A STUDY ON IMPACT OF JOB SATISFACTION AMONG EMPLOYEES IN IT INDUSTRY

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ABSTRACT

Job satisfaction is very important for the success of every organization. Satisfaction of employees is required in every field of work to increase their work of performance. Job satisfaction of the employees will not only help in smooth running of the organization but will also help in the growth of the organization in all reason. The aim of this research is to investigate the impact of job satisfaction among employees in IT industry. Descriptive research is carried out for this study. Convenience sampling method has been used. Data has been collected through questionnaire from 123 respondents. The analysis was done using percentages and statistical test.

Key words – Job satisfaction, Organization, Performance

INTRODUCTION

Employee job satisfaction has a significant impact on an organization's success. It's important to understand how to keep workers by keeping them happy and empowered to produce exceptional results. Employee job satisfaction motivates workers, which helps companies maintain standards and increase productivity. Employment satisfaction is an emotional reaction to one's work environment. As a result, it can only be assumed rather than seen.

How well the results meets or exceeds expectations is also a determining factor in job satisfaction. For example, if participants in an organization believe they are working better than those in the department but are earning less incentives, they are more likely to have negative attitudes about their job. on the other hand, they are more likely to have good attitudes toward the work if they feel they are being handled well and fairly compensated.

A happy employee is said to be a good employee. Any grievance related to organizational or personal issues has a greater impact on the work. If an employee is dissatisfied with their work, they are more likely to be absent, have a lower turnover rate, make errors, divert resources to various forms of disputes, and so on.

With this in mind, all organizations are attempting to find places where satisfaction can be increased in order to avoid the dangers mentioned above. Employees that are satisfied are often more likely to be creative and inventive, resulting in breakthroughs that enable a business to evolve and adapt positively over time and in response to changing market conditions. Therefore Job satisfaction is a critical factor in motivating workers to deliver successful outcomes in every company.

REVIEW OF LITERATURE

Employee attitudes that contribute to work satisfaction were explored by **Saari and Judge (2004).** Employee attitude is linked to the job; when an individual enjoys their work, their satisfaction level rises, which improves the overall performance of the company.

According to **Melvin (1993),** an organization's environmental design has a significant impact on worker satisfaction while also having a significant impact on employees' high job participation. An organization strong environmental design aids in the resolution of disputes and ambiquity. The author goes on to say that it is the management's duty to plan the workplace in such a way that it eliminates frustration by properly organizing work tasks and working patterns.

People's feelings and their beliefs about their employment are referred to as job satisfaction. People's levels of job satisfaction can vary from extremely happy to extremely unhappy. People have attitudes toward different aspects of their employment **(George 2008).**

Employee job satisfaction and its effect on results was highlighted by **Singh and Jain (2013).** The company's morale is reflected in the attitude of its employees. Employees who are happy play an important role in customer care and sales because they are the ones who communicate with consumers on a regular basis. Employment satisfaction is largely determined by the work environment. Job satisfaction is boosted by a positive work atmosphere and working conditions, which also helps with employee productivity, profitability, customer satisfaction, and retention.

Satisfied employees aren't always the most efficient. There are several potential moderating variables, with incentives appearing to be the most significant. People will be happy if they earn incentives that they think are fair and this will likely lead to increased performance effort. Furthermore, recent research suggests that while satisfaction does not always lead to improved individual performance, it does lead to improvements at the departmental and organizational

levels. Finally, whether satisfaction leads to performance or performance leads to satisfaction is still a point of contention **(Luthans,1998).**

OBJECTIVE OF THE STUDY

Primary objective:

- To study job satisfaction among employees

Secondary objective:

- To investigate how employees feel about their jobs.
- To understand what factors contribute to an improvement in employee job satisfaction.
- To understand the key causes of employee dissatisfaction.
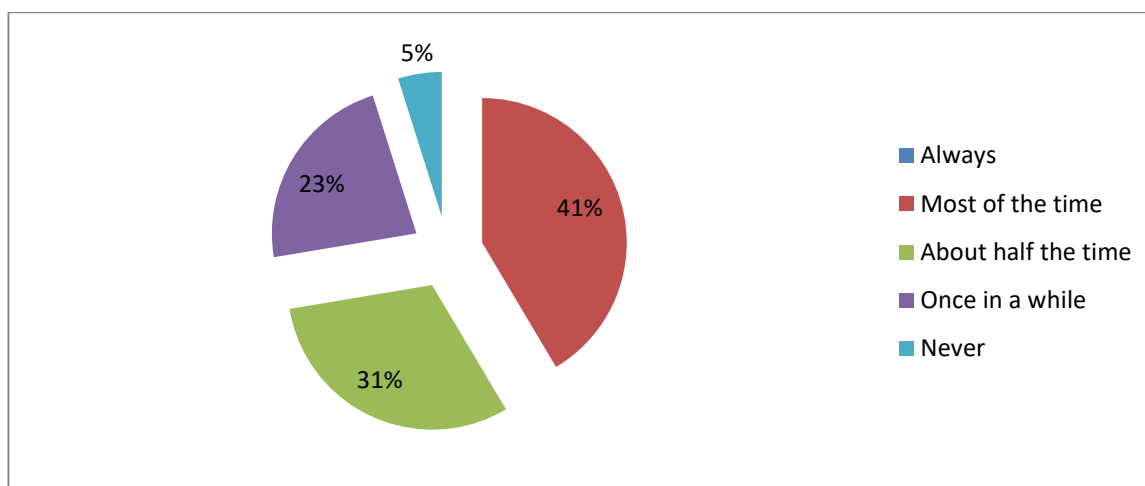- To study the employees perception towards organization.

