



A study on employee job satisfaction towards working on call center with special reference to Coimbatore city

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Abstract

In today IT sector employees feel some constraints in their work which led to immoral behavior like breaking the rules and regulations framed by the organization so here the major problem is with the difficulties in job so employees didn't get job satisfaction. Rules and regulations might also be a reason for misbehavior with outsourcing downsizing, globalization and pressure to meet the bottom line job security has become a scare commodity.

Keywords: employee job satisfaction, rules and regulations, globalization

Introduction

This paper is based on an empirical study of call center operating in India is the top 100 by the International Association of Outsourcing Professionals for the year 2023 The level of job satisfaction among the respondents towards the performance appraisal system shows that there is positive relationship between Employee satisfaction and performance appraisal system it is observed that Performance Appraisal System are significantly influencing to satisfaction

Objectives of the study

- The main objective of the study is to analyze the level of job satisfaction in the call center
- To understand the problem of employees in working condition
- To study analyses various factors affecting the job satisfaction level.

Scope of study

- The study is concentrated on the employee's attitude and level of satisfaction towards the company.
- This study will help to find out the employee's expectation towards call center.
- The study will help to understand how the company and how they are positively motivated.

Usefulness of the study

Positive attitude workplace helps employees to accomplish tasks faster and better manner. Performance of employees to great depends on good relationship they share with their colleagues.

Limitations of the study

- The study is based on the data given by the call center It has its own limitations.
- The result and Finding are confined to the limited area.
- The opinion of respondents may be biased.

Review of literature

Dr. Navita Nathani Dr. Simranjeet Kaur Sandhar & Anindita Chakraborty (2017) Impact of Employee

Satisfaction with Compensation on Employee Motivation Vishwakarma Business Review.

Herald Monis & T.N. Sreedhara (2018) Correlates of Employee Satisfaction with Performance Appraisal System in Foreign MNC BPOs Operating in India Annals of the University of Petrolane Economic.

Pekka Ilmakunnas (2010) The job satisfaction-productivity nexus A study using matched survey and register data Helsinki Center of Economic Research.

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Padmakumar Ram Swapna Bhargavi (2011) Work Environment Service Climate and Customer Satisfaction Examining Theoretical and Empirical Connections International Journal of Business and Social Science Deborah Christine (October2012) Relationship between Non Financial Performance and Financial Performance Using Balanced Scorecard Framework Research in Cafe and Restaurant Sector International Journal of Innovation Technology.

Research methodology

Research design

The researcher makes plan of study before undertakes his research work. This will enable the research to save time and researcher to save time and resources. Research design is a plan structure and strategies of investigation. Such a plan of study or blue print for study is called research design.

Primary data

The data those are collected as fresh for first time and happen to original in character are called as primary data.

Secondary data

Secondary data consists information that already exists somewhere having been collected for another purpose. Secondary data are collected from,

- Report and records
- Books
- Web sites

Tools and techniques

1. Simple Percentage Analysis
2. Chi-square test

Analysis and interpretation

chi- square analysis

Null hypothesis is the one where there is a no relationship between two measured phenomena. Alternative hypothesis is the one where there is a relationship between two terms or phenomena. Comparison between gender and cooperative nature

Table 1

S. No	Gender	Actual range	Expected range
1	Male	68	75
2	Female	82	75
	Total	150	150

Table 2

S. No	Satisfaction	Actual range	Expected range
1	Highly dissatisfied	14	30
2	Dissatisfied	13	30
3	Neutral	41	30
4	Satisfied	58	30
5	Highly satisfied	24	30
	Total	150	150

Table 3

Particulars	Chi-test	Gender	Cooperative nature of co workers
Chi-test	9.102		4.518
Degree of freedom	4		4
Significant level	0.05		0.05
Table value	3.357		3.357

Source: Secondary data

Result

From the above the table it is shown that the chi test value 0.253 and 4.518 is above the significant value 0.05. Hence the alternative hypothesis is accepted. So there is a relationship between gender and Cooperative nature.

Result and discussion

- Majority of the respondents are female respondents (54.7%)
- Majority respondents belong to the age group of 18-24 (44%)
- Majority respondent’s qualification is bachelor’s degree. (23.3%)
- Majority workers are happy with their job. (69%)
- Majority of the workers are unmarried. (77.3%)
- Majority workers annual income is up to 1, 20,000. (33%)
- Majority of the workers are satisfied with the working environment. (42%)
- Majority of the worker are satisfied with the work nature in the company. (39%)

- Majority of the workers are satisfied with the co-operative nature of co- workers. (39%)
- Majority of the workers are satisfied with coordination of superiors. (41%)
- Majority of the workers are satisfied with the company’s policies. (41%)
- Majority of the workers says that the company’s safety and welfare measures are good. (52%)
- Majority of the workers are satisfied with the funds and gratuity provided by the company. (40%)
- Majority of the workers are satisfied with the increment provided by the company. (43%)
- Majority of the workers are satisfied with the bonus policies followed by the Organization. (38%)
- Majority of the workers are satisfied with the promotions given based on the performance. (33%)
- Majority of the workers are satisfied with the compensation given in case of accident. (38.6%)
- Majority of the workers are satisfied with the loan facilities. (42.1%)
- There is a significant relationship between gender and Cooperative nature.

Suggestion

- **Job satisfaction:** The firm must satisfy the reasonable needs and preference of all the employees which makes them feel comfortable and satisfied towards their job.
- **Skill enhancement:** Staffs must not only be guided to do their specified job but also they must be given an opportunity to enhance their skills.

Conclusion

The Employee job satisfaction can improve service quality increase employee satisfaction. In this circumstance policy makers and managers have turned their attention provide different kinds of facilities their employees in order to satisfy their employees.

Reference

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