



An Empirical Evaluation on Job Satisfaction of Employees Towards Chennai Logistics Sector

KEYWORDS

Role expectations, Role performance, Region, Management, Gender.

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ABSTRACT *The project titled "A study on the Job Satisfaction of Employees towards Chennai Logistics sector" clearly states that how the employees in the logistics industry are satisfied with their desire feature of job satisfaction. The main objective of the study is to analyze the perception of employee job satisfaction in an eventual manner. For the purpose of the study a questionnaire was constructed and survey taken from the logistics company and consider them as samples where the total population was infinite in nature. The research design used for the study is descriptive research which will analyze the employees job satisfaction in an full-fledged manner. The collected data is analyzed and interpreted with the help of suitable statistical tools and accordingly the findings, suggestions and recommendations are constructed which is consider to be the important part of the project.*

INTRODUCTION

Job satisfaction describes how content an individual is with his or her job. The happier people are within their job, the more satisfied they are said to be. Job satisfaction is a very important attribute which is frequently measured by organizations. One of the biggest preludes to the study of job satisfaction was the Hawthorne studies. These studies (1924-1933), primarily credited to Elton Mayo of the Harvard business school, and sought to find the effects of various conditions on workers productivity. These studies ultimately showed that novel changes in work conditions temporarily increase productivity (called the Hawthorne effect). This finding provided strong evidence that people work for purpose other than pay, which paved the way for researchers to investigate other factors in job satisfaction.

The logistics sector plays a vital role in influencing the economic development of a country. Moreover with the advent of new technology the entire globe has shrunk in terms of reach ability and easy access. Robust trade growth and innovative practices in the logistics industry has paved way for easy mobility of goods and services to any corner of the world..

Entering the booming industry with multiple options and customer service. Ultimately the pressure builds up and the competition becomes very stiff. In such a critical environment how do employees working in logistics industry handle the challenge? Whether it is a matter of survival or satisfaction? To accomplish any of these two elements the workplace environment plays a crucial role for employees in any organization. Nowadays with the rapid growth of job alternatives, employees have a large number of opportunities and options to choose from and this makes the working environment act as a critical factor for accepting as well as keeping jobs for longer times.

Workplace environment is considered as one of the essential component from which job satisfaction evolves. Job satisfaction can have a positive effect on performance, if it increases effort to reduce employee shirking and unrealistic targets. How well employees get satisfied with their jobs influence their productivity by minimizing the error rate, absenteeism and turnover, and by maximizing idea generation, innovation at work and collaboration with other employees. Satisfied employees are psychologically happy and emotionally attached to their job as well as the organization with great enthusiasm. They are even ready to take off in a fast track way for the success of the employer, going extra mile beyond

the contractual agreement. Hence this review was mainly undertaken to introspect the factors that have significance on affecting the job satisfaction such as the work factor, salary factor, work place environment, career growth factor, promotion opportunities, management support and co-workers. This paper evolves a comprehensive analysis of job satisfaction indices of Logistics Industries, the dissatisfaction factors and finally the suggestions to overcome dissatisfaction and improve the overall satisfaction level.

FACTORS INFLUENCING EMPLOYEE JOB SATISFACTION

Various factors exist in an organisation that contributes to area of employee Job satisfaction. Following are listed factors affecting employee satisfaction. They are:

- The brand name of the organisation is of utmost importance to the employees and it is considered when employee satisfaction is considered.
- The aims and objectives of the organisation where an employee works are likely to affect employee satisfaction. Salary and wage is one of the most important factors behind employee satisfaction. The salary should always be in accordance to the position of the employee in the company. Rewards and penalties are other important things that affect level of satisfaction of an employee in his job.
- The kind of treatment given by the supervisor to the employee largely determines his satisfaction level. It is always desired to treat employees in a good manner.
- Working methods of the organisation determines the satisfactory level of an employee. It is true that every organisation has its own working methods but some freedom should also be given to the employees. It is essential to check that the personality of the employee matches the type of job being allotted to him. Expectations of the employee should also be in accordance to the level of organisation in which he or she is working.

GROWTH OF EMPLOYEE JOB SATISFACTION

Employee Job satisfaction is the terminology used to describe whether employees are happy and contented and fulfilling their desires and needs at work. Many measures meaning that employee Job satisfaction is a factor in employee motivation, employee goal achievement, and positive employee morale in the workplace. As per Vroom "Employee Satisfaction is a positive orientation of an individual towards a work role which he is presently

occupying”.

Employee Job satisfaction is a measure of how happy workers are with their job and working environment. Keeping morale high among workers can be of tremendous benefit to any company, as happy workers will be more likely to produce more, take fewer days off, and stay loyal to the company. There are many factors in improving or maintaining high employee satisfaction, which wise employers would do well to implement.

Employers are faced with the task of motivating employees and creating high job satisfaction among their staff. Creating programs and policies that develop job satisfaction and serve to motivate employees takes time and money to create. When the employer understands the benefits of job satisfaction and motivation in the workplace, though, the investment in employee-related policies can be justified.

