



RESEARCH ARTICLE

AN ANALYSIS OF JOB SATISFACTION AMONG VARIOUS GROUP JOBS
IN NILGIRI DISTRICT

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INTRODUCTION

Chapter I

The Nilgiris District is situated in the Western Ghats. It is surrounded by the Coimbatore District, Kerala State and Karnataka State on the eastern, western and northern side respectively. The Nilgiris District is a celebrated summer resort for the tourists from all of India. Udhagamandalam popularly called, as Ooty is the Queen of Hill Stations in India. Udhagamandalam the capital of the Nilgiris District has one been the venue of Tamil Nadu Legislative Assembly. The economic activities of this district is accelerated by the visit of tourists to a considerable extent which increase the income capacity of the people engaged many fields.

The Gross area under cultivation is 77,520 Hectares. Tea, Coffee, Potato and Various Vegetable crops including Cabbage, Cauliflower are raised in this District. Cardamom, Pepper and Ginger are the major spices. Due to increase in the cost of cultivation of Potato and other root growers in the District have switched over to planting Tea in the recent years.

In this District, Tea is the main plantation crop. There are more than 200 Tea Manufacturing Industries under both Private and Government undertakings. The TANTEA in Gudalur block and UPASI in Coonoor block are the main Government undertakings.

Job Satisfaction

Job satisfaction refers to a person's feeling of satisfaction on the job, which Acts as a motivation to work. It is not the self-satisfaction, happiness or self-contentment but the Satisfaction on the job. The term refers to the total relationship between an individual and the employer for which he is paid. Satisfaction does mean the simple feeling.

State accompanying the attainment of any goal, the end-state accompanying the attainment by an impulse of its objectives. Job satisfaction does mean absence of motivation at work. Resource workers differently described the factors contributing to job satisfaction and job dissatisfaction. Hop pock described job satisfaction as, any combination that cause and person truthfully to say I am satisfied with my job.

Job satisfaction is defined as: "The pleasurable emotional state resulting from the appraisal.

One's jobs as achieving or facilitates the achievement of one's job values". In contrast job dissatisfaction is defined as "the unpleasurable emotional state resulting from the appraisal of one's job as frustrating or blocking the attainment of one's job values or as entailing disvalues". However both satisfaction and dissatisfaction were seen as, "a function of the perceived relationship between what one perceives it as offering or entailing.

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Groups Role In Job Satisfaction

If job satisfaction is a worker benefit, surely the worker must be able to contribute to his other own satisfaction and well-being on the job. The following suggestions can help a worker find personal job satisfaction. Seek opportunities to demonstrate skills and talents. This often leads to more challenging work and

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greater responsibilities, with attendant increases in pay and other recognition. Develop excellent communication skills. Employee's value and reward excellent reading, listening, writing, and speaking skills know more. Acquire new job-related knowledge that helps you to perform tasks more efficiently and effectively. This will relieve boredom and often gets on enticed. Demonstrate creativity and initiative. Qualities like these are valued by most organizations and often result in recognition as well as in increased responsibilities and rewards. Develop teamwork and people skills. A large part of job success is the ability to work well with others to get the job done.

Accept the learn how to give and receive criticism constructively. See the value in your work. Appreciating the significance of what one does can lead to satisfaction with the work itself. This helps to give meaning to one's existence, thus playing a vital role in job satisfaction. Learn to de-stress. Plan to avoid burnout by developing healthy stress-management techniques.

Assurance In Job

Assuring job satisfaction, over the long-term, requires careful planning and effort both by management and by workers. Managers are encouraged to consider such theories as Herzberg's (1957) and Maslow's (1943) Creating a good blend of factors that contribute to a Stimulating, challenging, supportive, and rewarding work environment is vital. Because of the relative prominence of pay in the reward system, it is very important that salaries be tied to job responsibilities and that pay increases be tied to performance rather than seniority. So, in essence, job satisfaction is a product of the events and conditions that people experience on their jobs. Brief (1998) wrote: "If a person's work is interesting, her pay is air, her promotional opportunities are good, her supervisor is supportive, and her co-workers are friendly, then a situational approach leads one to predict she is satisfied with her job". Very simply put, if the pleasures associated with one's job outweigh the pains, there is some level of job satisfaction.

