



Satisfaction level of employees towards textile industry

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Abstract

Employee satisfaction is one of the most important aspects of running a successful business. If you aren't paying attention to your employee's they will never be happy and won't perform at their best. Employee satisfaction is quite simply, how content employee with their job in an organization. Companies need to keep their employee happy and reduce turnover. Employee satisfaction is typically measured using employee feedback forms, and factors that influence these might include: compensation, perception of management, workload, flexibility, team work, resource, etc. with regular feedback opportunity in place, employer can monitor employee happiness and see where they need to make changes to improve the workplace experience for everyone. Employee satisfaction surveys can be conducted in person, in a closed setting, or in an openended format. During an employee survey, you can quickly get a sense of how well your employee are doing by asking them question about what's working and what isn't. Employee satisfaction survey will also help you figure out exactly where your company need improvement. And everyone involved in the business, from top executives to customer service representatives and staff member alike, can address that area. The more insight you have info your employee's feelings, the better equipped you are to nature their happiness and satisfaction with your organization. Since employee satisfaction in such an important metric, it's helpful to know whether or not you're meeting benchmark.

Keywords: Employee satisfaction, present salary, working environment, overall performance

Introduction

Human resource is considered to be the most valuable asset in any organization. It is the sum total of inherent abilities, acquired knowledge and skill represented by the talents and aptitudes of the employed persons who comprise executives, supervisors and the rank file employee. It may be noted here that human resource should be utilized to the maximum possible extent, in order to achieve individual and organizational goals. It is thus the employee's performance, which ultimately decides and attainment of goals. However, the employee performance is to a large extent, influenced by motivation and job satisfaction the term relates to the total relationship between in an individual and the employer for which he is paid. This survey also enables to avoid misinterpretation and help management in solving problems effectively. It is observed during study some of the employee accepted the proposal survey research. A perfectly contentment and satisfaction motivates an employee to be confident with a high morale, it is an asset to organization as a whole. Thus, the high motivates and morale of an employee make him to remain in the organization and encourage him to face cut throat competition and give him to enough dynamism to face challenges. Every human being him own by supportive unique resources, if properly it by supportive and supplement, ultimately for achieving organizational goals. As proper breathing and diet is necessary to health human being so as is contentment to the job satisfaction. This

content ultimately services as an important component of human resource development.

Review of Literature

Komal Khalid Bhatti & Tahir Masood Qureshi, (2007) ^[1] "Impact of employee Participation on Job Satisfaction, Employee Commitment and Employee Productivity", International Review of Business research Paper: Vol.3 No.2, (pp.54-68), Year: June 2007. It is widely believed that the employee participation may affect employee's job satisfaction; employee productivity, employee commitment and they all can create comparative advantage for the organization. The main intention of this study was to find out relationship among employee participation, job satisfaction, employee productivity and employee commitment. Increasing employee participation will have a positive effect on employee's job satisfaction, employee commitment and employee productivity.

Alex Edmans (2011) ^[4] "Does the stock market fully value intangible? Employee satisfaction and equity prices", Journal of Financial Economics:(pp.621-640), Year: 2011. This paper analyses the relationship between employee satisfaction and long run stock returns.

Padmakumar ram, swapna bhargavi & gantasala v. Prabhakar, (2011) ^[8] "Work Environment Service Climate, and Customer Satisfaction: Examining Theoretical and Empirical Connection", International Journal of Business and Social Science: Vol. 2 No.20 (pp.121-132), Year:

November 2011. The main objective of this exploratory study was to examine the relationships among service climate, employee job satisfaction, employee engagement, and customer satisfaction. A total of 396 usable questionnaires were analysed and the findings indicate that the work environment influences service climate, which in turn influences employee job satisfaction, employee engagement, and customer satisfaction.

Daljeet Singh Wadhwa, Manoj Verghese & Dalvinder Singh Wadhwa, (2011) [9] "A Study on Factors influencing Employee Job Satisfaction- A Study in Cement Industry of CHATTISGRAH", International Journal of Management & Business Studies: Vol.1 No.3(pp.109- 111), Year: September 2011.

Statement of Problem

Employee is the most valued asset of the organization as they to achieve the goals of the organization. Hence this study assumes the importance of employee retention. It purposes to identify the different employee retention techniques deployed by the organization and also its effectiveness. This study also helps to find out various retention strategy that are followed in the organization and how it is advantages to the organization.

Objectives of the Study

- To identify the factors affecting satisfaction level of employees.
- To analyse the affect of working environment on employees performance.

Research Methodology

It is a systematic way to solve the problem. it is the description, explanation and justification of various methods of conducting research. The present study is descriptive in nature. since this study describes the satisfaction level of employees in textiles industry is certainly a descriptive one. The data were collected from 100 employees in textiles industry located in Nilambur municipality. The data were collected from both primary and secondary sources. The secondary data were collected from journals, books, magazine, and websites. The primary data were collected through observation, personal interview and structured questionnaire. Percentage analysis is used to interpret the data.

