

# A STUDY OF THE EMPLOYEE SATISFACTION ON TELECOMMUNICATION SECTOR WITH SPECIAL REFERENCE TO VIDEOCON PVT LTD

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**ABSTRACT:** Success and failure of an organization depends mostly on the performance of employees. Employee satisfaction is a measure of how happy workers are with their job and working environment. The purpose of this study is to examine the level of job satisfaction of employees at Videocon Pvt Ltd. This paper discusses the factors that influence job satisfaction. The area of study for research purpose was Ludhiana. Systematic Random Sampling method was used for research purpose with the sample size of 125 respondents, where data used for the study was obtained by using self structured questionnaire, which was constructed using 3 point likert scale. The data obtained from the survey were analyzed (mean, standard deviation and correlation). The survey was conducted restricted to the organization i.e. subpart of Videocon. It is based to determine the factors that influence job satisfaction and to identify the relationship of pay and promotion with employee job satisfaction level. It was observed that good career prospect and employee share experience to help each other were the most influencing factors for employee job satisfaction with higher mean 2.68 and 2.65 in the organization. There was a positive correlation of pay variables & promotion variable with employee job satisfaction. And hypothesis was accepted. Employees promoted on higher occupation on the basis of their performance. The finding derived from the study will be helpful for enhancing the employee satisfaction level in the organization.

**Keywords:** Employee satisfaction, Factors Influencing, Telecommunication, Pay, Promotion

## 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. As we know, everyone joins an organization with certain motives like security of income and job, better prospects in future, and satisfaction of social and psychological needs. Every person has different sets of needs at different times. It is the responsibility of management to recognize this basic fact and provide appropriate opportunities and environments to people at work to satisfy their needs. Human resource management has become a specialized functional area of business that attempts to develop programmes, policies and activities to promote the employee satisfaction of both individual and organizational needs and objectives. The mobile telecommunication industry is one of the thriving service industries of the today's complex and dynamic environment. With the importance of information in the everyday activities, this industry is also expanding instantaneously. With this instantaneous change, the mobile service providers are able to provide the customers with new advanced features and updated technology at reasonable prices with a view to attract new and retain existing customer for long term sustainable growth. The nature of the competition today in the global telecommunications industry seems to be prime market activities that aim at attainment of competitive advantages through permutations and combinations of multiple service variables without confining it in particular geographical regions. The achievement of telecommunication industry relies on prudent efforts and practicable investments. In a competitive market, mobile service providers are expected to strive on both price and quality of services and also to meet the dynamicity of consumers' requirements and expectations in price and service quality. Now a days, due to breathtaking competition, the telecommunication service providers tend to offer innovative services as well as competitive charges just to attract handful magnitude of customers. The Global System of Mobile Communications (GSM) is a second generation digital technology, which was primarily incorporated in Europe and in less than ten years after its launch, it developed into worlds leading and fastest growing mobile standard.

### Objectives of the study

- To identify the factors influencing job satisfaction among employees of Videocon Pvt Ltd.
- To determine the relationship of pay & promotion with employee job satisfaction level.

### hypothesis of the study

- = There is significant relationship of pay & promotion with employee satisfaction level
- = There is no significant relationship of pay & promotion with employee satisfaction level.

## REVIEW OF LITERATURE

**Tanjeen (2013)** conducted **A study on factors affecting job satisfaction of Telecommunication industries in Bangladesh.** Success and failure of an organization depends mostly on the performance of employees. Job satisfaction is obviously an important factor for all organizations. Job satisfaction can be defined as an individual's general attitude toward his or her job. Job Satisfaction is simply how people feel about their jobs. It is the extent to which people like (satisfaction) or dislike (dissatisfaction) their jobs, it can also be a reflection of good treatment and an indicator of emotional well-being. The most widely used factors of job satisfaction are work, pay, promotion, supervision and coworkers. It was concluded that Promotion structure should be rearranged. Manager should give more priorities on performance and efforts rather than on their personal characteristics. The factors lead to highest satisfaction are working condition, job security and relationship with co-workers and pay. The factors that lead to lowest satisfaction are freedom, relationship with immediate supervisor and promotion. As success of an organization depends mostly on the performance of employees so they need to be satisfied

**Saeed et al(2013)** studied on **Factors Influencing Job Satisfaction of Employees in Telecom Sector of Pakistan,** Job satisfaction is considered to be the measure of an employee satisfaction or contention with their work. The telecom industry plays an important role in the underpinning of a country's economy. A number of factors tend to affect a person's level of job satisfaction. A few of these factors are the salary and benefits, the nature of the job, the environment, working conditions and leadership. Other things that influence job satisfaction are the style of management as well as the culture, empowerment, employee involvement, and work groups with the liberty to work autonomously. It was concluded that the service quality, organizational performance and job satisfaction can all be increased if the employees are given good salaries. Good pays are great motivators. Working conditions have also proven to be a strong influence on the job satisfaction of employees

