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JOB SATISFACTION: A CASE STUDY WITH SPECIAL REFERENCE TO EMPLOYEES IN TIRUMALA MILK PRODUCTS PRIVATE LIMITED

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ABSTRACT

Research has been conducted in order to critically evaluate and examine the level of employees' satisfaction among the employees of Tirumala Milk Products Private Limited. The purpose of this study is also to observe and analyze the factors which create job satisfaction especially among the hardworking employees, and to find out the reasons of dissatisfaction if any. The primary data for this study was compiled through questionnaire filled in on a one-to-one basis by 125 respondents from a representative sample of employees of Tirumala Milk Products Private Limited. The results have shown that working environment, compensation, growth opportunities and training & development are the most important significant factors which directly influences in affecting Job Satisfaction. According to a number of literatures studied, lack of job satisfaction is a serious issue in various organizations and job dissatisfaction has become a major obstacle in employees' productivity and organization's growth. There are numbers of factors which can create job dissatisfaction among employees but in this study the very critical factors are discussed upon which the Tirumala Milk Products Private Limited management should really work on the job satisfaction of its employees.

KEYWORDS

job satisfaction, employees, motivation.

INTRODUCTION

Job satisfaction refers to a person's feeling of satisfaction on the job, which acts as motivation to work. It is not the self satisfaction, happiness or self contentment but the satisfaction on the job. Job satisfaction, a workers sense achievement and success, is generally perceived to be directly linked to productivity as well as to personal well being. Job satisfaction occurs when an employee feels he has accomplished something having importance and value worthy of recognition sense of joy.

The term relates to the total relationship between an individual and the employer for which he is paid. Satisfaction does mean the simple feeling state accompanying the attainment of any goal. The end state is feeling accompanying the attainment by an impulse of its objective job satisfaction. Does mean absence of motivation at work. Research works differentially describe the factors contributing to job satisfaction and job dissatisfaction. Hoppock describes job satisfaction as, "any combination of psychological, Physiological and environment circumstances that causes and person truthfully to say satisfied with my job.

Thus, job satisfaction is the most important and frequently studied attitude. It is positive attitude towards ones job. It is important to mention that an individual may off different attitudes towards various aspects of job.

NEED FOR THE STUDY

The job satisfaction is psychological feeling of person. It is a personal feeling of an employee towards his job. It is difficult to evaluate the satisfaction level of an employee. Because it is intangible and complex assemble of cognitions and emotional and also differs from one person to another person. From the available tools, an attempt is made to evaluate the satisfaction level among the employee of Tirumala Private Limited to possible extent.

OBJECTIVES

1. To know the job satisfaction level of employees of Tirumala Milk Product Private Limited.
2. To study the work environment in Tirumala Milk Product Private, Limited.
3. To suggest the factors that makes an employees to satisfy are their job.

DATA COLLECTION

PRIMARY SOURCES

Responses collected with the help of the schedule administered to the employees and management of Tirumala Milk Product Private Limited is the main primary source of data for this research work. The primary data are collected in three phases. In the first phase, the purpose and objectives of study are explained to them and requested to go through the schedule thoroughly. In the second phase, doubts of the respondents about the contents of the schedules are collected from the respondents by holding further discussions to elicit additional information.

SECONDARY SOURCES

The secondary sources of data are collected from the magazines, journals, bulletins, web sites and annual reports, etc., published by the organization .In addition to these, several structured interviews, and unstructured interviews, have also been conducted with experts on the subject and also a number of persons who are connected in one way or other, either directly to know about job satisfaction of the employees.

SAMPLE FRAME

The sample size was put 125 chosen from various functional areas of the organization. Stratified random sampling system has been followed to select employees of Tirumala Milk Product Private Limited ,

TOOLS FOR DATA COLLECTION

A questionnaire with a set of questions was constructed and administered to the sample employees of the organizations to elicit first hand information relating to the job satisfaction of employees at Tirumala Milk Product Private Limited.

TOOL FOR ANALYSIS

The interview schedule method is used for gathering data which are relevant for the study conducted among various categories of employees Tirumala Milk Product Private Limited. The data collected through the schedules from primary sources have been processed and the results are analyzed using the percentiles.

