

A STUDY ON SATISFACTION LEVEL OF EMPLOYEES WITH SPECIAL REFERENCE A.R.M. EXPORTS TEXTILE INDUSTRY IN KARUR

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Abstract—Employee loyalty can be defined as employees being committed to the success of the organization and believing that working for this organization is their best option. The aim of the study was to find the impact of job satisfaction and organizational commitment on employee loyalty. This study also finds out the relationship between job satisfaction and organizational commitment. Further the study will also find the comparison of employee loyalty in manufacturing and service industry. At last the factors affecting satisfaction level of employee was also determined. To achieve the aim of the study the questionnaire survey was used. The results show that there is an impact of employee loyalty and organizational commitment on job satisfaction.

INTRODUCTION

Employee satisfaction is the terminology used to describe whether employees are happy, contented and fulfilling their desires and needs at work. Many measures support that employee satisfaction is a factor in employee motivation, employee goal achievement and positive employee morale in the work place. Susan M. Heath field (About.Com). Cranny, Smith & stone (1992) defined ES as the combination of affective reactions to the differential perceptions of what he/she wants to receive compared with he/she actually receives.

STATEMENT OF THE PROBLEM

The study aims at for analyzing the level of job satisfaction of employees in 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.

NEED FOR STUDY

Organizations to satisfy the employee create more positive work environment. The study is in view for employees as a key priority for employer to satisfy their careers.

OBJECTIVES OF THE STUDY

- To determine the level of job satisfaction of employees in organization.
- To analyze various factors that influence employee satisfaction, To find out the employees engagement level in organization.
- To study the welfare facilities existing in the organization.
- To study the worker satisfaction level of labour welfare facilities.
- To make constructive suggestion to improve the welfare.

Primary objective:

- To study about the satisfaction level of employees with special reference.

Secondary objectives:

- To study the welfare facilities existing in the organization
- To make constructive suggestion level of labour the welfare.

SCOPE & SIGNIFICANCE OF THE STUDY

The scope of the study consists the important of the employees satisfaction is to find out the satisfaction level of the employees.

The objectives tell about the necessity of the study. The project work based on the descriptive research. Random sampling is used for data collection.

REVIEW OF LITERATURE

- Ami Boyad, Shiji Lyndon & Shamira Malekar (2012) studied on employee satisfaction in reference with textile industries. The main objective of the study was to examine the level of satisfaction of the respondent regarding their job and to find out employee engagement level in the organization.
- 80 respondents were randomly selected for the study. It has been concluded that there was a fear of reprisal among the employees to reveal their personal feelings and the result may not reflect the actual satisfactions.
- SSM Sadrul Huda, Nargis Akhtar and Afsana Akhtar (2011) have made an attempt to find out the correlation between work motivation and job satisfaction in Bangladesh.
- 200 sample units Garment workers were selected and it has been concluded that the workers are unhappy with their working environment and about pay package. Out of eight variables, only three variable workers of the garment industry in Bangladesh have satisfaction.
- .M. M. C. De Silva (2014) studied on employee satisfaction and the main objective of the study was to examine the impact of job satisfaction and employee education on textile industry with reference to the Gampaha district, Sri Lanka. 90 respondents (machine operators) were selected for the survey. It has been found that there was no positive relationship between employee efficiency, job satisfaction and education and management should improve its strategies.
- Tajammal Hussain and Sheikh Sana Ur Rehman (2013) have made an attempt to find out the level of job satisfaction among the managerial personnel of Textile sector of Pakistan.
- A total number of 400 respondents have been selected. It has been concluded that employees' satisfaction is highly linked with culture of organization. Organizations ensuring better work environment, facilities and awards and compensation plans for their employees are proved house ofsatisfied and motivated employees.
- Dr.U.Vani and Ms. P. Janani (2016) studied on satisfaction level of employees as to assess the workers satisfaction level towards various factors of wages and salary, promotion opportunities, working conditions, training and development, etc. 165 respondents were selected for the survey.
- It is concluded that majority of employees are satisfied with their salary and training opportunities in their company.

RESEARCH METHODOLOGY

- The main purpose of the study is to know the satisfaction level of employees in reference to textile industry. Descriptive research design is used for the purpose of the current study. Primary data were collected with the help of structured questionnaire filled by observation and customer's experience.
- The sampling size for this research is 133 respondents. This sampling unit for this research was respondents of Chennai. SPSS tool is used to for analysis and interpretation of data. Convenience sampling method and Non- probability sampling method have been use
- 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. This Research design applied for the study is 'Descriptive Research'.

Descriptive research design:

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

SAMPLING TECHNIQUE:

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

Probability sampling:

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

Convenience sampling

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

SOURCES OF DATA:

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample.

The two types of sources of data are:

Primary data:

The Primary data for this study was collected through questionnaire.

Secondary data:

Secondary data was collected from external sources like Websites, Journals etc.

SAMPLE SIZE:

The respondents of this study considered were the employees of different companies in Chennai. The sample size chosen for the study is 133.