**Neog and Barua(2014)** explained the **study on Factors Influencing Employee's Job Satisfaction: An Empirical Study among Employees of Automobile Service Workshops in Assam .** The relationship between fair compensation and job satisfaction, supervisor support and job satisfaction, working environment and job satisfaction. The results revealed that salary was the most important factor for influencing job satisfaction of employees. So, money and compensation play an important part in the job satisfaction of the employees. Working environment was also identified to be a strong influence on the job satisfaction of employees. A healthy working condition, healthy employee supervisor relationship is very important factor for employee's increased job satisfaction Job satisfaction describes how content an employee is with his or her job. Among all the assets of an organization, human resource is the most significant and precious asset which is essential for healthy operation of all other resources of the organization. Employees who have higher job satisfaction are usually less absent, less likely to leave, more productive, more likely to display organizational commitment and more likely to be satisfied with their lives

**Mamary(2015)** conducted a **study on Issues Related to Employees at Telecommunication Companies in Yemen and the Role of Management Information Systems in Solving It.** The Telecommunications industry today is a key enabler of productivity across economies and societies. The Telecom industry is not only a significant contributor towards the economic activities of countries, but also towards the growth of other industries. Telecom is one of the most promising sectors available in Yemen for trade and investment. Nowadays, the new generations look further to have updated mobile phone service, as they prefer to finish their work faster. In telecommunication companies, customer relationship management systems can help organizations manage customer interactions more effectively and provide better serve to customers. It was concluded that competition between companies operating in this field led to the expansion of service coverage to include all governorates and diversified services. Competition in service prices therefore, increased public demand on these services. In addition, telecommunications sector is an interesting sector in Yemen due to high growth rate of this sector during the last fifteen years. In other hand, there are a lot of issues that related to employees performance in this sector. Management information system is one of the most important tools in Yemeni telecommunication companies that help to solve these issues and improve the employee's performance.

### 2.1 RESEARCH GAP

From the studies reviewed above it is evident that their is dearth of studies conducted in Ludhiana city. Also very limited studies have been conducted in employee satisfaction in telcom sector. With a purpose to address this knowledge gap regarding pattern of improvement in employee satisfaction in telecom sector and also attempt to examine the level of influence of various determinants on the satisfaction level of employees. No study has been conducted with special reference to Videocon Telecommunication sector. Hence, this study moves forward to fulfil these gaps.

## RESEARCHMETHODOLOGY

- **Study Design**

Cross sectional study based on primary data design was used to fulfill the objectives.

- **Study Area**

Study was conducted in Ludhiana city.

- **Sampling Techniques**

Systematic Random sampling method was used for research purpose.

- **Sample Size**

The sample size considered for research was 125 respondents.

- **Data Collection Tools and Technique**

Based on research problem and the framed objectives of the study primary data were collected through a well framed and semi-structured questionnaire which comprises of three parts. First part deals with the demographic profile of the respondent. Second part consists of level of satisfaction. Third part determines the relationship between pay and promotion of employees wherein the respondents were asked to mark the alternative which is most applicable among the three-point Likert scale (i.e. 3-“strongly satisfied”, 2-“satisfied” and 1-“not satisfied”). The questionnaire was constructed entirely in English. Please see appendix 1 for a copy of the questionnaire.

In order to achieve the objective of study both primary and secondary data were considered.

**Primary Sources:**

The primary data were collected using the survey method with the help of structured questionnaire.

**Secondary Source:**

The secondary data was collected from journal, books, magazines internet and newspaper.

**3.6 statistical analysis:**

Data collected with the help of questionnaire was coded in the form of numbers such as 1, 2, and 3 and so on. In order to interpret data, various tools like Mean, Standard Deviation and Correlation test were used.

## RESULTS AND DISCUSSION

- As per objective, the analysis of employee satisfaction level has been discussed here and result of the research has been represented and discussed under following sub-heads:

- **Socio-demographic information of respondents**

- The socio-demographic characteristics were measured with respect to age, gender, qualification, monthly income and occupation. The table 4.1 compiles the respondent’s profile. This section provides the detail finding of demographic aspect of the sample respondents; which are further discussed with their respective tables and figures.

