



Quality of Work Life of Employees Working in Private Sector Banks: A Micro Study in Coimbatore City

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ABSTRACT

Quality of life at work is a term which often has been used to define the wider job-related experience of an employee in his or her organization, which involves the culture, overall working conditions, how an employee is interested to do their assigned work responsibilities, the involvement of an employee feels, the level of autonomy and responsibility they have with respect to their job. This article is related to study about the quality of work life of the employees working in private sector banks in Coimbatore city. Quality of Work Life effects the motivation level of the employees and as well as objectives of the organization. Many researchers have proved that good Quality of Work Life in an organization make an employee's enable them to be mentally and physically fit enough with constructive spirits which has great impact on the performance of employees. The QWL of employees is very vital for organizations to attract and retain employees in long run working. A better working environment in an organization will lead to good Quality of Work Life which is immense benefit to both employees and as well as employers. The sample contains of 253 employees engaged in different private banks in Coimbatore city were selected randomly. The questionnaire has been prepared on the basis of different parameter of QWL assessments and of earlier research. The basic objective of this research is to identify & understand about working environments, and the level of employee job satisfaction out of which the quality of work life of employees working in private sector banks in Coimbatore city.

INTRODUCTION

Every organisation always needs to be much more acceptable employee strategy to discharge the assigned responsibilities in an effective manner. Therefore, all the organisations are compulsorily to accept idea to develop the Quality of Work Life of employees to meet out the organisational objectives and as well as need and objective of the employee. Quality of work life (QWL) is an important aspect of human resource management.

QWL replicates the relationship between employees and the working environment provided to them in an organisation. QWL requires the organisations to make provisions of such a conducive working atmosphere for the employees so that they can be satisfied and which can enhance their efficiency as well as productivity. Quality of Work Life (QWL) is a term which has been defined as the widerwork-related experience an employee while working in an organization. It is the work-culture which serves as the base of survival of an employee in an organisation. Therefore, work-culture andwork practice of industries has to be identified and developed for providing quality of work life for an employee in an organization. The term Quality of work life which is the state of mind of an employee with each sphere of work which includes monetary rewards benefits, safety, occupational environment, relationships in the organisation where he or she is working. It is an important component by which an employee can able to act responsibly in a society and can interact with other individuals accordingly. Every employee working in an organisation wants growth and development of career. The main objective in developing in practical Quality of Work Life is to create working atmosphere that encourages employee's job satisfaction in an organisation. The focus is not only to achieve the production and productivity or reduction in of costs, but also on developing an environment where employees can participate in decisions making which enable them greatly for their job satisfaction out of the job.

LITERATUREREVIEW

Dr. Roopali Batra (2016) investigate Quality of work life denotes all the organizational inputs which aim at the employee's satisfaction and enhancing organizational effectiveness. The basic purpose is to develop jobs and working conditions that are excellent for employees as well as economic health of organization. It refers to the level of satisfaction, motivation, commitment and involvement an individual experience with respect to their line at the work. The present study based on a primary survey of 50 bank employees from public and private sector banks of Punjab brings to light certain interesting but striking observations about Quality of Work life in Banks. It highlights the awareness, perceptions and satisfaction of private and public bank employees towards different parameters of Quality of Work Life.

KK Ramachandran (2021) the researcher aims to focus that The Quality of Work-Life is is a widely studied approach to predict the work life experience of employees. This study examines the QWL of

employees working in the new generation private banks in Kerala. Since, the new generation private banks generally have lot of pressure to sustain in the market. Naturally such pressure will be influenced on the employees. The main objective of the study is to estimate QWL of employees and classify their level. The study result reveals that 88% of employees are having moderate and high level QWL. The result also depicts that number of earning members in the family is significantly influencing the QWL.

Ms. Sama Khan¹ & Dr. Amit Kumar Srivastava(2023) Workplace culture, benefits for employees, work-life balance, opportunity for promotion, employment security, and employee happiness all these are becoming very significant in every sector. In this context the term quality of work life (QWL) describes general wellbeing of employees at their workplace. QWL includes all components of work—physical, psychological, and social—that have an impact on a worker's general level of job satisfaction and quality of life. Quality of work life can be beneficial for both businesses and employees in many ways. Therefore, fostering a culture of positivity at work that appreciates and prioritises QWL is crucial for any organization's long-term success by ensuring a higher level of satisfaction among the human resources. So, with the help of qualitative analysis of present literature this paper tries to analyze the concept of QWL and its role in banking sector.

