase the number of Employees and reduce work pressure.
- The production will be routine schedule towards the company's growth. Encourage the skilled employees.

CONCLUSION:

The objective of the study was to find out the employee job satisfaction towards organization among employees at Jayashima Enterprises Ltd. The study found that workers of garment sector in do near are not satisfied with leave policy; and behavior of the owner. The study also found that the workers in garment sector are satisfied with working environment; present health care facility and overtime benefits. It is known that job satisfaction is a matter of perception and that perception may or may not be accurate. There are many factors that influence satisfaction of employees. It is identified that it is a multidimensional factor such as job satisfaction, adequate pay, work environment, organizational culture these factors affects on the employee performance, productivity, absenteeism, retention rate etc. These human factors may affect employee commitment. People's acceptance of change initiates employee commitment to change. This acceptance leads to the evolution of different forms of commitment to change which involves individuals, not organisation. Therefore, employee commitment is an individual-level concept, not a group-level concept. The ever important top management sanction for investment in time and resources towards employee commitment is also at an all-time high. This is particularly because of the present recessionary times where the pressures of change and adaptation have amplified the difficulties in and importance of harnessing and sustaining employee commitment.

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