



Factors Influencing Employee Motivation and Job Satisfaction with reference of Vanaspati Industries

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Abstract: Employers often face severe problem in motivating and creating job satisfaction for the workers working in the organization. To create program and policies to motivate and develop job satisfaction among workers in the organization. To address the complex interplay between motivational factors and job satisfaction, our study aims to assess the correlation between these variables while gauging the current level of employee job satisfaction. By identifying key drivers of motivation and satisfaction, we endeavor to formulate effective solutions to enhance employee morale and overall job satisfaction within the organization. The results of our study revealed a significant positive correlation between motivational factors and job satisfaction among employees. Based on these findings, we propose implementing tailored solutions aimed at enhancing employee motivation and job satisfaction. These solutions may include optimizing compensation and benefits packages, providing opportunities for career advancement and skill development, fostering a positive work environment, recognizing and rewarding employee achievements, and fostering open communication channels to address concerns and promote engagement. By addressing these factors, we anticipate a notable improvement in overall employee morale and satisfaction within the organization.

Keywords– Employee motivation, Job Satisfaction.

I INTRODUCTION TO THE TOPIC

INTRODUCTION

In the dynamic landscape of organizational management, the dynamics of employee motivation and job satisfaction play a central role in shaping the overall success and productivity of a workforce. The intricate interplay of various factors within the work environment significantly influences how employees perceive their roles and the degree of satisfaction they derive from their jobs. This understanding is pivotal for employers aiming to cultivate a workplace that not only promotes productivity but also fosters a positive and fulfilling professional experience for their staff.

Employee motivation, a driving force behind sustained effort and commitment, is intricately linked to elements such as recognition, career development opportunities, autonomy, and the overall work environment's positivity. Concurrently, job satisfaction, encapsulating the overall contentment with one's job, is molded by factors including work-life balance, fair compensation, effective leadership, job security, and the quality of interpersonal relationships within the workplace.

OBJECTIVES OF THE STUDY

1. To Study the important factor which factor are needed to motivate and satisfy the employee
2. To determine the relationship between motivational factor and job satisfaction
3. To evaluate the level of job satisfaction of the employee
4. To find the solution for improving the employee motivation and job satisfaction.

SCOPE OF THE STUDY

1. Supportive and inclusive organizational culture enhances a sense of belonging.
2. Recognition and rewards validate employee efforts, boosting motivation.
3. Clear communication and transparent leadership build trust among employees.
4. Professional development opportunities empower career growth and skills enhancement

NEED OF THE STUDY

The study aims to gauge employee satisfaction across various parameters, recognizing its pivotal role in ensuring organizational functionality, productivity enhancement, and competitive resilience. This assessment underscores the significance of employees' contentment in fostering a positive attitude and facilitating informed decision-making within the organization.

II REVIEW OF LITERATURE

1. Primadi Candra Susanto, Ni Nyoman Sawitri, Sugeng Suroso (2023) Determinant Employee Performance and Job Satisfaction The purpose of this study was to determine the effect between variables in this study The results showed that there was no positive and significant partial effect of Employee Performance on Job Satisfaction. This can be interpreted that the perception of Employee Performance has not been able to work on employee job satisfaction.

2 Ahmad Prayudi, Imas Komariyah (2023) The impact of work motivation, work environment, and career development on employee job satisfaction Human resources are very important in a company. therefore, every company always tries to have quality human resources and companies must pay attention to aspects of work related to human resources. A good and comfortable work environment can also affect employee satisfaction because employees will feel more at home and comfortable at work, thereby increasing motivation and job satisfaction.

3. Rawan I. Khezendar, Yosra Hamas (2021) Motivation Factors and Its Impact on The Job Performance. Motivation is a combination of desires and energy of an individual that are directed for achieving the different goals. For increasing the productivity of the employees, motivation plays an effective role. The outcomes of the questionnaire survey depicted that there is the direct relation between the motivational factors and the employee job performance.

4. Patel Priya Bhupendra Bhai and Ms. Vaishali Pillai (2021) A study on factors affecting employee motivation. This research proves that motivation is an important part of human psychology. The research purpose is to find some important factors which motivate the employees. The objective is to study factors affecting the motivation among employees. . The respondents are satisfied with incentives and other benefits, regular bonus, guidance and motivation, competition between peers and co-workers, payment, personnel policies and teamwork.

