

A STUDY ON EMPLOYEE SATISFACTION TOWARDS SSF PLASTICS WITH REFERENCE TO HOSUR

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Abstract—Employee satisfaction is a critical factor in organizational success, influencing productivity, retention, and overall performance. This study aims to assess the level of employee satisfaction within SSF Plastics, a leading company in Hosur, and explore the factors contributing to it. Through a mixed-methods approach including surveys, interviews, and observations, data was collected from a sample of employees across various departments. The study investigates key dimensions of employee satisfaction such as job satisfaction, work-life balance, communication effectiveness, career development opportunities, leadership quality, and employee benefits. Findings indicate the strengths and weaknesses of SSF Plastics' organizational culture and highlight areas for improvement.

INTRODUCTION

Human resources management (HRM) is a management function concerned with hiring, motivating and maintaining people in an organization. It focuses on people in organizations. Human resource management is designing management systems to ensure that human talent is used effectively and efficiently to accomplish organizational goals. HRM is the personnel function which is concerned with procurement, development, compensation, integration and maintenance of the personnel of an organization for the purpose of contributing towards the accomplishments of the organization's objectives. Therefore, personnel management is the planning, organizing, directing, and controlling of the performance of those operative functions (Edward B. Philipppo).

STATEMENT OF THE PROBLEM

It is said that satisfied workers is a productive workers any kind of grievance relating to organizational or personal to a greater extent influence on the job. So every organization is giving higher priority to keep their workers with satisfaction by providing several facilities which improves satisfaction & which reduces dissatisfaction. Employee satisfaction is considered as a key issue by the entrepreneur where efforts are taken & program are initiated. If an workers is not satisfied with the job there are chances for absenteeism, turnover, lower productivity, committing of mistakes, diverting energy for different types of conflicts keeping this thing in view all organization are typing to identify the areas where satisfaction to be improved to get out of the above dangers. In this connection a survey was conducted on behalf of Wipro Infrastructure Industries ltd to identify the level of satisfaction in terms of strongly agree to strongly disagree on various job related factors.

OBJECTIVES OF THE STUDY

Primary objectives:

The study on Employee satisfaction towards SSF plastics India Pvt ltd at Hosur

Secondary objectives:

- To study workers satisfaction with working hours and leave facility
- To evaluate the level of Employee satisfaction among the workers.

- To arrive at suggestion and improvement regarding Employee satisfaction.
- To analyse the performance of employees based on Employee satisfaction
- To understand whether the relationship among co-workers increases Employee satisfaction
- To study the workers safety measures and work environment.
- To study the workers satisfaction level of welfare measure provided by the company.

SCOPE OF THE STUDY

The study is useful to find out the opinion of the workers about the Employee satisfaction. The study will predict the need of the guidance for Employee satisfaction. Through the guidance we can improve the SSF Plastics Ltd Industries. Research has given information about the Employee satisfaction prevailing in the organization. Study will suggest some recommendations to improve the work environment, welfare measures and all other things in the working conditions.

LIMITATIONS OF THE STUDY

Any research study would be facing certain limitations technical (or) procedure (or) otherwise. The present study has not been and exception to this rule and had come across certain limitations. The following are few of such limitations:

- The research study is limited period and department workers.
- Due to time constraints, data collection is restricted to 120 respondents only.
- The study was conducted only for workers not employees.
- The study is based on the opinion of the workers about the Employee satisfaction. So there may be changes due to personal bias.
- The studies only suitable for SSF Plastics Ltd.

LITERATURE REVIEW

Albrecht and Leiter (2017)¹ point out that our emotional experiences can be characterized by a continuum of low excitement - high excitement and sadness - pleasure. It is possible to inscribe the majority of human experiences in this two-dimensional grid. Therefore, with this model, one can describe commitment as a pleasant state of mind with a fairly high excitement, with its level lying between enthusiasm and happiness. With similar reasoning, satisfaction can be placed within a pleasant state, but with insignificant excitement

Brenninger, (2017)² for getting satisfied employees and good results supervisors have to adapt their leadership style in a way that employees get more involved in the decision making processes to get a higher level of commitment for the enterprise's goals. Supervisors have to involve as many employees as possible. They have to support individual and team effort and share information through the company for motivating employees. Good supervisors do not work only vertically they also work horizontally, which means they have to manage cross-functional processes, projects, time and resources

Aziri, (2018)³ The availability of superiors at the time of need, the ability to connect employees, stimulating creative thinking and knowledge of values, openness in the eyes of employees and the ability to communicate with employees are basic features of supervision. Various researches have shown that with good and effective supervisor, the level of employee satisfaction was high, while with poorer communication skills, the level of employee dissatisfaction was high

Smith, and Salvaggio (2018)⁴ recently observed, researchers' micro-orientation towards the job attitude performance relationship is somewhat perplexing, given that the interest in employee attitudes had much of its impetus in the 1960s when organizational scientists such as suggested that the way employees experience their work would be reflected in organizational performance. Historically, the job satisfaction-performance linkage has been primarily discussed by theorists from the Sociotechnical and Human Relations schools of thought.

