



A STUDY ON SATISFACTION LEVEL OF EMPLOYEES IN AUTOMOBILE SECTOR, IN ANDRAPRADESH

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ABSTRACT

Employee satisfaction is a factor in motivation, retention and goal achievement in the place of work. Employee satisfaction is measured using an employee satisfaction survey factors that influence employee satisfaction addressed in these surveys might include promotion policy, working condition, job responsibilities, career prospect and relationships between higher and lower-level management, teamwork, resources, etc. The main objective of the research study is to study employee satisfaction and to examine the satisfaction level of employees in the automobile industry. The study is based on the primary as well as secondary data which has been collected through a structured questionnaire, filled by 150 respondents those are working in the automobile industry. According to the findings of the research study the employee satisfaction affects in many ways. Factors affecting employee satisfaction are rewards, stress, leave, benefits, and compensation given to the employee by the management which is important to improve the motivation level and employee satisfaction

INTRODUCTION

Employee satisfaction plays a significant role in every organization. Every employee is important for the organizations and the performance of the employees totally depends on the satisfaction level towards their jobs. Employee satisfaction means a positive and negative feeling towards his/her jobs. Job satisfaction is a part of it. It is an amount of pleasure associated with the job. Positive and supportive attitude towards the job shows the employee satisfaction. A negative and unsupportive attitude towards the job shows employee dissatisfaction.

Basically, the employee satisfaction refers to the fulfilment of employee's needs, wants & desires. Employees are more motivated and productive when they are satisfied. If the employees of an organization are satisfied then it affects customer satisfaction and organizational growth and productivity. There are various factors that influence employee satisfaction.

Some of these factors are promotion policy, working condition, job responsibilities, career prospect and relationship between higher and lower-level management, salary, leaves, recognition etc. if the organization focus on these factors wisely then it will definitely help to motivate the employees to perform their job in effective and efficient manner. Employee satisfaction helps in the growth of employees as well as the employer. Higher level of satisfaction prevents the employee's turnover in an organization.

REVIEW OF LITERATURE

Rashid Saeed (2021) In his study discovered promotion, pay, reasonableness and working conditions to be the key factors that add to employee job satisfaction.

Matt Wagen Heim and Stephen Anderson (2020) discussed The reason for the study was to investigate the connection between front line employee satisfaction and client orientation. Data for this research were gathered by a survey of 146 frontline employees of an amusement park in the southeast United States. Basic LinearRegression investigation was utilized to test the connections under review. The aftereffects of this study demonstrated that employees who are progressively satisfied with the relationship they enjoy with co-workers have higher client orientation. Noteworthy connections were not found between some other components of employee satisfaction and employee client orientation. In addition, no critical relationship was found between any demographic characteristics reviewed and customer orientation. The result of this study recommends that representatives of recreation-related organizations react diversely to employee satisfaction as they relate with client orientation rather than employees of different business types. In their research, found that Salary possesses the First Rank for deciding employee satisfaction with the other significant determinants. The study was directed on 300 respondents and was constrained to the automobile industries of India.

C. Swarnalatha and G. Suresh Krishna (2018) discussed This study recommended that Employee Job Satisfaction Level might be improved through the usage of Management practices. The research shows that worker strengthening, employee remuneration, cooperation, and the management authority are fundamentally positive indicators of employee job satisfaction within the context of employees of automotive industries in India.

Adenji (2017) In this study on organisation climate and employee satisfaction among Academic Staff in Some Selected Private Universities in Southwest Nigeria. The study depended on the reactions got from 293 respondents of five private Universities in the South-West Zone of Nigeria outcomes Demonstrated.

Moncrief (2016) explains the job satisfaction and work motivation has been affected by economic factors. According to employee needs employer should plan, rewarding, encouraging, economic tools, undoubtedly economic tools are ways of increasing employees work motivation and job satisfaction.

Teseema and Soeters (2015) explains Concluded that there is positive relationship between promotion practices and perceived performance of employee. If organizations want to accelerate performance of employees in the organization, fair promotional opportunities should be given to employees.

Thakor M.V and Joshi A. W (2013) discussed the success of any organization is depending upon job satisfaction and positive participation of employees in their work. Organizational success is depending upon employee's performance, organizational liability, acquiring new skills of job, physical as well as mental health and motivation.

