

SATISFACTION LEVEL OF TEXTILE INDUSTRY EMPLOYEES IN CHENNAI

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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 jobsatisfaction.

Key words: Job satisfaction, employee commitment, welfare facilities.

INTRODUCTION

Employees are a vital resource for nearly all organizations, especially since they represent a significant investment in terms of locating, recruiting, and training let alone salaries, healthcare plans, bonuses, etc. The management of many organizations develops their training programs, benefit packages, performance appraisal and work system based on their company policy. The longer an employee works for a company the more valuable they become and more satisfied they would be. The happier people are within their job, the more satisfied they are said to be. Employee satisfaction is not the same as motivation or aptitude, although it is linked with them. Job design aims to enhance job satisfaction and performance methods include job rotation, job enlargement and job re-engineering. Many measures purport that employee satisfaction is a factor in employee motivation, employee goal achievement, and positive employee morale in the workplace. Employee satisfaction, while generally positive in an organization, can also be

downer if mediocre employees stay because they are satisfied with the work environment. The success of any company is directly linked to the satisfaction of the employees who embody that company. Retraining talented people is critical to the success of any organization.

NEED & IMPORTANCE OF 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.

STATEMENT OF 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.

OBJECTIVES

- 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.

LITERATURE REVIEW

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 of satisfied 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 METHGODOLOGY

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 100 respondents. This sampling unit for this research was respondents of Surat (Jolwa) city. SPSS tool is used for analysis and interpretation of data. Convenience sampling method and Non- probability sampling method have been use

Hypothesis:

H_{0.0}: Factors like job satisfaction, career growth, recognition, working environment, employee benefits and relationship with superiors and colleagues all affect loyalty to the company.

H_{0.1}: Factors like job satisfaction, career growth, recognition, working environment, employee benefits and relationship with superiors and colleagues all does not affect loyalty to the

company.

H_{1,0}: Employees with different characteristic such as gender, age, education background, length and seniority, display different opinions on factors affecting loyalty.

H_{1,1}: Employees with different characteristic such as gender, age, education background, length and seniority, display different opinions on factors does not affecting loyalty.

TABLE.1
GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	88	88.0	88.0	88.0
female	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Out of 100 respondent 88 male and 12 are female.

TABLE.2
EDUCATION

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Diploma holder	27	27.0	27.0	27.0
Bachelor	40	40.0	40.0	67.0
Others	33	33.0	33.0	100.0
Total	100	100.0	100.0	

Out of 100 respondents 27 were diploma holders, 40 were bachelors and remaining 33 others.

TABLE.3. MARITAL STATUS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	65	65.0	65.0	65.0
No	35	35.0	35.0	100.0
Total	100	100.0	100.0	

Out of 100 respondent's 65 married and 35 unmarried.

TABLE.4
EMPLOYEES AGREE THAT THEY HAVE SATISFACTION WITH THEIR CURRENT JOB

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	highly satisfied	30	30.0	30.0	30.0
	Satisfied	38	38.0	38.0	68.0
	Neutral	25	25.0	25.0	93.0
	Dissatisfied	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

The following chart is to show the satisfaction level of employees. Out of 100 respondents 30 are highly satisfied (1), 38 respondents are satisfied and give rate (2), 25 have a neutral opinion (3) and 7 respondents are dissatisfied with their job satisfaction and give rate (4). Cumulative percentage for neutral is 93 and for satisfied 68. Through the study we can see that majority of the respondents are satisfied with their current job which would be beneficial for the organization as a whole.

TABLE.5

EMPLOYEES AGREE THAT THEY ARE PLACED AT THE RIGHT JOB

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid highly satisfied	12	12.0	12.0	12.0
Satisfied	37	37.0	37.0	49.0
Neutral	44	44.0	44.0	93.0
Dissatisfied	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Following chart shows that out of 100 respondents 12 are highly satisfied that they are placed at the right job, 37 are satisfied and 44 have a neutral opinion about their job placement. Cumulative percentage for satisfied respondent is 49 and 93 have a neutral opinion. Therefore, majority of the respondents have a neutral opinion about their placement at the right job and remaining are satisfied.

