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IMPACT OF QUALITY OF WORK LIFE ON EMPLOYEE SATISFACTION AT PRIVATE ORGANIZATION

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SURAT

ABSTRACT

The research purpose is to determine the impact of quality of work life, on employee satisfaction. Quality of work life refers to the favorableness or unfavourableness of job environment for the people working in an organization. There is direct relationship between the work life and employee productivity. Objective is to know the overall quality of work life in the organization and its impact on employees work life. The study identifies Promotion, Salary, Recognition and leave are important factors that affecting quality of work life. The reveals that qualitative work life leads to improves the employees' satisfaction, which results increased productivity in the organization. Research design used is descriptive in nature. The data collection instrument is a primary data that collected through questionnaire. In the research 100 respondents were taken on the basis of random sampling. Employees are satisfied with the working condition of the company. Majority of employees are motivated through the promotion and participative decision making style. From the study the company have to focus on the respect to employees at work place and to secured job of employee in company, reward for the target completed, so the company can continuously do growth in future.

KEYWORDS

quality of work life, job satisfaction.

JEL CODES

J28, J81.

INTRODUCTION

Quality of work life (QWL) refers to the favorableness or unfavourableness of job environment for the people working in organization. The period of scientific management which focused on specialization and efficiency, has undergone a revolutionary change.

The conventional management (like scientific management) gave inadequate attention to human values. In present scenario, needs and aspirations of the employee are changing. Employers are now redesigning for better QWL.

QUALITY OF WORK LIFE (QWL)

Dissatisfaction with working life affect the employees some time or another, regardless of position or status. The frustration, boredom and anger common to employees can be costly to both individuals and organization.

Managers seek to reduce job dissatisfaction at organizational levels, including their own. This is a complex problem, because it is difficult to isolate and identify the attributes which affect the quality of working life.

Profitability of a company is linked to satisfaction of its work force. A company that does not measure and improve employee satisfaction may face increasing turnover, declining productivity and limited ability to attract and retain qualified replacements.

Employee satisfaction and quality of work life directly affect company's ability to perform.

It leads to:

- i. Positive employee attitudes toward their job and the company.
- ii. Increased productivity and intrinsic motivation.
- iii. Enhanced organizational effectiveness and competitive advantage.

REVIEW OF LITERATURE

K Thirumalvalavan, Dr. AA Ananth (2017)

The study aims at the relationship between Quality of Work Life and Job Satisfaction of employees. 453 employees in the steel plant participated in this study, the test indicated that each of the quality work life variables on its own is a salient predictor of Job Satisfaction. It is found that quality of work life has a significant positive relationship with job satisfaction. From the findings the researchers conclude that the Quality of work life is positively influence the job satisfaction.

Dr. V. Vijay Anand, Dr. C. Vijayabanu, Dr. V. Badrinath, Dr. R. Renganathan, S. Monisa Kamatchi, S. Nandhu, G. Icewarya, (2018)

The paper aims to study the concept "Quality of Work-Life" and the role it plays in enhancing the productivity and performance in the hospital. The purpose of the study is mainly to understand the quality of work life of the employees with significant factors like Working Environment, Training, and Development, Compensation & Rewards, Organizational Commitment, Job Satisfaction. The research includes 104 respondents who were designated as Staff Nurse, Technician, Executive and Manager in a Hospital. The primary data can be analyzed using the statistical tool like ANOVA, Chi-Square, Regression, and Correlation.

Dr. D. Rajasekar (2017)

Quality Work Life is an important tool for the development of desirable motives and attitudes on the part of both management and employees. Objectives of the study, to find out the work area of Quality of work life in Shipping Industry, To find out the level of satisfaction with respect supervisor guidance. The primary data collected from the employees of shipping industry with the help of questionnaire. The research methodology used is survey method through questionnaire and through interviews to do in depth analysis. Sampling size The total of 285 executive managers in the shipping industry in which 260 respondents are responded. From the study it is found that the Quality of work life is extremely satisfactory. Shipping Industry is striving to provide its employees Quality of work Life on par with global standards.

R. Balaji Associate Professor, Bharath School of Business, Bharath University, Chennai, India (2017)

Quality of work life is considered for both the workforce and organization and it is involved with satisfaction, productivity, involvement, enrichment etc. The result of organization is highly dependent on how we attract recruits, motivates, and retains its employee's. In the data collection procedure, the questionnaires were distributed to 150 participants, the study revealed significant differences in overall QWL and the determinants of QWL i.e. compensation, flexibility in job schedule and work assignment, attention to job design, and employee relations.