Methods for developing Quality of Work Life

The topic of quality of work life is a new development subject and continuous development is going on furthermore. Separate and continuous exercise in the subject is essential to develop the quality of work life of employees working in an private organization. Some methods for improving the QWL as mentioned below:

1. **Work Calendars:** The working time of the employees should be flexible. Alternate work schedules for the employees can be flexi time, staggered hours, compressed work week etc. Flexible time is a system of flexible working hours, staggered hours schedule means that different groups of employees begin and end work a different interval. Compressed work week involves longer hours of work per day for fewer days per week.
2. **Job Redesign:** Job reshaping or job enhancement develops the worth of the job. It provides a person with challenging nature of work. Through this the employees are able to get their requirement of higher-level needs.
3. **Career Growth and Progress:** Career growth is vital for determined and dedicated employees. Every employee should get the opportunities for their career growth, and will be highly motivated, and their obligation & contribution to the organization will automatically increase.
4. **Independent Work Groups:** Independent work teams are known as work teams in which groups of the employees are having liberty on making any decision with relates to their employment. These teams are accountable for planning, organizing and controlling the activities within their groups and also responsible for success or failure.
5. **Worker's Participation in Management:** Workers in most of the organization are allowed and employers should invite in the bargaining process to participate in the management decisions making

process, such as quality circles, Management by objectives, suggestion schemes and other forms of employee's participation in management which will benefit to improve the Quality of Work Life.

6. **Safety and Security of Job:** Every employee in an organization wants consistency, safety & security of employment. Adequate job security will enhance the efficiency of employees as well as develop Quality of Work Life to a greater extent.
7. **Impartial Justice:** The principle of natural justice should be applied in disciplinary actions, grievance procedures, promotions, transfers, work assignments etc. Partiality and biasness at any stage can discourage the workers and affect the Quality of Work Life.

Purpose of the Study:

The present study aims at evaluating the quality of work life of employees employed in the private banks. The present study purposes are to find out the quality of work life and level of satisfaction among the employees getting out from the work. The outcomes of the present study will have countless implication in accepting the predominant quality of work life and the necessity of refining is being required.

Objective of the Study

- To understand the significance of quality of work life of employees working in private sector banks.
- To have the observation of the employees in many aspects which are affecting quality of work life of employees working in the private sector banks in Coimbatore city.
- To recommend suitable suggestion to develop the quality of work life of employees

Methodology:

The objective of present study is to explore and recognize the significance of work environment and also to study the effectiveness of the QWL in private sector banks. In order to meet the specified objectives a structured questionnaire was framed and data was collected.

| Sl. No | Number of private banks in Coimbatore city (upto March 2024) | No. of persons employed |
|--------|--|-------------------------|
| 1. | 21 | Approx ≥ 1500 |

10% of private bank and 17% of employees engaged were considered for this present study.

Data Collection

| Sl. No | Banks Covered | Questionnaire issued | Questionnaire received | Damaged/ rejected questionnaire | Questionnaire were used for study |
|--------|---------------|----------------------|------------------------|---------------------------------|-----------------------------------|
| 1. | 12 | 280 | 263 | 10 | 253 |

To evaluate the statistical sample size, proportion technique and Chi-square method were being used.

Limitation of the Study:

1. The present research and study cover the private banks in Coimbatore city only.
2. The present research covered few of some private banks Coimbatore city only.

