

A STUDY ON EMPLOYEE'S SATISFACTION TOWARDS NOBLE HONDA IN RASIPURAM

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Abstract—Job satisfaction represents one of the most complex areas facing today's managers when it comes to managing their employee. Many studies have demonstrated an unusually large impact on the job satisfaction on the motivation of workers while the level of motivation has an impact on productivity and hence also on performance of business organization unfortunately in our region job satisfaction has not hence the proper attention from neither scholars nor managers of various business organization.

Keywords— Absenteeism, Employee Turnover, Motivation, Productivity, Satisfaction

INTRODUCTION

Job satisfaction can be defined as employee's attitude towards the job. It is not same a motivation rather it is concerned with attitude and internal state of an individual regarding particular job. It could for be associated with a personal feeling of achievements, and hence shaped or determined by pay, supervisory style, and age factors. If the existing job fails to provide psychological or physiological need of individual, satisfaction from the job might be low more specifically, job satisfaction can be explained as an employee's general attitude towards the job. It is pleasurable feelings that result from an employee's perception of achieving the desired level of need or satisfaction job satisfaction fulfills individual psychological and physiological needs through organizational process. it is a multidimensional attitude which is made up of the attitude towards pay promotion, co-workers, supervision, the work environment and so on high job satisfaction implies that the employee are liking the job satisfaction related to the disliking of the job by individual. Job satisfaction is an intangible variable which is expressed through emotional feelings.

We can conclude that, job satisfaction is an employee' positive response towards the various aspects of job. It helps to improve job performance and can be determined by the dilation between employee expectation about job outcome and what the job actually offers.

Concept of Employee Job Satisfaction

Research has concluded that there is a relationship between job satisfaction and performance of the employees. Thus, job satisfaction or job dissatisfaction is an important concern of the management. High job satisfaction may lead to improved productivity, decreased turnover, and improved attendance, reduced accidents, less job stress and less unionization. Job satisfaction produces low morale among workers and low morale at work is highly undesirable. In examining the outcomes of job satisfaction, it is important to break down the analysis into a series of specific subtopics.

Job satisfaction and productivity

Is there any positive relationship between satisfaction and productivity? This controversy has been there over a number of years. Although, majority of people believe that there is a positive relationship, but research evidence concludes that there is not strong relationship between two these two.

Job satisfaction and employee turnover

Unlike the relationship between satisfaction and performance, research has concluded a moderate relationship between job satisfaction and turnover. High employee turnover is a matter of concern for the management as it disrupt the normal operations and continuous replacement of employee who leave the organization is costly and technically undesirable.

Job satisfaction and absenteeism

It has been conclusively proved that there is an inverse relationship between job satisfaction and absenteeism. When satisfaction is high, absenteeism is low and absenteeism is high. Less satisfied employees are more likely to be absent from work due to avoidable reason. This is known as voluntary absenteeism as against unavoidable absenteeism which is due to illness or other emergency reason. Management must be concerned with voluntary absenteeism, because its related to job satisfaction

Job satisfaction and union activities

It has been proved that satisfied employees are generally not interested in unions and they do not perceive them as necessary. Job satisfaction has proved to be the major cause of unionization. The employee joins the union because they feel that individually they are dissatisfaction. Low level dissatisfaction result in only grievances while higher level of dissatisfaction will result in employee strikes.

Job satisfaction and safety:

When people are dissatisfied with their jobs, company and supervisor, they are more prone to experience accidents. An underlying reason for this is that dissatisfaction takes one's attention away from the task at hand and leads directly to accidents. A satisfied worker will always be careful and attentive towards his job and the chances of accidents will be less.

Other effects of job satisfaction

In addition, there are a number of other effects brought about by high job satisfaction. Highly satisfied employees tend to have better physical and mental health, learn the new job related tasks easily, and have less job stress and unrest. Such employee will become more co-operative such as helping co-worker's, helping customers etc. such behaviour will improve unit performance and organizational effectiveness.

OBJECTIVES OF THE STUDY

For the objectives, I am going to taking the analyses over all employee satisfaction in noble Honda. When coming in to the overview define the providing the different opportunities to the same job, same time there may be takes place and the getting the job enlargements.

Primary Objectives

- To analyses over all employee satisfaction in noble Honda.

Secondary Objectives

- To analyses the employee salary and various monetary benefits.
- To analyses the human resources and work freedom.
- To analyses the employee safety and measures.

SCOPE OF THE STUDY

The scope of the study consists of data collection from the employee of satisfaction and through the questionnaire regarding the facilities provided by noble Honda to motivate employee and to know the benefits they getting and the study also conversed the suggestion given by the employee to motivate them

LIMITATION OF THE STUDY

The survey is done with respect to the employee satisfaction.

Through this study the satisfaction or the dissatisfaction of employee is known analysis could not be made as to which aspects directly leads to satisfaction or dissatisfaction this actually difference from person to person.

METHODOLOGY

Sample

It is the process of selecting representation subset of a total population for obtaining data for the study of the whole population the subset is known as sample. The sample size is selected for the study 40 employees. The techniques of sampling unit in this study are simple random sampling. chi square value was calculated. to the equal distribution of the sample organization. The chi square value of salary and working condition facility ($\chi^2 = .976$; $DF = 12$; $P < 0.05$) so that the equal distribution of samples and job title were equal organization.

Methods of Data Collection

- Primary data
- Secondary data

Primary Data

Data collected by a researcher is known as primary data. Which are collected a fresh and for the first time and thus happen to be original character. It is collected by a person for his own use obtained from findings. This is considered as first and information. This is that data which is collected by us to meet our own specific purpose. The data is collected by the means of questionnaire filled in by the employee satisfaction in noble Honda.

Secondary Data

Secondary data are those which have already been collected by someone else and which have already been used by the some of person. In this study facts were collected from the text books, journals magazines and wed sites.

Statistical Tools Used

- Simple percentage analysis
- Chi-square analysis

RESEARCH AND DISCUSSION

Table 1: Relationship Between Salary and Working Conditions Facilities

<i>Working Condition Facilities</i>	<i>Highly Satisfied</i>	<i>Satisfied</i>	<i>Neither Satisfied nor Dissatisfied</i>	<i>Dissatisfied</i>	<i>Total</i>
Highly Satisfied	1	7	0	0	8
Satisfied	4	17	2	2	25
Neither Satisfied nor Dissatisfied	0	4	0	0	4
Dissatisfied	0	1	0	0	1
Highly Dissatisfied	0	2	0	0	2
Total	5	31	2	2	40

Table 2: Chi square test

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.372	12	0.976

The above table shows that there is a relationship between salary and working condition facilities the value (.976) is greater than the significant value (0.05). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

CONCLUSION

The purpose of the study is to know the employee's satisfaction level in noble Honda, Rasipuram. Through analysis of the survey detail it is found that employee is highly satisfied with the salary working hours, career growth, working condition, co-workers support, monetary incentives and leave procedure. Except the work load and higher authority relationship all other variables positives effects on employee satisfaction in noble Honda

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