

A STUDY ON JOB SATISFACTION AMONG THE EMPLOYEES IN IT INDUSTRIES WITH SPECIAL REFERENCE TO COIMBATORE (SOUTH)

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ABSTRACT:

job satisfaction is widely recognized as a cornerstone of employee performance, organizational productivity, and long-term success. In the fast-paced and highly competitive Information Technology (IT) industry, the importance of employee satisfaction becomes even more pronounced due to the unique challenges faced by professionals in this sector. Employees are often required to manage heavy workloads, adhere to stringent deadlines, and continuously adapt to rapid technological advancements. These pressures can lead to stress, burnout, and attrition if not addressed effectively. Against this backdrop, the present study seeks to examine the level of job satisfaction among IT employees, with a particular focus on identifying the factors that enhance or hinder their morale and commitment. The research draws upon both primary data, collected from 180 respondents through structured questionnaires, and secondary data from journals, reports, and online resources. To ensure robust analysis, statistical techniques such as percentage analysis, chi-square tests, correlation, and ANOVA were employed. The findings highlight that elements such as regular training opportunities, recognition of employee contributions, career growth prospects, and job security play a pivotal role in fostering satisfaction. Conversely, limited advancement opportunities, inadequate support systems, and high stress levels emerge as significant sources of dissatisfaction. By shedding light on these dynamics, the study not only underscores the critical link between job satisfaction and organizational outcomes but also provides actionable insights for IT companies. Enhancing employee satisfaction through targeted interventions can lead to improved retention, higher productivity, and a more engaged workforce, thereby strengthening the organization's competitive edge in the global market.

Keywords: IT industries, Percentage analysis, Chi-square test, Employees satisfaction.

INTRODUCTION:

The IT industry is one of the fastest-growing sectors in India, contributing substantially to GDP, employment, and exports. Employee satisfaction is vital in this sector due to its competitive nature and reliance on skilled talent. Satisfied employees are more motivated and loyal, while dissatisfaction leads to stress and turnover. This study explores the level of job satisfaction among IT professionals and its impact on organizational success.

RESEARCH BACKGROUND:

The IT sector includes software, hardware, and semiconductor industries, with India holding ~55% of the global sourcing market. With over 1,000 delivery centers worldwide, India has become a digital hub. However, the industry faces challenges such as recessionary pressures and employee retention. Understanding job satisfaction is crucial for sustaining growth and competitiveness.

OBJECTIVES OF THE STUDY:

- To study job satisfaction among IT employees.
- To analyse employee attitudes towards work.
- To identify factors increasing satisfaction.
- To determine causes of dissatisfaction.
- To study employee perceptions of their organizations.

STATEMENT OF THE PROBLEM:

Despite the remarkable growth of India's Information Technology (IT) sector, employee dissatisfaction continues to be a pressing concern. While the industry has contributed significantly to GDP, employment generation, and global recognition, the internal dynamics of the workforce reveal challenges that threaten organizational stability. Employees often face intense work pressure, long hours, and demanding deadlines, which contribute to stress and burnout. In addition, limited career advancement opportunities, inadequate recognition, and concerns over job security further exacerbate dissatisfaction among professionals. One of the most critical consequences of this dissatisfaction is the high turnover rate, which not only disrupts organizational continuity but also increases recruitment and training costs.

SCOPE OF THE STUDY:

The study measures job satisfaction among IT employees, analyses influencing factors, and provides insights for organizational improvement. It focuses on employees in IT industries, covering aspects such as salary, work environment, recognition, career growth, and work-life balance.

LIMITATIONS OF THE STUDY:

- Based on questionnaire responses, which may not be fully accurate.
- Opinion survey results may not generalize to all IT sectors.
- Limited to 180 respondents due to time constraints.
- Findings depend on respondent honesty and accuracy.

RESEARCH METHODOLOGY:

Sampling Plan.

A sample of 180 IT employees was selected.

Sampling Technique.

Convenience sampling was used to collect responses.

Methods of the Study.

The study is based on both primary and secondary data.

Primary Data: Collected via questionnaires from IT employees.

Secondary Data: Derived from journals, published records, and websites.

Statistical Tools Used.

The study is based on both primary and secondary data.

Percentage Analysis: To interpret demographic and satisfaction data.

Chi-Square Test: To test significance of relationships.

Percentage Tools Used.

Percentage analysis is a statistical tool used to analyze and interpret the data collected from respondents. It helps in understanding the distribution of responses and comparing different categories in a simple and meaningful manner.

The formula used for percentage analysis is:

$$\text{Percentage} = \frac{\text{Total Number of Respondents}}{\text{Number of Respondents}} \times 100$$

Chi-Square Test.

Chi-square test is used to determine whether there is a significant association between two variables. It compares the observed frequency with the expected frequency under the null hypothesis.

The null hypothesis states that there is no significant relationship between humorous behavior and employee work engagement.