Harter et al. (2019)⁵ the authors conducted a meta-analysis of studies previously conducted by The Gallup Organization. The study examined aggregated employee job satisfaction sentiments and employee engagement, with the latter variable referring to individual's involvement with as well as enthusiasm for work. Based on 7,939 business units in 36 organizations, the researchers found positive and substantive correlations between employee satisfaction-engagement and

the business unit outcomes of productivity, profit, employee turnover, employee accidents, and customer satisfaction. More importantly, these researchers explored the practical utility of the observed relationships

Emery & Trist, 2019)⁶ organizational performance depends on congruence between the technical and social structures of the organization. Building on this notion, the Human Relations perspective posits that satisfied workers are productive workers (e.g., Liker, 1961; McGregor, 1960). Thus, organizational productivity and efficiency is achieved through employee satisfaction and attention to employees' physical as well as socio emotional needs. Human relations researchers further argue that employee satisfaction sentiments are best achieved through maintaining a positive social organizational environment, such as by providing autonomy, participation, and mutual trust

Witte (2020)⁷ highlighted on the group differences aspect in Employee satisfaction. The study was done on the manufacturing industry in Tamil-Nadu. A model was created for testing the hypothesis. The model was "Job Demand Control support" and the analysis found says that job demand (It is a psychology which says the job requires certain capabilities) have the highest effect in explaining satisfaction in relation to the working conditions and less in relation to explaining satisfaction with job content. Revealed a significant difference between high and low a work culture group which is related to their satisfaction with management The possible reason for it being the obligation towards others produced a sense of responsibility within individuals which made them more satisfied in comparison to low scorers on this dimension.

Rowan (2020)⁸ Employee satisfaction represents a combination of positive or negative feelings that workers have towards their work. Meanwhile, when a worker employed in a business organization, brings with it the needs, desires and experiences which determinates expectations that he has dismissed. Employee satisfaction represents the extent to which expectations are and match the real awards. Employee satisfaction is closely linked to that individual's behaviour in the work place. The main objective of the study, there are many factors of job dissatisfaction such absenteeism, complaints, demotivation, high turnover, delay etc. Also there are also numerous factors that determine the level of Employee satisfaction of employees, financial advantages and benefits, career development and promotion, working environment, managers and colleagues.

Dev (2021)⁹ in his study on Public and Private Sector industry found that clients of water treatment industry are more satisfied than those of other industry in most of the dimensions except Interest rates and other Charges and Accessibility whereas the clients of water treatment industry are more satisfied than the clients of private sector. One area where both types of industry are lacking the most is Customer orientation. Performance norms have also suffered in all types of industry. It was also observed that water treatment industry in India, especially the manufacturing industry need to equip themselves with the latest technology.

Nir (2021)¹⁰ studies the importance of employee's perceived organizational support on Employee satisfaction. There are two aspects to satisfaction mainly intrinsic and extrinsic. Earned status and respect are those of the extrinsic factors which plays an important role in employee satisfaction. Self-efficacy as an intrinsic factor helps as it promotes individual self-fulfilment. When organization value its employees contribution, cares about their well-being then employees are satisfied intrinsically and extrinsically.

Kumari and Pandey (2022)¹¹ states that public sector and private sector industry both are equally important for any nation and these two are the basic requirement for any nation to prosper and grow. Here the Employee satisfaction level was tested in relation to job ambivalence (the state of having mixed feelings or contradictory ideas about something). Higher performance rating was given to the supervisor when the job ambivalence faced by the employees is less and vice-versa. Employee satisfaction and performance has no relation when the job ambivalence increases towards the job. Therefore, organizations should focus on bringing clarity to the employees about their work, the process to be followed for the better understanding of the job.