Data Analysis and Interpretation**Table–1 Demographic variable analysis**

| Demographic variables | | No of respondents | Percentage |
|-----------------------|--------------|-------------------|------------|
| Gender | Male | 156 | 61.66 |
| | Female | 97 | 38.33 |
| | Total | 253 | 100 |
| Age group | Below25 | 78 | 30.83 |
| | 26-35 | 38 | 15.01 |
| | 36-45 | 48 | 18.97 |
| | Above45 | 89 | 35.17 |
| | Total | 253 | 100 |
| Education level | <SSLC | 47 | 18.57 |
| | <HSC | 76 | 30.03 |

| | | | |
|----------------|-----------------------|------------|------------|
| | Diploma/ITI | 82 | 32.41 |
| | Degree | 48 | 18.97 |
| | Total | 253 | 100 |
| Marital status | Married | 88 | 34.78 |
| | Unmarried | 168 | 66.40 |
| | Total | 253 | 100 |
| Income level | < Rs.20000 | 30 | 15.70 |
| | Rs.20000- Rs.40000 | 57 | 22.52 |
| | Rs.40000- Rs.60000 | 95 | 37.54 |
| | > Rs.60000 | 71 | 28.06 |
| | Total | 253 | 100 |

Table 2 illustrations shows that grouping of respondents based on work experience, age education and Income.

Table 2 Quality of Work Life and Opinion of the Respondents.

| Sl. No | Aspects | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied | Total |
|--------|---|------------------|-----------|---------|--------------|---------------------|-------|
| 1. | Wage & Salary | 54 | 83 | 48 | 36 | 32 | 253 |
| 2. | Health and Safety Working Condition | 38 | 48 | 54 | 57 | 56 | 253 |
| 3. | Prospects for Development of skills. (Training & development) | 46 | 54 | 73 | 41 | 39 | 253 |
| 4. | Work culture | 52 | 67 | 48 | 38 | 48 | 253 |
| 5. | Working environment | 41 | 46 | 50 | 54 | 62 | 253 |
| 6. | Welfare measures | 39 | 52 | 56 | 48 | 58 | 253 |
| 7. | Job satisfaction | 52 | 50 | 58 | 45 | 48 | 253 |
| 8. | Job security | 28 | 38 | 58 | 63 | 66 | 253 |
| 9. | Overall quality of work life | 48 | 58 | 39 | 51 | 57 | 253 |
| 10. | Career development | 42 | 47 | 53 | 55 | 56 | 253 |

| | | | | | | | |
|---------------|--|--|--|--|--|--|--|
| opportunities | | | | | | | |
|---------------|--|--|--|--|--|--|--|

Findings:

- Out of 253 respondents 156 are male and 97 are female.
- 89 respondents age in between 36-45 years.
- 82 respondents Educational qualification are degree holders.
- Total married respondents are 88.
- Monthly income of 95 respondents is Rs.40000 – Rs.60000.
- 83 respondents have stated that the amount of wage & salary for the work is satisfied.
- 57 respondents are dissatisfied about working conditions with regards to health, safety and welfare amenities.
- 73 & 58 respondents are impartial, either pleased or displeased in Prospects for growth and development of skills & abilities to deliver their assigned work responsibilities and job satisfaction.
- 66 respondents specified that they are highly dissatisfied about job security
- 58 respondents are pleased with their over all quality of work life
- 56 respondents are highly dissatisfied with career development opportunities

SUGGESTIONS

1. It is recommended that rewarding of an employee for exceptional work they have performed. It is always be on the part of employers to motivate employee for to give their best by way of recognition to their work, and always employees will do their best.
2. It is essential on the part of employers to deal with the employees in a way that employees should not feel dissatisfaction with the pressure of work & overburdened of the responsibilities in their assignment/work.
3. Employee welfare facilities like canteen, rest room, creche, transportation to be provided as per banking regulations facilities are available QWL, which will increase the efficiency of employee result of which the objective of organization will be achieved. Provision for employee health and safety has to be taken care to make employees mentally and physically fit enough to perform the assigned responsibility which has to be taken care very effectively.

CONCLUSION

This study basically focuses on the gaps or difference among employee's job satisfaction towards and factors leads to better quality of work life arising out of their work in the organization. This study provides better way to employers to know about their employees and also helps to address the

grievances of their employees. Apart from this the study will help for development of Human Resources system & Personnel Policies of these type of organisation, since employees are the core in the development and productivity process in every organization. Therefore, it is need of the hour to develop the human resource wants in order to achieve the objective of organization. A more priority to Quality of Work Life will have a refined working environment which will help to assist to fulfill the maximum necessity of the employees as well as benefit to these small-scale industries.

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