

# IMPACT OF WORKERS ATTITUDE AND JOB SATISFACTION

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## **Abstract**

Attitudes reflect how one feels about something. Attitude affects behavior either positively or negatively. It also affects perception and inturn, behavior. According to Munn, attitudes are learned predispositions towards aspects of our environment. They are positively or negatively directed towards certain people, service or institutions. Work attitude realties to how you feel about your work and your approach towards work. Hence, work attitude behavior is intangible attitude helps a person to know his person towards his work. The positive attitudes at work are a subconscious transfer of feelings. Work attitude involve job satisfaction, job involvement and organizational commitments. The aim of the study is to identify the impact of worker's attitude in the development of the organization and to explore the commitment of the workers towards their organization. Further, this study will aim to identify whether the employees have positive or negative feelings towards their organization. In this study, descriptive research design & convenience sampling was adopted. Sample size was 100. Statistical tools like Chi square, Karl Pearson, weighted average method are used for the study. The major findings are there is no relationship between age, qualification, gender, experience, marital status and overall opinion towards attitudes. It is suggested that management can take necessary steps to improve the attitudes through positive change in the organization. The organization can give change to the workers to share their ideas with them.

## **Review of Literature:**

As the study conducted by **Eagly & Chaiken** define — attitude is a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor.

Mira Singh and Pestonjee(1990), hypothesized that Job Satisfaction is influenced by the levels of Occupation, Job involvement and Participation. The sample for the study consisted of 250 officers and 250 clerical cadres belonging to a Nationalised bank in Western India. The study confirmed the hypothesis and it was found that Job Satisfaction of the Bank employees was positively affected by the Occupational level, Job involvement and participation.

Syed (1992), made an endeavour to determine the relationship between employee Job Satisfaction and Organisational effectiveness. The sample for the study consisted of 44 supervisors of a public sector undertaking which was randomly drawn from a single unit of the Company. The main objective of the study was to relate satisfaction with Organisational effectiveness along with personal attributes such as age, education, pay, length of service etc. the study revealed that Job satisfaction facets had more explanatory power than the personal attributes of respondents. It was clear from the study that the Organisation through its human resource development policies and practices created better environment for employees, resulting in greater satisfaction which in turn enhanced Organisational effectiveness.

Rama Devi (1997) conducted a study on faculty Job Satisfaction and their views on management of the two universities in Andhra Pradesh. The sample consisting of 200 teaching faculty and 100 members were selected randomly from each university and the attempt was made to measure Job Satisfaction of the faculty in universities of Andhra Pradesh. The study found that the factors such as freedom in job, scope for self-

improvement, income and job security were causing satisfaction while bureaucratic rules, no recognition for work and routine work were causing dissatisfaction to them.

Sarri and Judges (2004), article provided greater understanding of the research on employee's attitudes and Job Satisfaction. The article identified three gaps between Human resource practice and the scientific research in the area of employee attitudes in general and the most focal employee attitude in particular –Job satisfaction: the causes of employee attitudes, the result of positive or negative job satisfaction and how to measure and influence employee attitudes. Suggestions for practitioners are provided on how to close the gaps in knowledge and for evaluating implemented practices.

Santhapparaj (2005) studied the Job Satisfaction of the women managers working in automobile Manufacturing Industry in Malaysia. It was based on primary survey from 200 women managers. The study investigated the relationship between specific aspects of Job Satisfaction and the personal characteristics of women managers. It was also aimed to retest the Herzberg's Two-Factors theory. The correlation analysis showed that there was a significant negative correlation between education level and pay, promotion people on present job and job in general. The percentage of overall satisfaction was 75.59%. The results did not support the Herzberg's theory and concluded that no separate and distinct factors lead to job satisfaction or dissatisfaction, but if they were together contributed to job satisfaction or dissatisfaction. The study reveals that there was a need for change in the Organisational culture and the management should create the environment for social and organisational network. The factor which was relatively less satisfied was the pay and this can be improved only through dialogue which involve cost to the organisation and the less level of satisfaction on present job could be easily improved by job rotation, providing challenging job and so on.

Origo and Pagani (2008) investigated the relationship between flexibility and Job Satisfaction. In their analysis they verified whether various aspects of flexibility namely functional and quantitative flexibility, produce different impact on overall extrinsic and intrinsic Job Satisfaction. They also tested whether the impact of flexibility on Job Satisfaction varied with workers characteristics. Empirical evidence was based on a representative sample of European employees taken from a specific wave of the Euro barometer Survey. The study found that there was a positive link between functional flexibility and Job Satisfaction and there was either no effect or a negative impact of quantitative flexibility. The positive impact of functional flexibility was greater when compared to the satisfaction for intrinsic aspects of the job. Estimate by workers characteristics highlighted interesting differences by age, skill and country of residence.

Gunlu, et.al.<sup>19</sup> (2009) examined the effect of Job Satisfaction on Organisational commitment for managers in large-scale hotels in the Aegean region of Turkey and, in addition, examined whether there is significant relationship between the characteristics of the sample, organisational commitment and Job satisfaction. Two structured questionnaire were administered to large scale hotel managers in the tourism industry. The population was selected randomly with a sampling ratio of 25 percent. A total of 48 managers in four-star hotels and 75 managers in five-star hotels were reached for a total sample of 123 managers. A total of 43 managers were middle level, whereas 80 were lower level managers such as supervisors. The data were analysed using statistical package for Social Sciences version 13. The findings of the study indicated that extrinsic, intrinsic and general job satisfaction had a significant effect on normative commitment and affective commitment.

