



**A STUDY ON EMPLOYEES JOB SATISFACTION TOWARDS WORK IN DOT COM INFO
WAY AT MADURAI**

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ABSTRACT

Job satisfaction is very important for the success of every organization. Satisfaction of employees is required in every field of work to increase their work of performance. Job satisfaction of the employees will not only help in smooth running of the organization but will also help in the growth of the organization in all reason. The aim of this research is to investigate the impact of job satisfaction among employees in IT industry. Descriptive research is carried out for this study. Convenience sampling method has been used. Data has been collected through questionnaire from 100 respondents. The analysis was done using percentages and statistical test.

Key words – Job satisfaction, Organization, Performance

INTRODUCTION

A few years ago, when employees became dissatisfied with their organization they would leave and get another job. Today, with placement opportunities very low and unemployment extremely high, very few people opt to leave and leave. As a result, something much poorer is stylish within organizations. Employees left, but they stayed.

Job satisfaction or employee satisfaction has been defined in many ways. Some believe it is simply how content a specific is with his or her job, in other words, whether they like the job or specific features or facets of jobs, such as nature of work or supervision.

Job satisfaction is the level of serenity a person feels concerning his or her job. This feeling is mainly based on an individual's awareness of satisfaction. Job satisfaction can be influenced by somebody's capability to complete required tasks, the level of communication in an organization, and the way management features employees.

Today's quickly changing economic climate has resulted in fierce competition among firms, whose markets are evolving at a quicker rate than at any other point in history. Product life cycles are becoming shorter, and companies must compete on a worldwide scale. Forwarders of goods play an important role in any deal. The freight forwarder is the mastermind behind international trade. By facilitating the rise of international trade in India, transportation plays a vital role. Exporters, shippers, importers, customs/ports authorities, and others are all.

Job satisfaction is often determined by how well the outcome meet or exceed expectations. For instance, if organization participants feel that they are

working much harder than others in the department but are receiving fewer rewards they will probably have a negative attitude towards the work, the boss and coworkers. On the other hand, if they feel they are being treated very well and are being paid equitably, they are likely to have positive attitudes towards the job.

It is said that a satisfied employee is a productive employee. Any kind of grievance relating to organizational of personnel to a greater extends influence on the job. If an employee is not satisfied with the job there are chances for absenteeism, low turnover, lower productivity, committing of mistakes, diverting energy for different types of conflicts etc. keeping this thing in view all organizations are trying to identify the areas where satisfaction to be improved to get out of the above dangers. Satisfied employees are also more likely to be creative and innovative and come up with breakthroughs that allow a company to grow sad change positively with time and changing market conditions.

STATEMENT OF THE PROBLEM

The study aims at analyzing the level of job satisfaction of employees in an organization. By this the management can take effective measures for increasing the level of job satisfaction by concentrating on various factors as the success of any organization depends upon the ability of its employees.

OBJECTIVES OF THE STUDY

1. To assess the satisfaction levels of employees.
2. To identify the factors that influence the job satisfaction of employees.
3. To determine the various factors which result in overall satisfaction of

employees.

4. To offer suggestions to improve the satisfaction level of employees

NEED OF THE STUDY

- The need for 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 be provided to the employees and get to know about the needs of the employees.

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 analyze and practice human resource work.
- It further explains the area in which employees are mostly dissatisfied.
- Job satisfaction of the employees has been analyzed based on the following seventeen job-related factors.
- The research measures the commitment of employees towards organization growth.

HYPOTHESIS OF THE STUDY

Hypothesis Testing is a type of statistical analysis in which you put your assumptions about a population parameter to the test. It is used to estimate the relationship between 2 statistical variables. It means tentative generalization of the validity of which remains the tested. In short, it deals with certain assumptions made in the study.

HYPOTHESIS OF THE PROJECT

The hypothesis set for the study is

- H0–Employees are Satisfied Job Satisfaction and commitment within the organization.
- H1–Employees are not satisfied with satisfaction and commitment within the organization.

RESEARCH DESIGN

The formidable problem that follows the task of defining the research problem is the preparation of the design of the research, popularly known as the “research design”. A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. As such the design includes an outline of what the researcher will do from writing the hypothesis and its operational implications to the final analysis of data.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problems. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods techniques but also the methodology.

SAMPLE DESIGN

Sampling may be defined as the selection of some part of an aggregate or totality based on which a convenience or interpretation about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by examining only a part of it.

SAMPLING TECHNIQUES

The sampling technique used in this

study is “convenience sampling” when the population element for inclusion in the sample is based on ease of access. It can be called as convenience

SAMPLE SIZE

The research has selective respondent 100 samples only.