RESEARCH METHODOLOGY

This research uses descriptive analysis methods. The convenience sampling technique was used in this study. The information was gathered from primary and secondary sources. Primary data was gathered directly from respondents through questionnaire, and secondary data was gathered from published documents, journals, and websites etc. In this analysis, 123 employees were used as a sample size. Simple percentage analysis, pie chart, chi-square test in spss tool, and ANOVA in spss tool were used for analysis.

DATA ANALYSIS AND INTERPRETATION

i. Respondents view on appreciation at work.

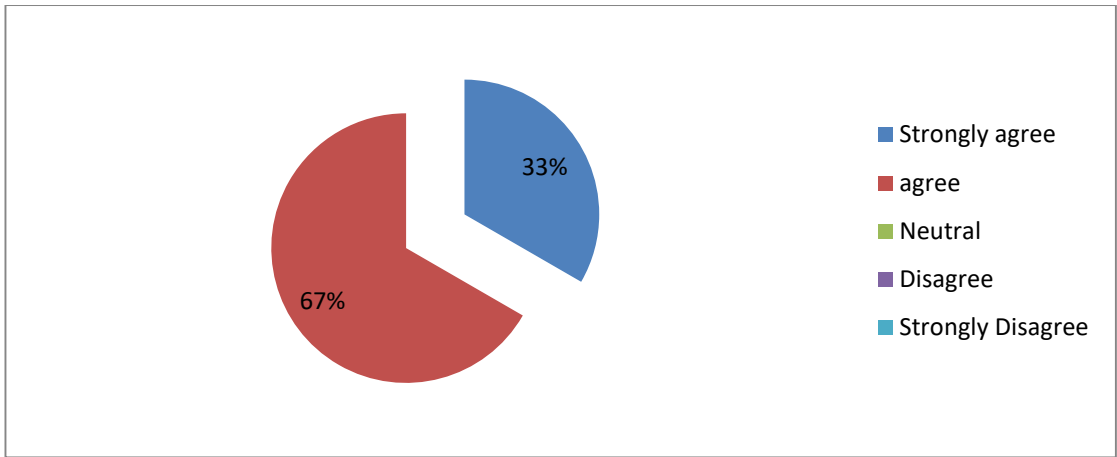| Particulars	No. of respondents	Percentage
Always	0	0%
Most of the time	51	41.50%
About half the time	38	30.90%
Once in a while	28	22.80%
Never	6	4.80%
Total	123	100%

Source: Primary data

INFERENCE:

Majority (41%) of the respondents appreciated for work Most of the time.

ii. **Respondents level of agreement on the statement "I am aligned with the activities of the organization I work for".**

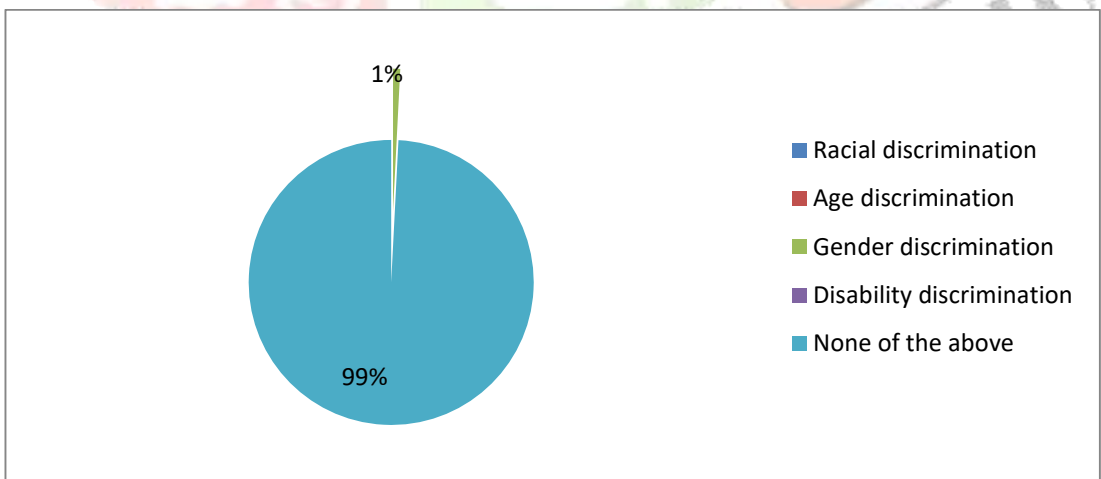| Particulars	No. of respondents	Percentage
Strongly agree	41	33%
agree	82	67%
Neutral	0	0%
Disagree	0	0%
Strongly Disagree	0	0%
Total	123	100%