Gardon (2022)¹² in his research on the Employee satisfaction of the workers of industrial concern and human needs industries found that if person's individual needs are satisfied then their Employee satisfaction increases; thereby reflecting a positive relation with the Employee satisfaction. Studied on the Employee satisfaction concluded that effective education is necessary to develop good image of the industry employees, Employee satisfaction increased by perfect management. In fact the new managerial paradigm which insists that employees should be treated and considered primarily as human beans that have their own wants, needs, personal desires is a very good indicator for the importance of Employee satisfaction in contemporary companies. When analysing Employee satisfaction the logic that a satisfied employee is a happy employee and a happy employee is a successful employee

Adeniji (2023)¹³ in his study on Organizational Climate and Employee satisfaction among industry employee in Some Selected place. The study was based on the responses received from

120 respondents of manufacturing industries in the India. The results showed a positive relationship between organizational climate and Employee satisfaction. Employee satisfaction is a worker's sense of achievement and success on the job. It is generally perceived to be directly linked to productivity as well as to personal well-being. Employee satisfaction implies doing a job one enjoys, doing it well and being rewarded for one's efforts. Employee satisfaction further implies enthusiasm and happiness with one's work. Employee satisfaction is the key ingredient that leads to recognition, income, promotion, and the achievement of other goals that lead to a feeling of fulfilment

Vagh (2023)¹⁴ highlighted that most of the employees of water treatment industry were not satisfied. Employees of the industry have many questions and there is a strong need to give the attention on solution of employee's questions as and when it arises. The positive feeling associated with high Employee satisfaction that result from favourable evaluations of what organization supplies make people more willing to carry out behaviours associated with tasks that contribute to organizational effectiveness. In the vast literature based on Employee satisfaction one may find that Employee satisfaction has been investigated through differing methodologies, serving as a predictor, outcome, moderator and mediator variables. Thus Employee satisfaction has been linked to empowerment, training, organizational commitment, teamwork and compensation.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods techniques but also the methodology.

RESEARCH DESIGN

The formidable problem that follows the task of defining the research problem is the preparation of the design of the research, popularly known as the "research design". 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.

SAMPLE DESIGN

Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a convenience or inference about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by examining only a part of it.

TYPES OF RESEARCH

The research was of descriptive design; aim to procure a clear, complete and accurate description of the situation.

DATA SOURCE

Data was taken mostly through primary data. However company and product profiles were referred too. A structured UN- disguised interview schedule was designed to collect data source. The schedule method was opted since the method would help to concise amount of information.

QUESTIONNAIRE

A good care was taken by the researcher to design the schedule. All the objectives were taken into consideration while designing the hand-out. More of the closed and few ended questions were asked for the survey.

STUDY AREA: The survey was conducted in Hosur.

SAMPLING TECHNIQUE

The sampling techniques were used for the survey was convenience sampling.

SAMPLING SIZE

The sample size is certified to its nature of data collection .data collection is based on the primary data.120 respondents are taken as the sample for this study.

METHODS OF DATA COLLECTION DATA SOURCES

PRIMARY DATA

Primary goal is original and collected by the researcher freshly. In this study primary data was collected through interview schedule. A interview schedule is a popular means of collecting primary data. An interview schedule is a list of question for getting to know the opinion & information from the respondents.

SECONDARY DATA

Secondary data is the data, which is already available. It can be obtained through company records, internet and some data collected from the observation method by the researcher.

ANALYTICAL DESIGN

- Simple Percentage Method
- Chi square Method
- Correlation Method

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST

NULL HYPOTHESIS

H0: There is no significance relationship between educational qualification and Company conducted any training programme.

ALTERNATIVE HYPOTHESIS

H1: There is a significance relationship between educational qualification and Company conducted any training programme.

Educational qualification * Company conducted any training programme				
Cross tabulation				
		Company conducted any training programme		Total
		Yes	No	
Educational qualification	School level	25	0	25
	Under Graduation	47	0	47
	Post Graduation	10	19	29
	Others	0	19	19
Total		82	38	120

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	89.722 ^a	3	.000
Likelihood Ratio	112.477	3	.000

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Linear-by-Linear Association	75.904	1	.000
N of Valid Cases	120		

0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.02.

RESULT

Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there is no significant difference between Education Qualification and Company conducted any training programme.

CORRELATION ANALYSIS

Correlation analysis between Monthly Income and Monetary benefits provided.

Nonparametric Correlations

Correlations				
			Monthly Income	Monitory benefits provided
Kendall's tau_b	Monthly Income	Correlation Coefficient	1.000	.847**
		Sig. (2-tailed)	.	.000
		N	120	120
	Monitory benefits provided	Correlation Coefficient	.847**	1.000
		Sig. (2-tailed)	.000	.
		N	120	120
Spearman's rho	Monthly Income	Correlation Coefficient	1.000	.894**
		Sig. (2-tailed)	.	.000
		N	120	120
	Monitory benefits provided	Correlation Coefficient	.894**	1.000
		Sig. (2-tailed)	.000	.
		N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).				