METHODS OF DATA COLLECTION

- Primary data
- Secondary data

COMPANY PROFILE:

Over 20+ years of experience in offshore IT services, grown from 5 employees in 2000 to more than 100+ full-time staff in 2019. Highly talented team of English-speaking software developers, mobile app developers,

Web developers, website designers, mobile app UI and UX designers, blockchain developers, SEO experts, social media experts, SEO copywriters, technical writers, mobile marketers, email marketers, QA professionals, digital marketing experts and others guided by PMI-trained, PMP-certified Project Managers, software architects and proactive team leaders. Core technologies delivered have been Microsoft Technologies, Open-Source Platforms (Linux). JavaScript Frameworks, PHP, ASP.NET, Angular, Laravel and Sun/Java Technologies, Swift, Objective-C, Android Studio, Kotlin, Xamarin, PHP7, CakePHP, CodeIgniter, Yi framework. Vast experience with international offshore projects (95% of our clients are overseas).

DATA ANALYSIS AND INTERPRETATION

PROFESSIONAL GROWTH AND CAREER ADVANCEMENT

OPPORTUNITIES	NO. OF RESPONDENTS	PERCENTAGE
Very Satisfied	54	54
Satisfied	31	31
Neutral	13	13
Dissatisfied	1	1
Very Dissatisfied	1	1
Total	100	100

COMMUNICATION WITHIN YOUR TEAM AND THE ORGANIZATION

COMMUNICATION WITHIN YOUR TEAM AND THE ORGANIZATION	NO. OF THE RESPONDENTS	PERCENTAGE
Excellent	72	72
Good	22	22
Average	4	4
Poor	1	1
Very Poor	1	1
Total	100	100

EFFECTIVE IN LEADERSHIP

EFFECTIVE LEADERSHIP	NO. OF RESPONDENTS	PERCENTAGE
Very Effective	43	43
Effective	39	39
Neutral	7	7
Ineffective	6	6
Very Ineffective	5	5
Total	100	100

ORGANIZATIONAL CULTURE

ORGANIZATIONAL CULTURE	NO. OF RESPONDENTS	PERCENTAGE
Very Satisfied	48	48
Satisfied	29	29
Neutral	15	15
Dissatisfied	2	2
Very Dissatisfied	6	6
Total	100	100

SUCCESSFUL IN ACHIEVING ITS GOAL

SUCCESSFUL IN ACHIEVING ITS GOALS	NO. OF RESPONDENTS	PERCENTAGE
Always	63	63
Often	12	12
Sometimes	14	14
Rarely	10	10
Never	1	1
Total	100	100

OPINIONS AND FEEDBACK ARE VALUED BY THE ORGANIZATION

OPINIONS AND FEEDBACK ARE VALUED BY THE ORGANIZATION	NO. OF RESPONDENTS	PERCENTAGE
Always	21	21
Often	18	18
Sometimes	15	15
Rarely	20	20
Never	26	26
Total	100	100

SUGGESTION

Job satisfaction is critical to retaining and attracting well-qualified personnel. In the line study suggests that employee job satisfaction is an attitude that people have about their jobs and the organizations in which they perform these jobs. Job satisfaction is generally recognized as a multifaceted construct that includes employee feelings about a variety of both intrinsic and extrinsic job elements. It includes specific acceptances of satisfaction related to pay, benefits, promotion, work conditions, supervision, organisational practices and relationships with co- workers. Study specifies that age. Spousal status and designation satisfaction impact on the factors of job satisfaction like nature of supervision, promotion policy and training and development chances. Hence it is suggested that promotional policy should be studied and employees, those who are competent enough and do well in their job, must get a fair chance of being promoted. Clashes should be resolved positively, and employees should be given encouragement to solve the conflicts. It is also suggested that a suitable compensation plan should be developed as employees are not satisfied with the compensation plan of the organization. The employee satisfaction index should be calculated periodically to spot any early sign of dip in the

satisfaction levels of the employees. Management should give adequate remuneration to its employees. It will be helpful in achieving the goals and objectives of the organization

CONCLUSION

The study was conducted to find out the link between job satisfaction and the performance of employees working in private organizations. While studying the relationship of job satisfaction with different variables such as qualification, gender, occupation, family system, and marital status, it is concluded that job satisfaction has no significant association with gender, qualification, family system, as well as marital status. It is determined from the study that job satisfaction is significantly correlated with the occupation of employees. Hence, medical doctors are more satisfied with their jobs as compared to teachers and bankers. Furthermore, it is also concluded from the above results that the performance of satisfied employees is superior as compared to dissatisfied employees. Hence, the above results suggested that to improve the performance of employees such as quality of work, productivity, and leadership qualities, organizations should consider obvious factors of job satisfaction. Based on the above points we can say that employee attitudes typically reflect the morals of

the company. In the areas of customer service and sales, happy employees are extremely important because they represent the company to the public. So, every organization should develop strategies that strengthen the work environment and increase employee morale and employee satisfaction to enhance employee performance and productivity, which ultimately results in high profits, customer satisfaction as well as customer retention.

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