The formula for chi-square is:

$$\chi^2 = \frac{(O-E)^2}{E}$$

$$E = \frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$$

ANALYSIS AND INTERPRETATION:

Percentage Analysis.

Age of Respondents.

The study reveals that a significant proportion of respondents fall within the younger age group. About 48% of the respondents are in the age category of 25 years, indicating that the IT workforce is largely youthful and early in their careers. This highlights the dominance of fresh graduates and young professionals in the industry.

Gender of Respondents.

Gender analysis shows that the IT sector workforce is male-dominated, with 70% of respondents being male and the remaining 30% female. This reflects the existing gender imbalance in the industry, though female participation is gradually increasing.

Educational Qualification.

The educational background of respondents demonstrates diversity in academic preparation. About 30% of the respondents hold postgraduate (PG) qualifications, while others possess undergraduate degrees, diplomas, or professional certifications. This indicates that higher education plays an important role in IT employment, but vocational and professional courses also contribute significantly to workforce entry.

Marital Status.

The marital status distribution shows that the majority of respondents are unmarried. Only 24% of the respondents are married, while the rest are single. This again reflects the youthful nature of the IT workforce, where most employees are in the early stages of their professional and personal lives.

Company - wise Distribution.

The largest group comprises web developers (41.8%), followed by professionals (35.3%), systems analysts (14.1%), and salaried employees (8.8%). This distribution highlights the dominance of technical and development roles in the IT sector, with relatively fewer respondents in non-technical salaried positions.

CHI-SQUARE ANALYSIS:

CHI SQUARE ANALYSIS BETWEEN AGE AND SATISFIED WITH YOUR CURRENT JOB ROLE.

Null hypothesis(H₀):

There is an association between the age and known about the IT company

Alternative hypothesis(H1):

There is no association between the age and known about the IT company

	Value	Df	Asymptotic Significance
Pearson Chi-Square	30.382a	9	.000
Likelihood Ratio	24.636	9	.003
Linear-by-Linear Association	12.015	1	.001
N of Valid Cases	170		

INTERPRETATION.

The Chi-square test shows that the Pearson Chi-Square significance value is 0.000. When we compare it with the p-value (0.05), the calculated value is less ($0.000 < 0.05$). Therefore, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). Hence, there is a significant association between age and satisfied with your current job role.

CHI SQUARE ANALYSIS BETWEEN GENDER AND SATISFICATION OF CURRENT ROLE.

Null Hypothesis(H0):

There is no association between the gender and known about the IT company

Alternative hypothesis(H1):

There is an association between the gender and known about the IT company.

	Value	Df	Asymptotic Significance
Pearson Chi-Square	6.583a	3	.086
Likelihood Ratio	6.466	3	.091
Linear-by-Linear Association	3.138	1	.076
N of Valid Cases	170		

INTERPRETATION:

The Chi-square test shows that the Pearson Chi-Square significance value is 0.086. When compared with the p-value (0.05), the calculated value is greater ($0.086 > 0.05$). Therefore, we accept the null hypothesis (H_0) and reject the alternative hypothesis (H_1). Hence, there is no significant association between gender and satisfaction of current role.

FINDINGS:

- Majority of respondents are below 25 years (57%), unmarried (74%), and early in career (1–3 years’ experience).
- Web developers (42%) form the largest occupational group.
- Income: 42% earn ₹25,000–₹35,000 monthly.
- Training: 72% receive training regularly.
- Job satisfaction: 46% very satisfied, 32% satisfied, 16% neutral, 6% dissatisfied.
- Career growth: 41% satisfied, 35% very satisfied.
- Job security: 42% very satisfied, 24% satisfied.
- Resources & rewards: 92% have resources, 95% receive appreciation.

SUGGESTIONS:

- Enhance career growth opportunities through promotions and skill development.
- Strengthen job security policies to reduce turnover.
- Provide stress management programs to improve work-life balance.
- Increase training frequency and focus on employee development.

CONCLUSION:

Job satisfaction is a key driver of organizational success in the IT industry. The study reveals that training, recognition, career growth, and job security significantly influence satisfaction. While most employees are satisfied, areas such as career advancement and stress management need improvement. Organizations must prioritize employee well-being to retain talent and sustain growth.

REVIEW OF LITERATURE:

- Marrut & Fongsuwan (2015): HR practices improve satisfaction and reduce turnover.
- Latif et al. (2013): Training positively impacts satisfaction.
- Maurya & Kaushik (2013): Public vs private sector satisfaction comparison.
- Susanty et al. (2013): Organizational commitment strongly affects satisfaction.
- Dizgah et al. (2012): Satisfaction linked to performance.
- Emami (2012): Satisfaction influences organizational commitment.
- Lumley et al. (2011): Satisfaction correlates with retention.
- Saari & Judge (2004): Employee attitudes drive satisfaction.
- Savery (1987): Supervisors play a key role in satisfaction.
- Kaliski (2007): Satisfaction linked to recognition and promotion.