Frye (2012) discussed There is positive relationship between equity-based compensation and performance. The investigation about relationship among job satisfaction and pay was conducted and it was also found that job satisfaction.

Descriptive research

Descriptive studies are undertaken in many circumstances. When the researcher is interested in knowing the characteristics of certain groups such as age, sex, educational level, occupation or income, a descriptive study is necessary. Descriptive studies are well-structured. It tends to be signed & its approach cannot be changed every now and then. It is, therefore necessary that the research give sufficient thought to framing research questions and deciding the types of data to be collected of the producers to be used for their purpose.

SOURCES OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

- **Primary Data** – Employees of Maruti Cars in Andhra Pradesh are the primary data sources.
- **Secondary Data** - Secondary data sources are journals, magazines association bulletins, newspapers, web portals, company brochures, books etc.

HYPOTHESIS

CHI-SQUARE TEST-

Null hypothesis: There is no significant Difference between Gender of respondents and department.

Alternate hypothesis: There is significant Difference between Gender of respondents and department.

CORRELATION-

Null hypothesis: There is no positive relationship between belongs to department and Problems faced by the employees.

Alternative hypothesis: There is a positive relationship between department and problems faced by the employees.

CHI SQUARE ANALYSIS

Chi-square Tests			
	Value	DF	Asymptotic significance(2-sided)
Pearson chi-square	1.045 ^a	3	.790
Likelihood Ratio	1.045	3	.790
Linear-by- Linear Association	.000	1	.984
N of Valid Cases	150		

HYPOTHESIS

CHI-SQUARE TEST- There is no significant Difference between Gender of respondents and You belongs to which department. the null hypothesis accepted and alternate hypothesis is rejected.

INFERENCE

Since P value (0.790) is greater than 0.05 at 5 percent level of significance, the null hypothesis accepted and alternate hypothesis is rejected. Hence it is proved that is no significant difference between department and Gender.

CORRELATIONS ANALYSIS

Correlations			
		You belongs to which department?	Problems faced by the employees
You belongs to which department?	Pearson Correlation	1	.982**
	Sig.(2- tailed)		<.001
	N	150	150
Problems faced by the employees	Pearson Correlation	.982**	1
	Sig.(2- tailed)	<.001	
	N	150	150

HYPOTHESIS:

CORRELATION- There is positive relationship between belongs to department and Problems faced by the employees.

INFERENCE

Since $R=0.982$, Which is positive relationship between department and problem faced by employees.

FINDINGS OF THE STUDY

From the **chi-square analysis**, it is found that there is no significant different between gender & department.



From the **Correlation**, it is found that there is a positive relationship between department and problem face.

SUGGESTIONS & RECOMMENDATIONS

- There are few employees who are not satisfied with their job responsibilities so it must be focus that unsatisfied employees can be assign their right job responsibilities.
- 5% of people believe there are poor physical working condition, so it must be ascertain that physical working condition is appropriate for every employee.
- There are 28% employees who are not recognize and acknowledge by the organization, so it is very important that any employees work must not unrecognized and acknowledge.
- It is found that some employees are not satisfy with the salary, Hence salary should be paid according to their work so that employees can be satisfy and their morale can be boost.
- It is observed that some employees is not getting work according to their skills and qualification. Therefore while assigning the work employees skills and qualifications must be kept in mind.
- Red tapism in the working environment should be avoid that work can be done smoothly with full of efficiency.
- Employees satisfaction is key to success focus must be given to on satisfaction of those employees as well who are not satisfy with the organization.

CONCLUSION

In every organization, employees play a major role. Without proper utilization of human resources, organization will not be able to utilize its other factors of production or resources i.e., money, material optimally. As a result, organization will not be able to achieve its goals. For proper utilization of human resources, it is very important to focus on employees' satisfaction because if employees are satisfied then only, they will give their best to their organization. There are various factors which impacts the satisfaction level of an employee like his/her job responsibilities, working environment, salary, promotion, leave and many more. So, the organization should analyze their need and motivational factors and try to satisfy them accordingly. If the organization will focus on employees' satisfaction, then employee will become loyal towards the organization and give their best efforts to accomplish desired goals of the organization.

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