

Employee Satisfaction: A new approach

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Abstract

Employee satisfaction is the term used to describe whether employees are happy and contented and fulfilling their desires and needs at work.

This research report is about the in-depth study of the Effectiveness of Employees Satisfaction with reference to a France based multinational company and thereof suggesting some ideas to improve the satisfaction level in the company. In today's competitive environment it's mandatory to retain good employees so that organizations can achieve its goals and customer satisfaction as well. The main objective of this research report is to study the level of employee satisfaction in the companies. The research has undergone an exploratory pattern. This is because the questionnaire deals with the identified parameters to measure the satisfaction effectiveness as an exploratory base to find out any new concerns and issues that the employee might be having which may be hindering them from getting satisfaction from the organization. Through this research, I find that the process to satisfy employees followed is very practical and effective. I went ahead in this research with sample size of 40 employees. Data was collected through the questionnaires filled up by the employees of the company. The data collected through questionnaire along with the face-to-face conversation has been analyzed with utmost care, keeping the project unbiased from personal opinions.

1. Introduction

Employee satisfaction is the term used to describe whether employees are happy and fulfilling their desires and needs at work. I found that employee satisfaction is a factor in employee motivation, employee goal achievement, and positive employee morale in the workplace. I found that Job Satisfaction, Working Condition, Tasks, Compensation and Benefits, Promotions, Trainings are the main factors that affects the employee's behavior.

Employee behavior reflects the ethical of an organization. An employer should give the proper training and development programs to upgrade their employees so that the organization can achieve its goals and objectives. Employees should be motivated by their employers through various ways like positive working condition, work life balance, salary, extra benefits (monetary and non-monetary), performance appraisal, change in technology, etc. Also employees should get the opportunity of job rotation so that they can acquire general background of different departments. Employers should find the ways to diminish the employee's problems specially related to their job and workplace stress. There are some ways

to banish the stress like – balanced schedule, break projects into small steps, healthy relation with colleagues, humor in the situation, positive thinking, etc.

Also, employers should take care of their employees. As I have done my research in a manufacturing company and I saw that it was mandatory for all the workers as well as employees also to wear the helmets and leather shoes for their safety. So, it reflects that an organization is much more cautious for their employees.

."Employee satisfaction achieves Customer satisfaction". If employees are not satisfied then there will be negative impact on company's growth as well as productivity also. With this impact, company can lose its customers as well as goodwill also.

There are some satisfaction factors that falls under the following categories:

- Working condition
- Opportunities
- Work life balance
- Policies and procedures
- Rewards and recognitions

- People

Types of Research: EXPLORATORY & DESCRIPTIVE RESEARCH

Sample Size: 40

Primary Data:

The primary data was collected through the questionnaires filled up by the employees of the company.

Secondary Data:

I got information about the satisfaction level of employees from internal and external sources. I also made use of Internet, information from friends at other companies and their satisfaction level.

Analysis:

Both Exploratory and Conclusive research were undertaken for the project to be effective in its analysis. The data has been collected from both primary as well as secondary sources. The questionnaires used in the research process for being filled up by the respondents and the rest of the questions were designed based on my research. The data collected through questionnaires along with the face-to face conversation has been analyzed and keeping the project unbiased from personal opinions.

Significance of the research

Every research is conducted to fulfill certain objective and these objectives in turn fulfill some purpose.

Management curriculum is designed to give more practical exposure to the student so that he can make use of theoretical knowledge in the real-life situation, with this study of satisfaction process it has been decided that it provides opportunity to research for gaining practical insight of the HR workings. In my opinion there is always a scope for improvement and one can always learn from a new experience.

The report has the sequence of the procedure undertaken towards meeting of the objectives of the study. It has proper, described steps of data collection and the representation of the data is in a very comprehensive manner. It also includes some suggestions put forward hoping it would help the company achieve its vision.

Scope of Research:

- The present study can be extended to assess the other issues related to work, other than knowing the satisfaction level only.
- From the current study we can understand the basic issues related to the satisfaction process and accordingly formulate strategy to improve it.