Beneficiary For Groups

Everyone from managers, retention agents to HR need to get a handle on employee loyalty and satisfaction how committed is the workforce to the organization and if workers are really contented with the way of things for gauging their likelihood to stay with the company. One of the main aspects of Human Resource Management is the measurement of employee satisfaction. Companies have to make sure that employee satisfaction is high among the workers, which is a precondition for increasing productivity, responsiveness, and quality and customer service. The litmus test is to study turnover and average length of service. If turnover is on the rise, loyalty levels are low and vice versa. Comparing them to industry averages gives good idea of attrition probabilities. Staff attendance, compliance with policies and confidence in leadership are other indirect indicators of allegiance while excessive theft and sabotage spell obvious lack of commitment.

According to Hackett *et al* (1994), more satisfied employees, stimulate a chain of positive actions which end in an improved company Identification of Variables Affecting Employee

Satisfaction and Their Impact on the Organization performance. In another research it is said that employee satisfaction influenced employee productivity, absenteeism and retention, Derek R. Allen & Merris Wilburn, (2002). The success of any company is directly link to the satisfaction of the employees who embody that company, that retaining talented people is critical to the success of any organization,

Freeman, (2005) .Studies shows that businesses that excel in employee satisfaction issues reduce turnover by 50% from the norms, increase customer satisfaction to an average of 95 % & lower labor cost by 12%. , Carpitella, (2003).The more satisfied an employee is, the less turnover and absenteeism occurs.

Maloney, & McFillen, (1986). Judge, *et. al*, (1993), on the other hand, mentions that employee satisfactions positively correlated with motivation, job involvement, organizational citizenship behaviour, organizational commitmen, life satisfaction, mental health, and job performance, and negatively related to absenteeism, turnover, and perceived stress and identify it as the degree to which a person feels satisfied by his/her job.

In contrast, Rousseau (1978) identified three components of employee satisfaction: they are characteristics of the organization, job task factors, and personal characteristics. In the construction industry, where the quality of products is dependent on the skill of laborers and onsite supervisors, employees play a significant role in the success and outcome of the product and the company. U.S. Bureau of Labor Statistics, 2004 Profit and growth are stimulated directly and primarily) by customer loyalty. Customer loyalty is a direct consequence of customer satisfaction. Customer satisfaction is heavily influenced by customer perceptions of the value of services they receive. Value is created by satisfied, loyal and productive employees. Employees who feel a sense of teamwork and common purpose, a strong commitment to communication, and managerial empowerment are most able, and willing, to deliver the results that customers expect (Employee Satisfaction", 2005) Human Relations perspective posits that satisfied workers are productive workers (e.g., Likert, 1961; McGregor, 1960). Thus, organizational productivity and efficiency is achieved through employee satisfaction and attention to employees physical as well as socio emotional needs. Human relations researchers further argue that employee satisfaction sentiments are best achieved through maintaining a positive social organizational environment, such as by providing autonomy and build a culture around working together to meet challenges, create new advantage, and propel the business to greater success.

Chapter II

Training and Other Improvement Programmes

Provide necessary education, training and coaching that increases employees skills and shows the employee that you are interested in their success and readiness for new responsibility.

Empower of Employees across the Company

Step up appropriate levels of new responsibility across the company. Push appropriate decision making and allow people close to the issue to make the call. Make sure your employee

knows that you trust them to do their job to the best of their ability.

Planning

We can increase employee satisfaction by making job rotation, job enlargement like knowledge enlargement and task enlargement as well as job enrichment. Target should be accessible for employee.

Fair Compensation and Benefits

Policies of compensation and benefits are most important part of organization. But you should build your policies at "suitability" not "the best".

Opportunity for Promotion and Career Development

Develop programs to promote all titles in the organization and build programs for career development of each title. Organization should give opportunity to every employee for using their abilities, skills and creativeness.

Monitor Performance and Rewards for Contribution

People naturally keep score. Use this to as advantage by monitoring positive contribution and behaviour, rewarding as appropriate. Motivate others to reach new performance levels by knowing how they measure up to expectation. We should build the proper evaluation and fair encourage employees perform work.