Tanushree Bhatnagar, Dr. Harvinder Soni (2015)

The purpose this paper is to determine the impact of quality of work life on job satisfaction of school teachers in Udaipur city. Quality of work life is a critical concept with having lots of importance in teacher's life, The method of this study is descriptive research and the survey was conducted among 100 school teachers in Udaipur city is a questionnaire and the reliability is based on Pearson's correlation coefficient. In this study, the impact of quality of work life on job satisfaction has been studied based on the demographic variables of gender, age and work experience of teachers.

Dr. Mily Velayudhan T.K, Yameni M.D (2017)

The main objective of this research is to find out the significance of work environment towards the performance and to study the effectiveness of the QWL in the organization. Method in order to collect data a structured questionnaire was made and data was collected using convenience sampling from 123 employees of the steel manufacturing company in Chennai. To study the significant association chi-square was used by the author. result revealed that quality of work life

toward workers development like training of the employees, workers union, participation in decision making variables, management should come forward to meet worker's demand that they have positive impact on firm performance.

IMPORTANT OF THE STUDY

Quality of Work Life is referred to all organizational inputs which aim at the employee's satisfaction and enhancing organization effectiveness. It is necessary for all organization to identify quality of work life

STATEMENT OF THE PROBLEM

Quality of work life leads to create positive work environment. If proper quality of work life is not maintained, then it creates negative outcomes. Like; increase Absenteeism, low productivity and morale of employees.

OBJECTIVES

1. To know the overall quality of work life in the organization and its impact on employees work life.
2. To identify the factors affecting quality of work life.
3. To appraise the quality of work life among workers.
4. To provide recommendations for improvement in quality of work life.

RESEARCH METHODOLOGY

Research design: The research design is use in this project is "descriptive Research Design."

Sample size: The sample size is 100 employees.

Source of data collection: (Primary Data) In my research work primary data are collected through questionnaire fill-up by employees.

RESULT AND DISCUSSION

TABLE-1 (Age)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25	6	6.0	6.0	6.0
	26-35 year	63	63.0	63.0	69.0
	36-44 year	26	26.0	26.0	95.0
	above 45	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

The 63% portion shows the highest respondent belong the 26 to 35 year group and second highest are 26% respondent belong to the below 66-44 years age. So the researcher concludes that the in company most of the employees are young blood.

TABLE-2 (Gender)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	61	61.0	61.0	61.0
	FEMALE	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

The figure shows the gender 61% respondent are male and only 39% respondent are female. So we conclude that the company hires maximum male employees for company.

TABLE-3 (Education Status)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under Graduate	8	8.0	8.0	8.0
	post graduate	46	46.0	46.0	54.0
	Graduate	36	36.0	36.0	90.0
	any other	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

The figure shows the educational status of the employees who are working in the company. 36% employees are under graduate and 46% are post graduate. From this analysis researcher conclude that the company hires most the educated person who runs the company.

TABLE-4 (Marital Status)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	72	72.0	72.0	72.0
	Unmarried	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

The figure shows the marital status of employee. Company hire both married and unmarried employees but the company hire maximum married employee which conclude from the above figure.

TABLE-5 (Experience)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 2 year	32	32.0	32.0	32.0
	2-5	40	40.0	40.0	72.0
	5-8	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

The figure shows the Experience employee in company are of less than 2 years are 32% and 2-5 are 40% and 5-8 28%. From this analysis researcher conclude that the company have pool of well-talent experience employee at work.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	salary increase	37	37.0	37.0	37.0
	Promotion	39	39.0	39.0	76.0
	Leave	6	6.0	6.0	82.0
	motivational talk	2	2.0	2.0	84.0
	Recognition	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

From the figure we can conclude that the employee of the company is mostly motivated through promotion 39% and then salary increases 37% and there are 16% motivated through the recognition are only 6% and 2% leave and motivational talk respectively.