DATA Analysis

PIE-CHART ANALYSIS

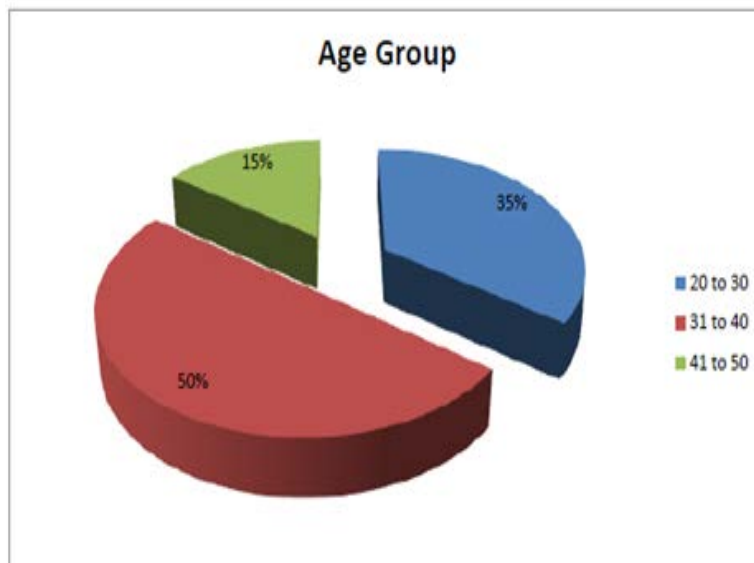


Figure 1:

Table 1:
Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	14	35.0	35.0	35.0
	31-40	20	50.0	50.0	85.0
	41-50	6	15.0	15.0	100.0
	Total	40	100.0	100.0	

Here we can say that the numbers of employees working in the company are the age group of 31-40 which is 50% of the total number of employees.

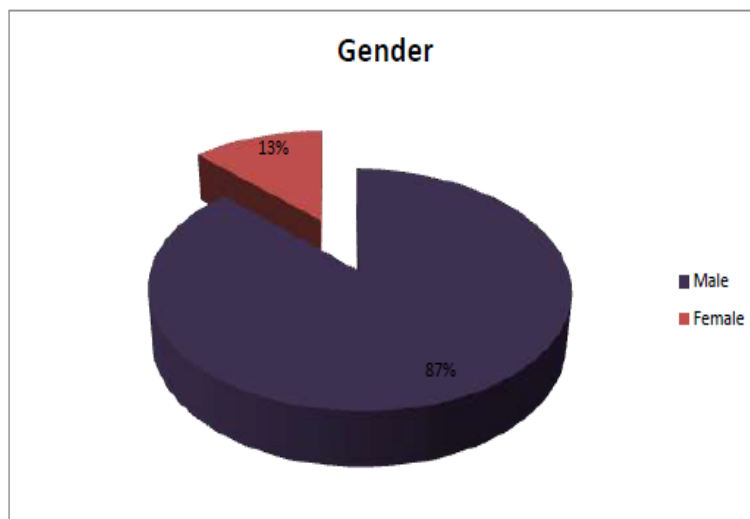


Figure 2:

Here we can say that there are 87.5% of the male employees working in the organization and only 12.5% of the female employees.

Table 2:

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	35	87.5	87.5	87.5
	female	5	12.5	12.5	100.0
	Total	40	100.0	100.0	

Designation

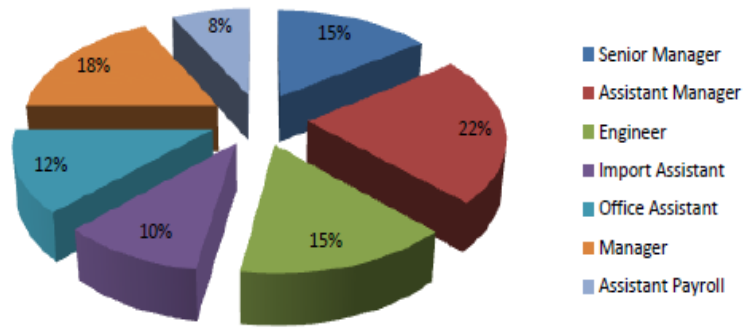


Figure 3:

Table 3:

Designation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid senior manager	6	15.0	15.0	15.0
assistant manager	9	22.5	22.5	37.5
engineer	6	15.0	15.0	52.5
import assistant	4	10.0	10.0	62.5
office assistant	5	12.5	12.5	75.0
manager	7	17.5	17.5	92.5
assistant payroll	3	7.5	7.5	100.0
Total	40	100.0	100.0	

Here we can say that there are 22.5 % of the assistant managers working in the organization so that the functions of the organization take place easily.