Providing Regular, Honest Feedback

Don't wait for a crisis situation to give feedback. Instead, give regular constructive input into the employee's performance across a wide variety of issues, build loyalty, challenge to new levels of performance and keep it real.

Build up a Unity Culture

We should focus on making proper communication channel, good and supportive relationship with co-workers and with supervisor. Employee satisfaction can be increased by demonstrating respect for everyone in the organization or company.

Provide Best Equipment and Safety concessions

Invest in employees by making sure their tools and equipments don't keep them from being

Successful. Give them the very best tools to deliver the very best performance to the company, customers and the marketplace. Companies should build occupational health and safety programmes.

Use of Modern Technology

Creating a work environment in which employees are productive is essential to increased employee productivity, their satisfaction as well as profits for any organization, corporation or small business. There is no shortage of information on ways to motivate employees, but more and more companies are realizing that there is a strong correlation between flexibility in the workplace and employee satisfaction and productivity. The concept of telecommuting is certainly not new. However, recent advances in cloud computing and collaboration software make telecommuting programs easier to

implement from a technological stand point. Concerns about cost, security, features and reliability have all been laid to rest with the introduction of hosted, Software as a Service applications. With an Internet connected computer, employees can securely access centralized data, collaborate with remote team members and host interactive web meetings and presentations. The rise of cloud computing technology and Wi-Fi availability has enabled access to remote servers via a combination of portable hardware and software.

How to measure employee satisfaction?

We can conduct an employee satisfaction survey by methods as follows:

Job Descriptive Index (JDI)

Job Descriptive Index is a scale used to measure five major factors associated with job satisfaction: Work itself, Supervision, Pay, Promotion, Co-workers. The JDI was first introduced in 1969 and since then has been used by over 1,000 organizations in many sectors.

Job In General Scale (JIG)

Job In General Scale is a method of employee satisfaction and developed as a global measure of job satisfaction. JIG is similar to JDI, it introduced 1969 by Smith, Kendall, & Hulin, was modified in 1985 by the JDI Research Group.

Minnesota Satisfaction Questionnaire (MSQ)

The Minnesota Satisfaction Questionnaire (MSQ) is designed to measure an employee's Satisfaction with their particular job. Method includes 100 items measuring 20 facets of job satisfaction. There are three version are available: two long forms (1977 version and 1967 version) and a short form.

Herzberg's Motivation-Hygiene Theory of Motivation

As pointed by Vroom (1964), the word "motivation" is derived from the Latin word Mover, which means "to move". Motivation is an internal force, dependent on the needs that drive a person to achieve. Schulze and Steyn (2003) affirmed that in order to understand people's behaviour at work, managers or supervisors must be aware of the concept of needs or motives, which will help "move" their employees to act. According to Robbins (2001), motivation is a needs-satisfying process, which means that when a person's needs are satisfied by certain factors, the person will exert superior effort toward attaining organizational goals. Theories of motivation can be used to explain the behavior and attitude of employees (Rowley, 1996; Weaver, 1998). The theories include content theories, based on the assumption that people have individual needs, which motivate their actions. Theorists such as Maslow (1954), McClelland (1961), Herzberg (1966) and Alderfer (1969) are renowned for their works in this field. In contrast to content theories, process theories identify relationships among variables which make up motivation and involve works from Heider (1958), Vroom (1964), Adams (1965), Locke (1976) and Lawler (1973). The main focus of this paper,

Operational Definitions

Job satisfaction is defined as a pleasurable or positive estate of mind resulting from appraisal of one's job or job experiences.



Chapter III

RESEARCH METHODOLOGY

Methodology can properly refer to the theoretical analysis of the methods appropriate to a field of study or to the body of methods and principles particular to a branch of knowledge. In this sense, one may speak of objections to the methodology of a geographic survey (that is, objections dealing with the appropriateness of the methods used) or of the methodology of modern cognitive psychology (that is, the principles and practices that underlie research in the field). In recent years, however, methodology has been increasingly used as a pretentious substitute for method in scientific and a technical context, as in the oil company has not yet decided on a methodology for restoring the beaches.