5. Dr Ranita Basu (2021) A study on, the impact of employee motivation on job performance of the employees. The purpose here is to investigate and identify factors responsible for the satisfaction and dissatisfaction of the employees and henceforth to find practical solution for lack of staff motivation and job performance. The employees should be provided with the opportunities that they need incorporating motivation and focusing on increasing job satisfaction need to be considered in order to reduce stress and to ultimately provide the employees with a better environment to work in.

III RESEARCH METHODOLOGY

RESEARCH DESIGN

Research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research question through the collection, interpretation, analysis, and discussion of data.

The project study is descriptive research design. Research design is the specification of methods and procedures for acquiring the information needed. It is an overall operational pattern (or) framework of the project that stipulates what information is to be collected from which source and by what procedures.

METHOD OF DATA COLLECTION

Primary data refers to the pure and the fresh data which are collected for first time. The primary data are collected from the sri abirami vanaspati industries Secondary data refers to the data that are already collected by some researchers in the past and is available in published or unpublished form. The secondary data for this study has been obtained.

SAMPLING SIZE

The sampling size for this study will be 123 employees at Sri Abirami vanaspati Industries

TOOLS FOR DATA ANALYSIS

The tools for data analysis will involve descriptive statistics and inferential statistics. Descriptive statistics will be used to summarize the data collected, while inferential statistics will be used to test hypothesis and identify significant relationship between variables. The data will be analyzed using statistical software SPSS.

Percentage analysis:

Percentage analysis in research methodology refers to a statistical technique used to analyze data and express it in terms of percentages. It involves converting raw data into percentages to facilitate comparison, interpretation, and presentation of data in a more understandable and concise manner.

Chi-Square Test:

Chi Square test or homogeneity is used to determine if two or more independent sample vary by distribution on a single variable. A common use of this test is to compare two or more groups or conditions on a categorical result. Formulation of omnibus test statistic is formed as independence test and homogeneity test.

Correlation:

Correlation refers to a statistical measure that describes the extent to which two variables change together. In simpler terms, it indicates whether and how much two variables are related to each other.

SCALING METHOD

The scaling method for this study will be a likert scale, which will be used to measure the responses of employees to the survey questionnaire. The likert scale is a commonly used scaling method that allows respondents to indicate their level of agreement or disagreement with a statement.

IV DATA ANALYSIS AND INTERPRETATION

Data analysis is the most crucial part of any research. Data analysis summarizes collected data. It involves the interpretation of data gathered through the use of analytical and logical reasoning to determine patterns, relationships or trends. Data analysis is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision-making.

4.1 PERCENTAGE ANALYSIS

Table No: 4.1.1
You have the flexibility to take time off when you need

You have the flexibility to take time off when you need	Frequency	Percentage
Strongly Disagree	3	2.4
Disagree	5	4.1
Neutral	25	20.3
Agree	41	33.3
Strongly Agree	49	39.8
Total	123	100

Inference

From the above Table No: 4.1.1, It was found that 39.8% of the respondents are agree about you have the flexibility to take time off when you need, 33.3% of the respondents are strongly agree about you have the flexibility to take time off when you need, 20.3% of the respondents are neutral about you have the flexibility to take time off when you need, 4.1% of the respondents are strongly disagree about you have the flexibility to take time off when you need, 2.4% of the respondents are disagree about you have the flexibility to take time off when you need.

4.2 CHI-SQUARE TEST

4.2.1 HYPOTHESIS STATEMENT

H₀ – There is no significance relationship between age and satisfied are you with the communication channels.

H₁ – There is a significance relationship age and satisfied are you with the communication channels.

Table No: 4.2.1
Age and satisfied are you with the communication channels

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	24.60	12	0.17
Likelihood Ratio	27.80	12	0.006
Linear-by-Linear Association	0.02	1	0.879
N of Valid Cases	123		

Inference

From the above table 4.2.1 we infer that Pearson chi-square significant value is 0.17 which is less than 0.05 (5% significance level). Hence, we reject the null hypothesis (H₀) and accept the alternative hypothesis (H₁). There is significance relationship between age and satisfied are you with the communication channels.