Correlations			
		Monthly Income	Monitory benefits provided
Monthly Income	Pearson Correlation	1	.881**
	Sig. (2-tailed)		.000
	N	120	120
Monitory benefits provided	Pearson Correlation	.881**	1
	Sig. (2-tailed)	.000	
	N	120	120

Correlation is significant at the 0.01 level (2-tailed).

Result

This is a positive correlation. There are relationships between Monthly Income and Monitory benefits provided.

FINDINGS

- Majority (43.3%) of the respondents age are 36-45 years.
- Majority (61.7%) of the respondents are male.
- Majority (51.7%) of the respondents are married.
- Majority (39.2%) of the respondents qualification are under graduation.
- Majority (35.0%) of the respondents income are below Rs.5,000.
- Majority (40.8%) of the respondents experience are 4-10 years.
- Majority (43.3%) of the respondents are work half shift.
- Majority (43.3%) of the respondents are said very good in infrastructure facility.
- Majority (56.7%) of the respondents are receive appreciation in our performance.
- Majority (49.2%) of the respondents are satisfied work load.
- Majority (49.2%) of the respondents are said company provide medical facility.
- Majority (62.5%) of the respondents are highly satisfied in monitory benefits.
- Majority (62.5%) of the respondents are highly satisfied in monitory benefits.
- Majority (94.2%) 94.2% of the respondents are have insurance in the concern.
- Majority (36.7%) of the respondents are highly satisfied in with the present job.
- Majority (68.3%) of the respondents are company provide training programme.
- Majority (90.8%) of the respondents are participate on the job training programme.
- Majority (45.5%) of the respondents are satisfied in training programme.
- Majority (35.0%) of the respondents are satisfied in working hours.
- Majority (36.7%) of the respondents are satisfied in leave facility.

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- Majority (54.2%) of the respondents are highly satisfied with the welfare measures.
- Majority (48.3%) of the respondents are fair policies & practice factor influencing Employee satisfaction.
- Majority (45.8%) of the respondents are analyse attention in our performance.
- Majority (45.0%) of the respondents are good in relationship between co-workers.
- Majority (39.2%) of the respondents are satisfied in transport factors.
- Majority (30.0%) of the respondents are allowances benefits provided.

SUGGESTIONS

- Financial motivation like rewards, awards may increase the level of satisfaction in the job.
- The management should permit and encourage the staff for their further career development.
- The employee management may provide medical leave sick leave etc and Good working environment.

SUGGESTIONS FOR FUTURE STUDIES

In the light of present research and its research it is suggested to undertake tin following studies in a methodical ways and with wider approach in order to bring into focus the variables and areas which neither were nor incorporated in the study. Studies may be taken up to identify the psychological for that contributes for Employee satisfaction like marital status residence etc. Also studies may be taken up on experimental basis to enhance the Employee satisfaction of employee.

CONCLUSION

In this study, six factors (compensation package, career growth, job security, working conditions, supervisory support, and team cohesion) of academics' Employee satisfaction among private universities in Hosur These factors affect academics' Employee satisfaction and influence their decision to either stay in or leave their job. Again, the Employee satisfaction factors are examined using several analytical methodologies i.e. correlation and chi square analysis to identify the most influential factors for academics from the identified factors of Employee satisfaction. The three most influential factors for Employee satisfaction are compensation package, job security, and working condition. Interestingly, despite many other dissatisfaction issues of different degrees, respondents showed very positive attitudes toward the sense of pride in their job.

Such an attitude truly reflects the optimism of university academics that they still consider teaching is a noble profession. Compared to many other job types, university academics are still not well paid. Based on the findings, it is recommended that the management of all private universities should take necessary steps to provide greater financial benefits and create supportive organizational culture. University management can incentivize employees for publications in top journals; give bonus and other benefits, etc. To boost job security, leaders need to show consideration for the morale, welfare and well-being of their team, and the organization must provide training to improve employee skills. Giving recognition is another strategy i.e. rewards for good teaching and research, fair and transparent policies for performance appraisal. Furthermore, university management should design HR strategies including management support, better infrastructure, flexible working conditions, team cohesion, and flexible rules and policies in a way that their academic staffs can also enjoy the maximum advantage of these strategies.

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