Practice by influence of the adjective methodological to mean "pertaining to methods." Methodological may have acquired this meaning because people had already been using the more ordinary adjective methodical to mean "orderly, systematic." But the misuse of methodology obscures an important conceptual distinction between the tools of scientific investigation (properly methods) and the principles that determine how such tools are deployed and interpreted.

Statement of The Problem

The present study is tea industries in the nilgiri district. Find out various factors governing job satisfaction among the employee the study also attempt to relate certain job satisfaction factors with the demographic variable of sex age and work experience.

Formulation of Hypotheses

1. There is no association between working job secure and job satisfaction.
2. There is no significance difference between the training programmes offered based on the gender.
3. There is no significance difference between the safe work environments based on the gender.

Motivation in management is the process through which managers build the desire to be productive and effective in their employees.

Research Design Description

Descriptive research methods are used when the researcher wants to describe specific behavior as it occurs in the environment. There are a variety of descriptive research methods available, and once again, the nature of the question that needs to be answered drives which method is used. Traditionally, descriptive research involves three main categories: observation, case studies, and surveys. Let's take a closer look at each of these individually.

Chapter IV

Sampling Design

The method of sampling chosen was that of simple random sampling. In this method every item of population has equal chance of inclusion in the sample. The population of the study was that of a finite universe, the sample size was for 280 employees.

Types

The researcher has selected the Simple Random sampling method for his project work in the nilgiris.

Aim of The Study

1. To analyze the satisfaction level of the employees welfare measures and Job security.
2. To suggest some measures for improving the satisfaction level of the employees.
3. To study the factors contributing for job satisfaction nature of job, work environment, job security.
4. To analyze the job satisfaction of the employee working area.

Data Collection

The present study is based on the primary data collection through questionnaire from 280 employees in the organization.

Tools

A close-ended questionnaire consisting of 21 questions was used in the research. Close-ended questions are when you ask the respondent to answer the question based on the options already given. You provide the questions and give some options for them to choose from. The respondents need to choose from those option given only.

Principles of The Study

1. Job satisfaction should be major determinants of an employee organizational behavior.
2. A satisfied employee will be having positive attitude towards his or her job and would go beyond the normal expectation in his or her job.
3. A person who places high importance on imagination, independence and freedom is likely to be poorly matched with an organization that seeks conformity from its employees.

Job Satisfaction is a very essential aspect in every organization. Jobs should be designed in such a way that the all the employees feel satisfied with their job. Job satisfaction plays vital role in motivating the employees to perform their jobs more perfectly and in a good manner and also can achieve their goals and in turn it increases the productivity, less attrition rates, absenteeism etc.

Chapter V

SUMMARY AND CONCLUSION

The term job satisfaction is combinations of psychological factors that make a person admit," It has also been defined as that „ends state of feel up". Job performance greatly depends on the amount of job satisfaction one derives out of his/her job, which in turn relies on the work, working conditions, work environment, the amount of welfare health and safety facilities provided and the inter personal relation with superiors, subordinated and peers which in turn leads to higher productive and higher profits.

Perspectives In Analysis

Financial motivation like rewards, awards may increase the level of satisfaction in the job

The management should permit and encourage the staff for their further career development. The employee management may provide medical leave sick leave etc Good working environment.

In the light of present research and suggested to undertake tin following studies in a methodical ways and with wider approach in order to bring into focus the variables and areas which neither were nor incorporated in the study. Studies may be taken up to identify the psychological for that contributes for job satisfaction like marital status residence etc. Also studies may be taken up on experimental basis to enhance the job satisfaction of employee.

Restrictions In Analysis

As the study is mainly based on primary data, it is best with certain limitation like time constraint, counter-check replies etc. Also the study is confine to only sample size 280 respondents.

CONCLUSION

To be concluded as the analysis in the establishment of the fact that employee and large, job involved and job satisfaction but just above the medium level only. Hence it would be more appropriate to say that the employee are not less job involved and employee are not fewer jobs satisfied them to say that they are highly job satisfied.

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