TABLE-7 (OPINIONS OF THE EMPLOYEES TOWARD QWL & JS)

Sr.No	PARAMETERS	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	My job provides good health benefits.	46%	15%	23%	16%	-
2	I feel that my job is secured for life.	6%	42%	50%	-	2%
3	The compensation provided by the organization helps you in maintaining a socially desirable standard of living	28%	44%	15%	13%	-
4	At the place where I work, I am treated with respect.	-	53%	41%	6%	-
5	I trust the management at the place where I work.	-	46%	42%	12%	-
6	I get a lot of freedom to decide how to do my own work.	27%	52%	21%	-	-
7	I got opportunities for carrier growth	41%	12%	20%	27%	-
8	I get chance to social integration at work place	24%	45%	23%	8%	-
9	The company follows rules and regulation related constitution(HR perceptive)	47%	35%	7%	11%	-
10	I get adequate and fair compensation (including extra allowance and over time)	46%	38%	16%	-	-

(Source- Primary data)

TABLE-8

Sr.no	Statements	YES	NO
1	Are you satisfied with relationship with other staff member in organization?	79%	21%
2	Do you get reward if you complete your target?	82%	18%
3	How is the physical working condition in the Company?	70%	30%
4	Do the employees share experiences to help each other?	70%	30%
5	Does the top management involve employees in the management decisions?	54%	46%
6	Does the organization provide satisfactory Salary according to your Work?	72%	28%
7	Do you think quality of work life of the organization helps to improve your productivity?	68%	32%

FINDINGS

- From the above data analysis and interpretation, the researcher can get the different findings like the company hire the maximum male employees and they are young age group where as they are educated also.
- There is the good communication with the other staff member. The employees are sharing their experiences to the other employees for helping them.
- The company take care about the employee when make the decision and top management also think for the welfare of the employees. Employees are satisfied with their working hours but not highly satisfied so the company has to do work on it so that they will be highly satisfied.
- The employees are getting salary on the monthly basis and most are the married employees so the company has to pay time to time salary.
- The employees get reward when they complete the target but some are not getting so the company have to focus on it. The physical condition is good and the employees are satisfied but the company has to improve it.
- There is the direct relationship between the quality of work life and employee productivity. In the future there are the high prospects of the company. This is all about the findings and analysis of the company so the quality of work life is high so employee satisfaction is high.

SUGGESTIONS

- The company have to focus on the respect to employees at work place.
- To secured job of employee in company.
- Company have to increase career development opportunities in depth.
- Provide reward for the target completed.

CONCLUSIONS

The company employees are satisfied with the working condition of company, with other staff members, an get on work compilation, they are motivated through the promotion and salary increase, they share their experience to help the other employee, and management also involve employee in decision making.

LIMITATIONS

The Study was carried out with its own limitations in terms of time and resources. As a student lack of finance to utilize in survey. The findings of the study are based on the information supplied by the respondents, which might have their own bias views.

SCOPE OF THE STUDY

As quality of work life is the back bone for organizational development. This study helps to employer about overall quality of work life. It leads to frame strategies and policies to improve on concern area. The research aim is quality of work life is to makes the employee deliver his fullest potential and bring out his best results.

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APPENDIX

QUESTIONNAIRE

I am **PATEL JENISH** from UKA TARSADIA University. I am doing research on the topic of "QUALITY OF WORK LIFE AND EMPLOYEE SATISFACTION". The study is for academic purpose only. No information shall be disclosed anywhere.

Please tick mark () on your appropriate answers.

Demographical profile:

AGE

- Below 25
- 26-35 year
- 36-44 year
- Above 45

Gender: Male/Female/Third Gender

Educational status: Under graduate Post graduate Graduate Any other

Marital Status: Married/Unmarried/Divorce

Experience:

- Less than 2 years
- 2 – 5 years
- 5-8 years
- More than 8 years

Are you satisfied with relationship with other staff member in organization? Yes /No.

Do you get reward if you complete your target? Yes /No.

How is the physical working condition in the Company? Good /Average / Poor.

Do the employees share experiences to help each other? Yes /No.

Does the top management involve employees in the management decisions? Yes/No.

Does the organization provide satisfactory Salary according to your Work? Yes/No.

Do you think quality of work life of the organization helps to improve your productivity? Yes/No.

Which factor motivates you the most? (MULTIPLE TICK)

Salary increase

Promotion

Leave

Motivational talk

Recognition

Please provide your view point for the following Parameters

Sr.No	PARAMETERS	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	My job provides good health benefits.					
2	I feel that my job is secured for life.					
3	The compensation provided by the organization helps you in maintaining a socially desirable standard of living					
4	At the place where I work, I am treated with respect.					
5	I trust the management at the place where I work.					
6	I get a lot of freedom to decide how to do my own work.					
7	I got opportunities for carrier growth					
8	I get chance to social integration at work place					
9	The company follows rules and regulation related constitution(HR perceptive)					
10	I get adequate and fair compensation (including extra allowance and over time)					

THANK YOU

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Thanking you profoundly

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