ANALYSIS

OPINION OF EMPLOYEES WITH REGARD TO PROFESSIONALISM OF CO WORKERS WITH WHOM THEY WORK

TABLE 1

S.No	Opinion	Respondents	Percentage
1	Very satisfied	68	56%
2	Satisfied	32	25%
3	Dissatisfied	19	15%
4	Strongly satisfied	6	4%
Total		125	100%

The above table depicts that 81% of employees are very much satisfied with the professionalism of their co workers with whom they work where 56% of employees are very satisfied and 25% of employees are satisfied and 19% of employees are dissatisfied with their professionalism of work with whom they work where 15% of employees are dissatisfied and 4% of employees are strongly dissatisfied.

OPINION OF EMPLOYEES WITH REGARD TO THE PRESENT JOB

TABLE 2

S.No	Opinion	Respondents	Percentage
1	Routine	51	40%
2	Fascinating	38	32%
3	Exciting	36	28%
Total		125	100%

The above table depicts that 40% of employees opined that their job is routine.32% of employees opined the job as fascinating. And 28% of employees expressed that their job is exciting.

OPINION OF EMPLOYEES WITH REGARD TO THE WORK ENVIRONMENT PROVIDED BY THE ORGANIZATION

TABLE 3

S.No	Opinion	Respondents	Percentage
1	Strongly satisfied	38	33%
2	Satisfied	28	22%
3	Dissatisfied	22	17%
4	Strongly dissatisfied	37	28%
Total		125	100%

The above table that 55% of employees are very much satisfied with work environment where .33% of employees are strongly satisfied and 22% of employees are satisfied with regard to the work environment provided by organization.45% of employees are dissatisfied with the work environment provided by the organization where .17% of employees are dissatisfied and.16% of employees are strongly dissatisfied.12% of employees are neutral.

OPINIONS OF THE EMPLOYEES WITH REGARD TO LEADERS BEING POSITIVE ROLE MODELS IN THE ORGANIZATION

TABLE 4

S. No	Opinion	Respondents	Percentages
1	Yes	85	68%
2	No	40	32%
Total		125	100%

The above table depict that 68% of employees opined that their leaders is positive role models .32% of employees opined that their leaders are not positive role models.

OPINION OF EMPLOYEES WITH REGARD INCREASES IN MOTIVATIONAL LEVELS FROM JOB SATISFACTION

TABLE 5

S.No	Opinion	Respondents	Percentages
1	Yes	90	72%
2	No	35	28%
Total		125	100%

The above table depicts that 72% of employees' opined that job satisfaction increases the motivational levels of the employees.28% of employees with their opinion contradicted

OPINION OF EMPLOYEES WITH REGARD TO SPECIFICATION OF THEIR JOB ROLES IN THE WORK ENVIRONMENT

TABLE 6

S.No	Opinion	Respondents	Percentages
1	Yes	87	72%
2	No	38	28%
Total		125	100%

The above table depicts that 69% of employees are satisfied with their job roles specified to them and. 30 % of employees are not satisfied with their roles specified to them

OPINION OF EMPLOYEES WITH REGARD TO CONFLICTS RESOLUTION TECHNIQUES FOLLOWED AND IMPLEMENTED IN THE ORGANIZATION

TABLE 7

S.No	Opinion	Respondents	Percentages
1	Yes	91	72%
2	No	34	28%
Total		125	100%

The above table depicts 72% of the employees are satisfied with the conflicts resolution techniques followed and implemented in the organisation.27% of employees expressed dissatisfaction with the conflict resolution techniques

OPINION OF EMPLOYEES WITH REGARD TO FRINGE BENEFITS PROVIDED IN THE ORGANIZATION

TABLE 8

S.No	Opinion	Respondents	Percentage
1	Very satisfied	68	56%
2	Satisfied	32	25%
3	Dissatisfied	19	15%
4	Strongly satisfied	6	4%
	Total	125	100%

The above table depicts that 81% of employees opined that the organization provides fringe benefits to the employees. Where 56% of employees are very satisfied .and 25% of employees are satisfied. 19% of employees opined contradictory to the above statement where in their opinions .15% of employees are dissatisfied and .14% of employees are strongly satisfied in their opinion.