Salman Khalid(2010) examined Job Satisfaction level of Bank Employees in Punjab Province. The information collected from 144 respondents from four Banks employees who were randomly selected from both public and private sector banks. Five components of Job Satisfaction such as work, pay, promotion, salary and recognition were examined besides overall Job Satisfaction. The findings of the study indicated that the sectoral differences in terms of salary, promotions, job security, recognition and benefits play a significant role in influencing one's

perception of job satisfaction. Private sector bank employees reported dissatisfaction in terms of Job Security. To overcome this obstacle private sector banks need to introduce special schemes related retirement, pension, gratuity and other benefits to enhance the employee's sense regarding job security in effort to increase organisational commitment which in turn will lead to employee's commitment and high degree of satisfaction.

### **Research Methodology:**

This research study was conducted to investigate the relationship between the work related attitude and job performance of Derik Monofil private limited employees in Chennai. There are multiple factors which influence one another and the problem (job performance) in a chain link factors, the researcher might be asked to identify the crucial factors associated with the problem, that establishes cause and effect relationship. Thus the researcher investigated the effect of work related attitudes on job performance. Total population of the study is 300. Sample size of this study is 100. Under Non probability sampling technique, convenience method is used in this study. The study was descriptive in nature. This study was purely based on primary data. Structured questionnaires were administered to collect data for this study. Collected data were analyzed using the computer based statistical data analysis package, SPSS version 20.0. The statistical method used in the analysis was regression analysis and correlation analysis.

### **Objectives of the study:**

1. To study about the role of worker's attitude in the development of the organization.
2. To study about the feeling of employees regarding the welfare facilities provided in their organization.
3. To study about the commitment of the workers towards their organization.
4. To identify whether the employees have positive or negative feelings towards their organization.
5. To suggest the remedial measures in orders to improve the attitude among the employees.

### **Data Analysis**

#### **a. Chi-square analysis:**

**Null hypothesis (H<sub>0</sub>):** There is no association between Attitude and Overall job satisfaction level

**Alternative hypothesis (H<sub>1</sub>):** There is an association between Attitude and Overall job satisfaction level.

When employees are allowed to work freely, job satisfaction can contribute substantially to the organisational effectiveness. It can contribute to productive output in the form of high quantity and quality of products or services. Thus, "Happy employees are productive employees." In this research, chi square analysis is applied to know whether there is any association between attitude and overall job satisfaction. Here, calculated value is 16.38 is greater than 9.488, thus it is concluded that there is association between attitude and job satisfaction. Therefore it is evident from this research that satisfied employees are productive employees which will impact the performance.

#### **b. Karl Pearson's Correlation of coefficient:**

Our behavior at work often depends on how we feel about being there. Therefore, making sense of how people behave depends on understanding their work attitudes. An attitude refers to our opinions, beliefs, and feelings about aspects of our environment. In this study, it is found that in Karlpearson's correlation of coefficient analysis, R Square value of the model is 0.267 which indicates 26.7% of the variance of the job performance was influenced by job satisfaction. It is evident from this study that there is a strong association between the attitude and adequate and fair compensation.

## **FINDINGS OF THE STUDY**

59% of the respondents are between 25 to 35 years of age. Majority of the respondents were married with 5-10 years of experience. Almost all employees share their ideas with their higher officer. Majority of the respondents have mutual understanding with the coworkers and also feel that their present salary is enough. Though employees are ready to work with the rules and regulation in our organization, 83% of the respondents are of the view that management does not recognize their skills. All employees have self esteem and confidence to work, but it is found that only 55% of the respondents are fully satisfied in their job. 73% of the respondents are satisfied with the organization. Towards various facilities provided by the organization, 49% of the respondents are of the opinion that they are satisfied with their transport facility. It is found from the study that 59% of the respondents are satisfied with the relationship of workers and the officers. Employees are not happy with the canteen facilities provided by the organization. 69% of the respondents are happy with the working condition provided by the organization. 62% of the respondents are happy with the training program & promotional policies provided by the organization.

## **SUGGESTIONS**

Though the employees are happy with the organizational policies, if the organization increases the salary of the workers, it will help for higher job satisfaction. The organization can recognize the worker's skill and can provide jobs according to the employee qualification. The organization can improve the canteen facilities by providing quality food. Previous research studies shows that people pay attention to several aspects of their work environment, including how they are treated, the relationships they form with colleagues and managers, and the actual work they perform. This will help to build consistent relations with job satisfaction. Here in this research it is found that the organization can conduct games and relaxation programs to the employee along with monthly meetings for every shift.

## **CONCLUSION**

The study was done to measure the workers attitude in Derik Monofil private limited with the objective of identifying the attitude of the workers, their opinion about higher officers, difficulties faced by them. In the development of an organization the attitude of the workers play a vital role. In order to create positive attitude among the workers, the organization must try to implement the suggestions given by the employees. To conclude, attitude is a little thing that makes a big difference.

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