TABLE.6

EMPLOYEES AGREE THAT THEY GOT THEIR PAYMENT OR SALARY AT THE RIGHT TIME

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid highly satisfied	4	4.0	4.0	4.0

Satisfied	27	27.0	27.0	31.0
Neutral	57	57.0	57.0	88.0
Dissatisfied	10	10.0	10.0	98.0
highly dissatisfied	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Following chart shows that out of 100 respondents 4 are highly satisfied with the payment of salary at the right time, 27 are satisfied and 57 have a neutral opinion, 10 are dissatisfied and 2 are highly dissatisfied with their payment on time. Cumulative percentage for satisfied respondent is 27, 57 have a neutral opinion and 98 for dissatisfied. It has been concluded that majority of respondents were agreed that they got payment of salary at the right time and others have a neutral opinion which would encourage them and make them loyal towards the organization.

TABLE.7

EMPLOYEES SATISFIED WITH THEIR TRAINING AND DEVELOPMENT PROGRAMS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid highly satisfied	3	3.0	3.0	3.0
Satisfied	45	45.0	45.0	48.0
Neutral	41	41.0	41.0	89.0
Dissatisfied	9	9.0	9.0	98.0
highly dissatisfied	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Following chart shows that out of 100 respondents 3 are highly satisfied with their training and development program, 45 are satisfied and 41 have a neutral opinion and 9 are dissatisfied with their training programs. Cumulative percentage for satisfied respondent is 48, 89 have a neutral opinion and 98 for dissatisfied. It has been found that the company is providing regular training and development programs for their employees who would enhance their skills and abilities and improve their productivity.

TABLE.8

EMPLOYEES SATISFIED WITH THEIR WELFARE FACILITIES

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Satisfied	32	32.0	32.0	32.0
	Neutral	58	58.0	58.0	90.0
	Dissatisfied	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Following chart shows that out of 100 respondents 32 are satisfied and 58 have a neutral opinion and 10 are dissatisfied with their welfare facilities. Cumulative percentage for satisfied respondent is 32, 90 have a neutral opinion and 100 for dissatisfied. Employees have a view that they are satisfied with the welfare facilities provided by the organization and so they are more loyal towards it.

TABLE.9
EMPLOYEES AGREE THAT THERE IS PROPER APPROACH OF THEIR
SUPERIORS WITH THEM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Satisfied	27	27.0	27.0	27.0
	Neutral	68	68.0	68.0	95.0
	Dissatisfied	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Following chart shows that out of 100 respondents 27 are satisfied and 68 have a neutral opinion and 5 are dissatisfied with the approach of their superiors with them. Cumulative percentage for satisfied respondent is 27, 95 have a neutral opinion and 100 for dissatisfied. Majority of respondents are satisfied with the approach of their superiors with them. This would increase mutual understanding good relationship among superiors and subordinates.

FINDINGS

- 88% of respondents are male and 12% of respondents are female from the 100 sample size.
- Majority of total respondents are satisfied with the drinking water facilities, seating arrangement, first – aid appliances, latrine urinals and spittoons facilities, canteen facilities, rest room facilities, housing facilities, health & medical facilities, place, educational facilities provided by the company.
- Employees are agreeing that they are satisfied with their payment on time.

- The majority of total respondents are satisfied with their training programs.
- Employees have a view that there is a good relationship and proper communication between subordinates and superiors.
- Almost all the respondents have agreed that there is a good and timely approach of their superiors with them.
- The majority of total respondents have agreed that the company is providing appropriate leave facilities and fringe benefits.

RECOMMEDATIONS

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.

CONCLUSION

The objective of the study was to find out the employee job satisfaction towards organization among employees at Donear Textiles Ltd. The study found that workers of garment sector in Donear 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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