OPINION OF EMPLOYEES WITH REGARD TO ROLE OF PERFORMANCE APPRAISAL IN ACHIEVING JOB SATISFACTION

TABLE 9

S.No	Opinion	Respondents	Percentage
1	Strongly agree	59	47%
2	Agree	44	36%
3	Disagree	12	9%
4	Strongly disagree	10	8%
	Total	125	100%

The above table depicts that 83% of employees opined that performance appraisal plays a major role in job satisfaction where 47% of employees are strongly agree.36% of employees are agreed in their opinions . Where 9% of employees are disagreed that the performance appraisal has no role to play in job satisfaction.9% of employees are strongly disagreed. Where 8% of employees are disagree.

OPINION OF EMPLOYEES WITH REGARD TO ROLE OF TRAINING PROGRAM RESULTING TO JOB SATISFACTION

TABLE 10

S.No	Opinion	Respondents	Percentage
1	Understanding job	62	49%
2	Renewed confidence	38	30%
3	No benefit	25	21%
	Total	125	100%

The above table depicts 21% of employees training programmes results to job satisfaction.49% of employees could understand better of the job 30% of employees expressed that training programe gives there renewed confidence.20% of employees that training programmes doesn't make them feel satisfied with the job.

OPINION OF EMPLOYEES WITH REGARD TO WORKING CONDITIONS AND WORKING ENVIRONMENT IN THE ORGANISATION

TABLE 11

S.No	Opinion	Respondents	Percentage
1	Highly satisfied	59	47%
2	Satisfied	36	28%
3	Dissatisfied	16	14%
4	Highly dissatisfied	14	11%
	Total	125	100%

The above table depicts that 75% of employees are satisfied with the working conditions and work environment in the organization. Where 47% of employees are highly satisfied and 28% of the employees are satisfied. Only 14% of employees dissatisfied with the working conditions and work environment in the organization.13% of employees are highlydissatisfied.11% of employees is dissatisfied .

OPINION OF EMPLOYEE WITH REGARD TO COMPENSATION PROVIDED BY THE ORGANIZATION

TABLE 12

S.No	Opinion	Respondents	Percentage
1	Strongly agree	56	44%
2	Agree	31	25%
3	Disagree	22	17%
4	Highly disagree	16	14%
	Total	125	100%

The above table depicts that 69% of employees expressed satisfaction with regard to the compensation paid by the organization.44% of employees are stronglyagred.25% of employees are agreed. 29% of employees expressed their disagree with regard to pay provided by the organization.17% of employees is disagree. 14% of employees are strongly disagreed.

OPINION OF EMPLOYEES WITH REGARD TO PARTICIPATION IN MANAGEMENT DECISION MAKING PROCESS

TABLE 13

S.No	Opinion	Respondents	Percentage
1	Satisfied	43	34%
2	Highly satisfied	37	29%
3	Dissatisfied	27	23%
4	Highly dissatisfied	18	14%
	Total	125	100%

The above table depicts that 63% of employees are satisfied management decision making process. 34% of employees are satisfied.29% of employees are highly satisfied.37%of employees are dissatisfied on participating in management decision making process.23% of employees aredissatisfied.14% of employees are highly dissatisfied with regard to participation in decision making process

OPINION OF EMPLOYEES WITH REGARD TO COMMUNICATION AND INFORMATION FLOW IN THE ORGANIZATION

TABLE 14

S.No	Opinion	Respondents	Percentage
1	Highly satisfied	42	33%
2	Satisfied	38	32%
3	Dissatisfied	27	21%
4	Highly dissatisfied	18	14%
	Total	125	100%

The above table depicts that 65% of employees are satisfied with the communication and information flow in the organization. where 33% of employees are highly satisfied, and 32% of employees are satisfied. 35% of employees are dissatisfied with the communication flow in the organization. 21% of employees are dissatisfied. 14% of employees are highly dissatisfied.

OPINION OF EMPLOYEES ON THEIR COMPENSATION MATCHES THEIR RESPONSIBILITIES IN THE ORGANISATION

TABLE 15

S.No	Opinion	Respondents	Percentage
1	Strongly agree	75	60%
2	Agree	37	29%
3	Disagree	9	8%
4	Highly disagree	4	3%
	Total	125	100%

The above table depicts that 89% of employees agree that compensation matches their responsibilities in the organization. 31% of employees are strongly agree. 10% of employees are disagree that the compensation matches in the organization. 8% of employees are disagree. 3% of employees are strongly disagree.