**Table 4.1: Socio-Demographic Profile of Respondent**

Sr. No.	Socio-demographic characteristics	Frequency (n=125)	Percentage (%)
<b>1</b>	<b>Age groups (years)</b>		
	Below 25	74	59.2
	26-35	37	29.6
	36-50	12	9.6
	Above 50	2	1.6
<b>2</b>	<b>Gender</b>		
	Male	79	63.2
	Female	46	36.8
<b>3.</b>	<b>Monthly Income (₹)</b>		
	Below 10,000	5	4.0
	10,001-20,000	67	53.6
	20,001-30,000	42	33.6
	Above 30,000	11	8.8
<b>4.</b>	<b>Qualification</b>		
	Intermediate	6	4.8
	Graduate	76	60.8
	Masters and higher than masters degree	43	34.4
<b>5</b>	<b>Designation</b>		
	General Manager	12	9.6
	Manager	34	27.2
	Executive	79	63.2

**Sources:** Data collected through questionnaire.

Table 4.1 shows that The socio-demographic profile of respondents working in the organization 74(59.2%) majority of the respondents were belongs to the age group below 25 years, 37(29.6%) respondents were belongs to the age group between 26-35 years, 12(19.6%) respondents were belongs to the age group between 36-50 years and 2(1.6%) respondents were belongs to the age group above 50 years. There majority of the respondents 79(63.2%) were male whereas remaining 46(36.8) were female. There 67(53.6%) respondents earned Rs.10,000-20,000, 42(33.6%) respondents earned Rs.20,001-30,000, 11(2.8%) respondents earned Rs.above30,000 monthly and 5(4%) respondents earned Rs.below10,000. There 76(60.8%) of the respondents were Graduated, 43(34.4%) respondents were post graduated and higher than masters 6(4.8%) respondents were intermediately qualified. There were three kind of designation of respondents Executives, Managers and General Managers. We found there majority of 79 (63.2%) respondents were executives, 34(27.2%) were the managers and 12(9.6%) were the general managers.

#### 4.2 FACTORS INFLUENCING JOB SATISFACTION OF EMPLOYEES

This section focused on the factors influencing job satisfaction of employees. The mean and standard deviation was calculated. After calculated mean and standard deviation the result and inference were discussed in table 4.21:

**Table: 4.2 Mean & Standard Deviation of Factors influencing job satisfaction of employees.**

S.NO.	Factors Influencing employee Job Satisfaction	Mean	Standard Deviation	Rank
1	Satisfaction with top management.	2.12	.517	IX
2	Work according to qualification.	2.15	.459	VII
3	Working hours at organization.	1.44	.700	XII
4	Do you have necessary authority to perform your duties?	2.61	.659	III
5	Does your organization organise any counselling programs for the employees?	1.86	.627	XI
6	Does employees share experience to help each other?	2.65	.599	II
7	Does the organization provide satisfactory salary according to your work?	2.14	.549	VIII
8	Do you think there are good career prospect in your organization?	2.68	.502	I
9	Working conditions in the organization?	2.18	.498	VI
10	Does the top management involve employees in the decision making process?	2.14	.503	VIII
11	Does the organization provide medical facility for employees?	2.57	.627	IV
12	Are you satisfied with the welfare facilities provided to the employees by the organization?	1.94	.693	X
13	Does your organization recognize and acknowledge your work?	2.57	.587	IV
14	Are you appreciated if the desired work /targets are accomplished?	2.26	.556	V

**Figure 1: Factors influencing job satisfaction of employees**

Table 4.2 and figure 1 demonstrate the calculated mean and standard deviation and it was found that good career prospect and employee sharing experience had the far higher mean 2.68 and 2.65. which shows majority of respondents influenced by the factors like good career prospect and employee sharing experience, followed by authority to perform your duties, appreciation on accomplishment targets, Medical facility recognize and acknowledge work, Working conditions, Work according to qualification, satisfactory salary according to your work, involvement of employees in the decision making process, Satisfaction with top management satisfaction with the welfare facilities and counselling programs for the employees while the least influenced factors was working hours at organization.

#### TEST OF SIGNIFICANCE

= There is no significant relationship of pay & promotion with employee satisfaction level.

= There is significant relationship of pay & promotion with employee satisfaction level.

In order to test the hypothesis of the study correlation was used.