Result and Discussion

Table 1: Satisfaction level of employees in the following factors

	Highly Satisfaction		Satisfied		Neutral		Dissatisfied		Highly Dissatisfied	
	Number of retailers	%	Number of retailers	%	Number of retailers	%	Number of retailers	%	Number of retailers	%
Present Salary	40	40%	20	20%	20	20%	10	10%	10	10%
Working Environment	35	35%	25	25%	20	20%	10	10%	10	10%
Overall Performance	40	40%	20	20%	20	20%	10	10%	10	10%
Rules and Regulation	40	40%	20	20%	20	20%	10	10%	10	10%
Accommodating Facility	25	25%	25	25%	30	30%	10	10%	10	10%
Nature of Workers	50	50%	20	20%	20	20%	5	5%	5	5%
Medical Facilities	40	40%	40	40%	10	10%	5	5%	5	5%
Infrastructure Facilities	30	30%	30	30%	20	20%	10	10%	10	10%

Sources: Primary data

Factors Affecting Employee Satisfaction

- **Work Environment:** A conducive, safe, and positive environment forms the bedrock of job satisfaction. This encompasses not just the physical space but also the cultural and emotional atmosphere of the workplace.
- **Nature of the Work:** The intrinsic characteristics of the job, including its meaningfulness, autonomy, and the match between job demands and personal skills, are crucial factors affecting job satisfaction.
- **Compensation and Benefits:** Adequate and fair remuneration, alongside comprehensive benefits, are fundamental in making employees feel valued and financially secure.
- **Work-Life Balance:** The ability to harmonise professional duties with personal life significantly influences job satisfaction, with flexible work arrangements being a key factor.
- **Recognition and Feedback:** Regular acknowledgement of efforts and constructive feedback is vital in fostering a sense of appreciation and belonging among employees.
- **Professional Growth:** Opportunities for career advancement and professional development are significant factors determining job satisfaction, driving a sense of progress and fulfilment.
- **Leadership Style and Management:** The approach leaders and managers adopt in guiding, supporting, and communicating with their teams can greatly impact job satisfaction levels.
- **Collegial Relationships:** Positive interactions and colleague relationships create a supportive network that enhances job satisfaction.
- **Job Security:** Ensuring job stability is critical, with uncertainty often leading to stress and dissatisfaction.
- **Organisational Policies and Practices:** The fairness, transparency, and inclusivity of organisational policies play a significant role in shaping job satisfaction as a determinant.

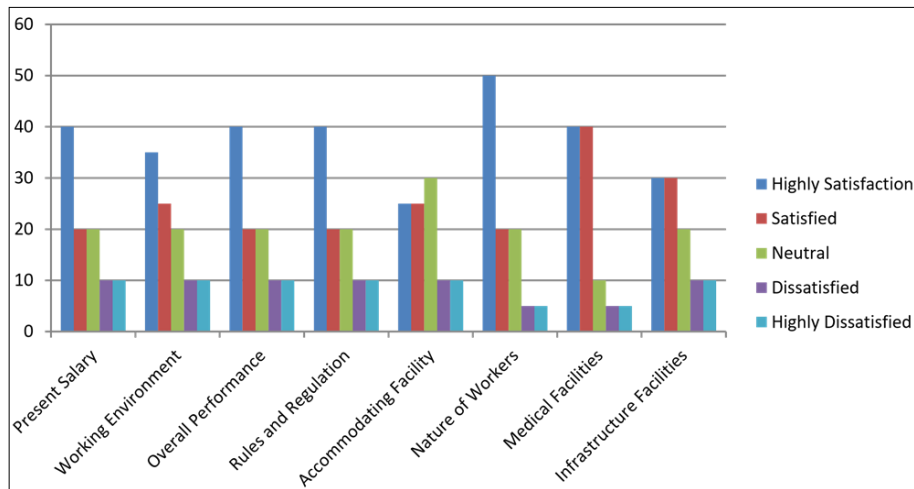


Fig 1

Interpretation

It is revealed that many of the respondents are (40%) satisfied with the present salary, rules and regulation, medical facilities and overall performance of the textiles industry. most of the employees (50%) are highly satisfied in the nature of coworkers. minority of employees are (25%) highly satisfied in the working environment and accommodation facility. The dissatisfaction level of employees towards the above factors are almost same (10%) in all cases.

Conclusions

From the study it is clear that this satisfaction level of employees in textiles industry is promoting the peaceful industrial relations and good organisation culture highlighted by the management and employees. The employees are the happy and health employees backbone of organisation will give better turnover make good decision and positively ask contribute to the organisational goal. Employee's satisfaction effect the things employees timing organization work output the study focus on the employee satisfaction of textiles industry the contrast of the emergence of this employee satisfaction commercially available at the time competitive environment

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