OPINION OF EMPLOYEES WITH REGARD TO AMOUNT AND FREQUENCY OF INFORMAL PRICE AND RECEIVE FROM THEIR SUPERIORS

TABLE 16

S.No	Opinion	Respondents	Percentage
1	Highly satisfied	47	37%
2	Satisfied	41	32%
3	Dissatisfied	24	19%
4	Highly dissatisfied	13	12%
	Total	125	100%

The above table depicts that 69% of employees are satisfied with amount and frequency of informal price receive their superiors. 37% of employees is highly satisfied. 32% of employees are satisfied. 31% of employees are dissatisfied with amount and informal price receive their superior. 19% of employees are dissatisfied. 12% of employees are highly dissatisfied.

OPINION OF EMPLOYEES WITH REGARD TO THE ENCOURAGEMENT FOR THEIR INNOVATIVE IDEAS

TABLE 17

S.No	Opinion	Respondents	Percentages
1	Yes	85	68%
2	No	40	32%
	Total	125	100%

The above table depicts that 68% of employees are satisfied with their superior encourages their innovative ideas. 32% of employees are not satisfied with their superiors.

OPINION OF EMPLOYEES WITH REGARDS TO THE RECOGNITION THEIR CONTRIBUTION

TABLE 18

S.No	Opinion	Respondents	Percentage
1	Strongly agree	75	60%
2	Agree	37	29%
3	Disagree	9	8%
4	Highly disagree	4	3%
	Total	125	100%

The above table depicts that 89% of employees agree that they are recognized for their contribution. 60% of employees are strongly agree. 29% of employees are agree. 11% of employees are disagree with the appropriate recognition for contribution. 8% of employees are strongly disagree. 3% of employees are disagree.

OPINION OF EMPLOYEES WITH REGARD TO THE INFORMATION PROVIDED TO PERFORM JOB WELL

TABLE 19

S.No	Opinion	Respondents	Percentage
1	Strongly agree	75	60%
2	Agree	37	29%
3	Disagree	9	8%
4	Highly disagree	4	3%
	Total	125	100%

The above table depicts that 60% of employees are agree that adequate information available to them to do job well. 36% of employees are strongly agree. 24% of employees are agreed in their opinion to then to do job well. 20% of employees are strongly disagree. 19% of employees are disagreed in their opinions.

TABLE 20

S.No	Opinion	Respondents	Percentages
1	Yes	85	68%
2	No	40	32%
	Total	125	100%

The above table depicts that 68% of employees are satisfied with their boundaries of job satisfaction. 32% of employees are not satisfied with boundaries of job satisfaction.

FINDINGS

89% of employees are satisfied with the compensation matches their responsibilities, 82% of employees satisfied with that the performance appraisal helps to achieve Job satisfaction, 79% of employees are satisfied with the professionalism of employees work With Whom their work, 75% of employees satisfies with the working conditions and work environment, 72% of employees satisfies that the job satisfaction really motivates them, 72% of employees satisfies with the conflicts resolution techniques 69% of employees satisfies that the roles specified by the organization, 69% of employees satisfies with the amount and frequency of informal price that receives from their superior, 68% of employees satisfies that the employer encourages their innovative ideas, 68% of employees satisfies with the pay provided by the organization, 68% of employees satisfies with the work environment are positive role models, 68% of employees satisfies with the boundaries of job satisfaction, 64% of employees satisfies with the fringe benefits provided by the organization, 63% of employees satisfies with the communication and information flow in the organization, 60% of employees satisfies with the recognition for their contribution, 60% of employees satisfies that the adequate information available to them to do job well, 55% of employees satisfies with the participation in the management decision making process, 52% of employees satisfies the company and place work, 49% of employees satisfies with the training program to job satisfaction, and 40% of employees satisfies with the present job.

CONCLUSION

Job satisfaction of its workers means a work force motivated and committed to high quality performance. Increase productivity the quantity and quality of output per hour worked seems to be a byproduct of improved quality of working life. From the findings it can be concluded that employees are satisfied about working conditions, work environment, fringe benefits, training programs, solving the problems of the employees. Finally, I would like to conclude that Tirumala Mild Products Private Limited is taking good care to the employee's. The management attitude towards employees is appreciable.

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