### ASSOCIATION OF THE RELATIONSHIP OF PAY AND PROMOTION JOB SATISFACTION

Table 4.3 Showing the association of the relationship of pay and promotion i.e. salary, discrimination, facilities, increments, job security, health and safety facilities, current welfare addressed needs promotion facilities, promoted on higher occupation and exiting promotion facilities . After calculating the association the result and the inference was also discussed:

**Table 4.3**

### ASSOCIATION OF THE RELATIONSHIP OF PAY AND PROMOTION JOB SATISFACTION

	Satisfaction with promotion facility in your organization	Promoted on higher occupation on good performance	Satisfaction with the exiting promotion strategies
Satisfied with your salary	.132	.057	.091
Employees treated without discrimination in organization	.089	.046	-.142
Salary distributed on time	.206*	.287**	.193*
Satisfied with facilities provided	-.179*	-.168	.009
Increment based upon performance	.350**	.194*	.193*
Job security	.207*	.439**	.106
Health and safety facility	.118	.397**	.263**
Current welfare service has addressed your needs	-.189*	.006	.012

\*\*Significance level at 0.01

\*Significance level at 0.05

Inference: Overall, There was strongly significant positive correlation of salary and increment based on performance variable with promotion variables i.e. satisfaction with promotion facility, promoted on higher occupation, satisfaction with exiting promotion facility .There was significant positive correlation of job security with satisfaction with promotion facility, promoted on higher occupation. There was significant positive correlation of health and safety facilities with satisfaction with promotion facility, satisfaction with exiting promotion facility. There was inverse correlation of facility provided and current welfare service address needs with promotion facility. (Table: 4.3).

### ASSOCIATION OF DEMOGRAPHIC VARIABLES WITH THE RELATIONSHIP OF PAY AND PROMOTION

Table 4.4 Showing the association of demographic variables with pay variables i.e. Age, gender, monthly Income, education, designation, salary, discrimination, facilities, increments, job security, health and safety facilities, current welfare addressed needs promotion facilities,. After calculating the association the result and the inference was also discussed:

**Table: 4.4 Association of demographic variables with pay variables.**

	Satisfied with your salary	Employees treated without discrimination in organization	Salary distributed on time to you	Satisfied with facilities provided to you	Increment based upon performance	Job security	Health and safety facility	Current welfare service has addressed your needs
<b>AGE</b>	.096	.037	.349**	-.020	.348**	.374**	.368**	-.033
<b>Monthly income</b>	.023	.076	.324**	-.093	.374**	.345**	.352**	-.090
<b>Education</b>	.050	-.043	.420**	-.096	.371**	.449**	.393**	-.032
<b>Designation</b>	-.082	-.087	-.320**	-.002	-.273**	-.342**	-.350**	-.075

\*\*Significance level at 0.01

\*Significance level at 0.05

Inference: Overall, there was strongly significant positive correlation of age, education and monthly income with salary distribution, increment based on performance, job security, health and safety facility, there was inverse correlation of designation with pay variables. (Table 4.4)

## CONCLUSION AND SUGGESTIONS

### 5.1 CONCLUSION

It was concluded that good career prospect in organization and employees share experience to help each other were the most influencing factors for employee job satisfaction in the organization with mean 2.68 and 2.65 and working hour was the least influencing factor employee job satisfaction in the organization. The analysis relationship of pay with promotion which shows that there is positive significant relationship of pay with promotion. There is significant positive relation between increment based on performance and satisfaction with promoted on higher occupation showed that if an employee perform well then he get promoted on higher occupation. hypothesis was accepted. The analysis relationship of pay variables with demographic variables stated that there was significant positive correlation of age, education and monthly income with salary distribution, increment based on performance, job security, health and safety facility there and inverse correlation of designation with pay variables. The analysis relationship of promotion variable with demographic variables stated that there was significant positive correlation of age and monthly income with promotion facility, promoted on higher occupation. There was a positive correlation of education with all promotion variables promoted on higher occupation. There was inverse correlation of designation with promotion variables. Employee promoted on higher occupation on the basis of their performance. Employee's age also affects the promotion variables as the age of respondent increases promotion will provided to them. There is positive significant relationship of education and with all variables of promotion variables. Mostly employees suggested that employee satisfaction can be enhanced by ease of communication stress and by creating atmosphere of growth.

### 5.2 SUGGESTION

Top level management should provide some sorts of autonomy and decision making power to their employees.

There must be good career prospect for the employee in order to enhance the growth.

Employees should be treated without discrimination in the organization.

Employees should share their experience with each other that will helpful for getting better results.

Organization must provide satisfied facility to employees in order to enhance the goodwill of company.

There must be appreciation on accomplishment desired target.

### 5.3 FUTURE DIRECTIONS

- The present study was conducted in Videocon Pvt. Ltd, Same study can also be done in other companies.
- The sample size taken was 125; it may be tested for higher samples.

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