4.2.2 HYPOTHESIS STATEMENT

H₀ – There is no significance relationship between age and career development opportunities motivate you the most

H₁ – There is a significance relationship between age and career development opportunities motivate you the most

Table No: 4.2.2
Age of the respondent and career development opportunities motivate you the most

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	24.51	12	.017
Likelihood Ratio	26.49	12	.009
Linear-by-Linear Association	1.98	1	.159
N of Valid Cases	123		

Inference

From the above table 4.2.2 we infer that Pearson chi-square significant value is 0.017 which is less than 0.05 (5% significance level). Hence, we reject the null hypothesis (H₀) and accept the alternative hypothesis (H₁). There is significance relationship between age and career development opportunities motivate you the most.

4.3 CORRELATION

4.3.1 HYPOTHESIS STATEMENT

H₀ – There is no statistically significant correlation between satisfied are you with the transparency and communication regarding your compensation package within the company and Benefits offered by the company are satisfied.

H1 – There is a statistically significant correlation between satisfied are you with the transparency and communication regarding your compensation package within the company and Benefits offered by the company are satisfied.

Table No: 4.3.1

Satisfied are you with the transparency and communication regarding your compensation package within the company and Benefits offered by the company are satisfied.

		satisfied are you with the transparency and communication regarding your compensation package within the company	Benefits offered by the company are satisfied
satisfied are you with the transparency and communication regarding your compensation package within the company	Pearson Correlation	1.000	.0287
	Sig. (2-tailed)		123
Benefits offered by the company are satisfied	Pearson Correlation	0.287	1.000
	Sig. (2-tailed)	.001	

Inference

From the correlation table 4.3.1, it can be seen that the correlation coefficient (i.e.) value of r is 0.287, there is positive low significant relationship between satisfied are you with the transparency and communication regarding your compensation package within the company and Benefits offered by the company are satisfied. Since p -value (0.001) < 0.01, we accept the hypothesis (H1). It can be concluded that there is statistically significant low correlation between satisfied are you with the transparency and communication regarding your compensation package within the company and Benefits offered by the company are satisfied.

4.3.2 HYPOTHESIS STATEMENT

H0 – There is no statistically significant correlation between employees get appreciation and rewards if the desired work/ targets are accomplished and the motivation program contribute positively to the overall work environment.

H1 – There is a statistically significant correlation between employees get appreciation and rewards if the desired work/ targets are accomplished and the motivation program contribute positively to the overall work environment.

Table No: 4.3.2

Employees get appreciation and rewards if the desired work/ targets are accomplished and the motivation program contribute positively to the overall work environment.

		Employees get appreciation and rewards if the desired work/ targets are accomplished	The motivation program contributes positively to the overall work environment.
Employees get appreciation and rewards if the desired work/ targets are accomplished	Pearson Correlation	1.000	0.254
	Sig. (2-tailed)		0.005

The motivation program contributes positively to the overall work environment.	Pearson Correlation	.254	1.000
	Sig. (2-tailed)	0.005	

Inference

From the correlation table 4.3.2, it can be seen that the correlation coefficient (i.e.) value of r is 0.254, there is positive low significant relationship between employees get appreciation and rewards if the desired work/ targets are accomplished and the motivation program contribute positively to the overall work environment. Since p -value (0.005) $<$ 0.01, we accept the hypothesis (H1). It can be concluded that there is statistically significant low correlation between employees get appreciation and rewards if the desired work/ targets are accomplished and the motivation program contribute positively to the overall work environment.

V FINDINGS

1. The majority of the respondents have agreed regarding the You have the flexibility to take time off when you need.
2. There is significance relationship between Age and satisfied are you with the communication channels
3. There is significance relationship between Age of the respondent and career development opportunities motivate you the most.
4. There is statistically significant low correlation between training needs assessment process contributes to creating a culture of continuous learning and development within the organization and my company has a mechanism to adjust and review training programs according to the need of training.
5. There is statistically significant low correlation between Determination of training needs helps in the attainment of set targets and a positive impact on my performance since participating in the training.

VI SUGGESTIONS

The organization endeavors to strengthen employee relationships, offering specialized job skills training and incentives, while prioritizing comprehensive training programs aimed at enhancing employee competencies. Furthermore, innovative promotion criteria are being explored to foster employee development and overall satisfaction within the organization.

VII CONCLUSION

From the results of the analysis, a conclusion is obtained. There is a positive influence between transformational leadership on job satisfaction. But it is not significant. There is a positive influence between compensation on job satisfaction. But not significant. There is a positive influence between work motivation and job satisfaction. But not significant. Simultaneously there is a positive and significant effect of transformational leadership, compensation and work motivation on job satisfaction.

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