Income

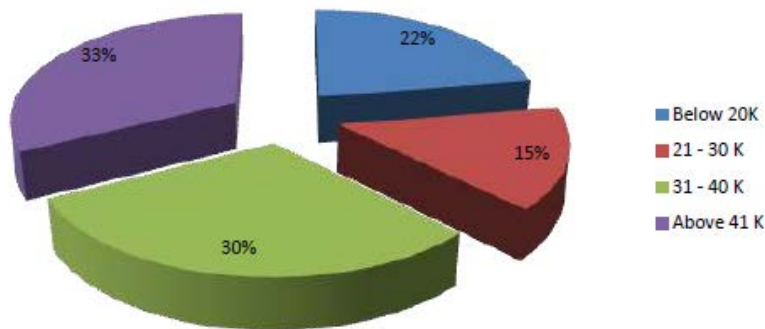


Figure 4:

Table 4:

		Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20k	9	22.5	22.5	22.5
	21-30k	6	15.0	15.0	37.5
	31-40k	12	30.0	30.0	67.5
	above 41k	13	32.5	32.5	100.0
	Total	40	100.0	100.0	

Here we can say that the 32.5% of the employees are getting a salary above 41k so most of the employees are satisfied.

Work Life Balance

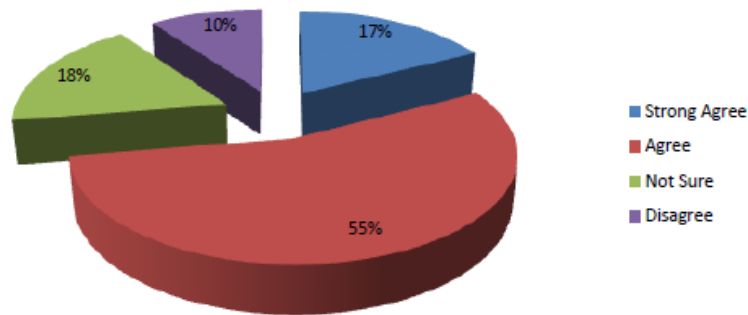


Figure 5:

Table 5:

		Work Life Balance			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	7	17.5	17.5	17.5
	agree	22	55.0	55.0	72.5
	not sure	7	17.5	17.5	90.0
	disagree	4	10.0	10.0	100.0
	Total	40	100.0	100.0	

Here we can say that the 55% of the employees are being able to balance between their personal and professional life.

Job Satisfaction

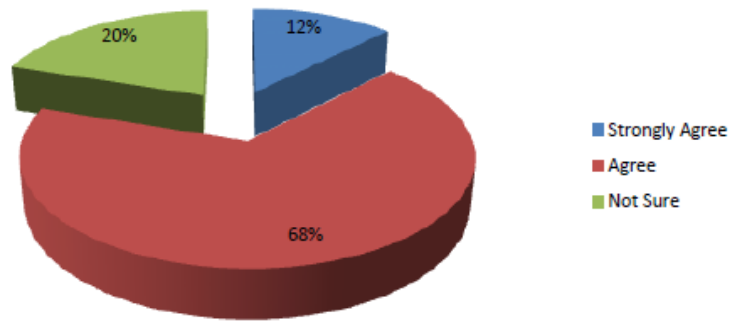


Figure 6:

Table 6:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	5	12.5	12.5	12.5
agree	27	67.5	67.5	80.0
not sure	8	20.0	20.0	100.0
Total	40	100.0	100.0	

Here we can say that 67.5% of the employees agree that the job which they are doing is what they have expected it to be and they are satisfied with it.

Quantitative Data Analysis

The quantitative analysis of the employee satisfaction process was done based on the responses of the employees to the questionnaire. The data has been analyzed by clubbing the questions under five heads. This has been done so that to come up with an effective tool to measure the effectiveness of the current satisfaction level, rate it, analyze it and then suggest measures to improve it and bring in effectiveness in the entire system. The following quantitative analysis has been done to study the satisfaction process effectiveness.

Qualitative Observations

In the process of questionnaire session in the company, following are the most significant observations:

- Incentives are given to people at least twice a year, this helps in keeping the employees feel

motivated to work for the benefit of the company. Mostly incentives are given for team work, but individual performance is also acknowledged.

- Employees feel empowered because of the effective and efficient HR policies.
- Most of the employees feel that they have got good product knowledge being with the company, than they had while working with their previous employers in the same field.
- Working culture at the company is good and has an environment conducive for better productivity.

CONCLUSION

Here, the number of employees working in the company is the age group of 31-40 which is 50% of the total number of employees and they are more satisfied. Also, 55% of the employees are being able to balance between their personal and professional life and they are satisfied with their work in the organization.

And 67.5% of the employees agree that the job which they are doing is what they have expected it to be and they are satisfied with it.

We can say that 75% of the employees agree that the organization gives privileges to female employees but then to the number of male employees right now working in the organization is more than female employees so they are dissatisfied.

They have good HR policies, which maintain quality workforce in the organization, a little more emphasis on the individual issues and the issues pertaining to satisfaction, and it will become the best employers to work with. It has good quality, environment and health safety policy, a lot of emphasis is placed on safe work environment, and all the facilities for handling with the adverse situations are present.

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