Source: Primary data

INFERENCE:

Majority (67%) of the respondents says agree on the statement "I am aligned with the activities of the organization I work for".

iii.   **Respondents opinion on the forms of discrimination faced in the company.**

Particulars	No. of respondents	Percentage
Racial discrimination	0	0%
Age discrimination	0	0%
Gender discrimination	1	0.80%
Disability discrimination	0	0%
None of the above	122	99.20%
Total	123	100%

Source: primary data

INFERENCE:

Majority (99%) of the respondents faced none of the above discrimination in the company.

iv. **TABLE SHOWING CHI-SQUARE TEST OF AGE OF THE RESPONDENTS AND DISCRIMINATION FACED IN THE COMPANY.**

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.770[a]	2	.002
Likelihood Ratio	5.337	2	.069
N of Valid Cases	123		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .07.

INTERPRETION

The sig (2-tailed) value is .002, which is less than 0.05, according to the results. As a result, H0 is rejected while H1 is accepted. The age of the respondents and the discrimination they face in the company are significantly different.

v. **TABLE SHOWING ANOVA ANALYSIS OF OCCUPATION OF THE RESPONDENTS AND THEIR VIEW ON APPRECIATION AT WORK.**

ANOVA
OCCUPATION1

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.195	3	6.065	4.553	.005
Within Groups	158.537	119	1.332		
Total	176.732	122			

INTERPRETION

The significance level is .005, which is less than 0.05, so H0 is rejected and H1 is accepted based on the results. The respondents' occupation and attitudes toward workplace appreciation differ significantly.

vi. **TABLE SHOWING ANOVA ANALYSIS OF OCCUPATION OF THE RESPONDENTS AND THEIR LEVEL OF AGREEMENT ON THE STATEMENT "I AM ALIGNED WITH ACTIVITIES OF THE ORGANIZATION I WORK FOR".**

ANOVA

O2

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.171	1	7.171	5.117	.025
Within Groups	169.561	121	1.401		
Total	176.732	122			

INTERPRETION

The significance level is .025, which is less than 0.05, according to the results. As a result, H0 is Rejected and H1 is accepted. This shows that there is a significant difference between occupation of the respondents and their level of agreement on the statement "I am aligned with activities of the organization I work for.

FINDINGS

- Most of the respondents falls in the age category of 18-29 years.
- Most of the respondents are salaried.
- It is found that 44% of the respondents received training about half of the time.
- It is found that 41% of the respondents appreciated for work most of the time.
- It is found that 67% of the respondents says agree on the statement " I am aligned with the activities of the organization I work for".
- It is found that 91.90% of the respondents says satisfied in job security.
- It is found that 55% of the respondents says that they are satisfied with the appreciation or reward system provided.

SUGGESTIONS

- The organization should focus a little bit more on appreciation at work. As employee appreciation is directly tied with job satisfaction.
- The organization can focus more on job security by providing steady, reliable job to workers. Secure employees can spend less time worrying about their job security or worried about how they'll pay their bills if they're laid off and more time focused on their work.
- Counseling should be provided to employees who feel stressed at work, it will help them realize the root of their stress and finds ways to handle and reduce it.

- The management should also focus on the appreciation or reward system provided. Reward system helps to motivate employees to achieve high quality performance and also helps in job satisfaction among employees.

CONCLUSION

Job satisfaction is a critical component of any company's success; when workers are happy, their productivity rises. Employee job satisfaction is critical in every company. Employees' attitudes toward their employment are referred to as job satisfaction. As a result, their effectiveness is directly proportional to the organization's performance. It's about finding the right work for the right person at the right time and keeping them happy. Employees who are happy with their work are more likely to perform well and put in more effort. Employees who are dissatisfied with their employment, on the other hand may have a significant impact on the company.

This study was undertaken to understand the impact of job satisfaction among employees. Employees are critical to any company because they have always contributed their fair share in the form of services for the organization's betterment. A happy employee is often beneficial to a company because he or she strives to provide the best service possible. Employee job satisfaction ultimately leads to increased income for organizations. Through this research, I have gained strong understanding of the importance of employee job satisfaction for the smooth operation of an organization.

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