PERIOD OF STUDY:

Period of study describes the period, that is, the date of beginning of the study and the date of ending of the study. Period of study of this study is from January 2022 to April 2022.

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE ANALYSIS

- Table showing the association between gender of the employees and ability to influence decision that affect.
- Alternative Hypothesis (H1) – There is no association between employees gender and ability to influence decision that affect.
- Null Hypothesis (H0) – There is significant association between employees gender and ability to influence decision that affect.

GENDER OF THE RESPONDENTS *ABILITY TO INFLUENCE DECISION THAT AFFECT Cross tabulation			ABILITY TO INFLUENCE DECISION THAT AFFECT					Total
			1	2	3	4	5	
GENDER OF THE RESPONDENTS	-	Count	5	2	1	1	0	9
		% within GENDER OF THE RESPONDENTS	22.7%	43.2%	29.5%	2.3%	2.3%	100.0%
	-	Count	25	20	25	4	3	77
		% within GENDER OF THE RESPONDENTS	23.4%	31.3%	39.1%	6.3%	0.0%	100.0%
	-	Count	15	10	12	10	0	47
		% within GENDER OF THE RESPONDENTS	20.0%	28.0%	48.0%	4.0%	0.0%	100.0%
Total		Count	45	32	38	15	3	133
		% within GENDER OF THE RESPONDENTS	22.6%	34.6%	37.6%	4.5%	0.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.024a	8	.645
Likelihood Ratio	6.242	8	.620
Linear-by-Linear Association	.691	1	.406
N of Valid Cases	133		

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.213	.645
	Cramer's V	.150	.645
/	Contingency Coefficient	.208	.645
N of Valid Cases		133	

INTERPRETATION

Since p value 0.645 is greater than 0.05, we accept null hypothesis and reject alternative hypothesis. Therefore, there is no significant association between employees gender and ability to influence decision that affect .

ONE WAY ANOVA:

Descriptive

Are you satisfied with the infrastructure facilities provided by the organization

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
strongly agree	26	1.77	.863	.169	1.42	2.12	1	4
agree	56	2.13	.788	.105	1.91	2.34	1	4
neutral	34	2.56	.927	.159	2.24	2.88	1	5
disagree	16	2.31	.946	.237	1.81	2.82	1	4
strongly disagree	1	5.00	5	5
Total	133	2.21	.922	.080	2.05	2.37	1	5

ANOVA

Are you satisfied with the infrastructure facilities provided by the organization

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.545	4	4.386	5.937	.000
Within Groups	94.560	128	.739		
Total	112.105	132			

INTERPRETATION

In these results, the null hypothesis states that the mean hardness values of 4 different points are equal. Because the p - value is less than the significance level of 0.05, you can reject the null hypothesis and conclude that some of the points have different means.

FINDINGS

- Majority (48.1 %) of the respondents are age between 25 to 30 years.
- Majority (60.2%) of the respondents are male
- Majority (57.9%) of the respondent are UG.
- Majority (42.1%) of the respondents are 5-10years.
- Majority (39.1%) of the respondents satisfied.
- Majority (48.9%) of the respondents the good.
- Majority (40.6%) of the respondents with the satisfied.
- Majority (44.4%) agree of the respondents.
- Majority (46%) of the respondents with the good.
- Majority (39.8%) respondent of agree.
- Majority (41.4%) respondents of agree,

- Majority (46.6%) respondent of satisfied.
- Majority (42.1%) respondent of agree
- Majority (40.6%) of the respondents satisfied.

SUGGESTIONS

Based on the findings and conclusion of this study, the following recommendations are:

- Compensation / Salary & bonus package should be increased according to cost of living and to be paid regularly at just time.
- Work place safety net program to ensure for increasing job satisfaction level.
- Participation in management to be ensured.
- Job security & training facilities to be ensured.
- The promotional opportunities and safety facilities should be increased then present stage.
- Workers are to be rewarded for their better performance.
- Company should be more committed to promote welfare facilities as it creates more productivity which in turn benefits the company.

LIMITATIONS OF STUDY

- ❖ The study is confined to Chennai district only
- ❖ The study is based upon the employee Satisfaction textile industry. • The data collected for the research is fully on primary data given by the respondents.
- ❖ Due to storage of time and other constraints, the study has been limited 133 respondents only.

CONCLUSION

- The objective of the study was to find out the employee job satisfaction towards organization among employees at A.R.M Textiles Ltd. The study found that workers of garment sector in A.R.M. are not satisfied with safety facilities; leave policy; and behavior of the owner. The study also found that the workers in garment sector are satisfied with working environment;
- present health care facility and overtime benefits. It is known that job satisfaction is a matter of perception and that perception may or may not be accurate. There are many factors that influence satisfaction of employees. Among the various factors ranked, it was found that payment of wages and salary are satisfied, proceeding to co-workers relationship are cordial, Working conditions are satisfied and Promotion opportunities are satisfied followed by Jobs security.
- Company policies and rules and Training and development are satisfied respectively. But if an employee approaches the problem with more confident and positive, he can be satisfied and succeeded easily.

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