IMPROVING EMPLOYEE JOB SATISFACTION

If some organisation does not see employee satisfaction amongst its employees then there is nothing to be worried about. By following some steps, the organisation can improve employee satisfaction. One of the best possible ways is to conduct a feedback program. During this program, the organisation should take feedback from the employees so that they can know what the requirements of the employees are and what exactly they are getting in the organisation.

SCOPE OF THE STUDY

This study is done in logistics sector in Chennai; the main aim of the study is to know how the employees are satisfied with their job in their working industry and at the same time it shows the individuals attitude and perception towards job satisfaction in an predominant manner.

OBJECTIVES OF THE STUDY

Primary objective to identify the various expectations that determine the satisfaction level of employees towards logistics sector in Chennai. Secondary objective is to measure the level of satisfaction of employees with respect to the companies.

RESEARCH METHODOLOGY

Research Design

The research design followed by the researcher “Descriptive Research”. The descriptive research is to find out the existing facts by means of conducting surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as exist at present. The main characteristic of this method is that the researcher has no control over the variables; he can only report what was happened or what is happening.

DATA COLLECTION

Primary data: It has been collected from the customers through structured questionnaire, which are fresh and for the first time and thus happen to be pertaining to the current research process.

Secondary data are the supporting material for the research, which the researcher collects through various sources like journals, company records, documents, books, magazines, newspaper and from internet.

Sampling Technique: Convenient

Sample Size: 500

RESEARCH HYPOTHESIS

There is no difference in opinion among the respondents regarding the price level of products in Big Bazaar.

ANALYSIS OF DATA

PERCENTAGE ANALYSIS

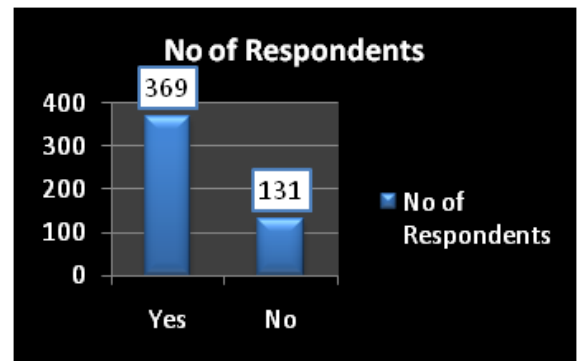
It is used to give a tabulated representation of the respondent view point.

Percentage = (Number of responses x 100) / Total number of Employees

Table1

S.No.	Price level	No of Respondents	Percentage
1	Yes	369	73.8%
2	No	131	26.2%
	Total	500	100%

From the above table it is inferred that 73.8% of the respondents says job satisfaction in logistics sector are full-fledged with their job and 26.2% of the respondents are not fully satisfied with their job aspects.



Testing of Hypothesis

CHI SQUARE TEST

Showing the opinion of employees in logistics sector

S. No.	Opinion of employees in logistics Sector	O _i	E _i	O _i - E _i	(O _i -E _i) ²	(O _i -E _i) ² /E _i
5	Strongly Agree	12	100	98	9604	96.04
4	Disagree	14	100	86	7396	73.96
3	Neutral	68	100	32	1024	10.24
2	Agree	182	100	82	6724	67.24
1	Strongly Disagree	222	100	122	14884	148.84
Total						396.32

TESTING OF HYPOTHESIS

To test whether there is relationship between opinions among the respondents regarding with job satisfaction towards the employees in logistics sector.

H₀: There is no significant relationship between opinions among the respondents regarding with job satisfaction towards the employees in logistics sector.

H₁: There is significant relationship between opinions among the respondents regarding with job satisfaction towards the employees in logistics sector.

Interpretation: As the calculated value (396.32) is greater than the table value (9.5), the Null Hypothesis of no significant relationship between opinions among the respondents regarding with job satisfaction is rejected.

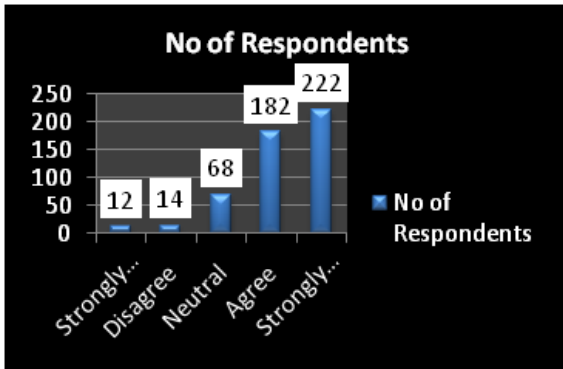
Inference: There is significant relationship between opinion among the respondents regarding with job satisfaction towards the employees in logistics sector.

WEIGHTED AVERAGE METHOD

Employees feedback in Logistic Sector

Table 2

S.No	Satisfaction level	No of respondents	Total Score
1	Strongly Disagree	12	12
2	Disagree	14	28
3	Moderate	70	210
4	Agree	182	728
5	Strongly Agree	222	1110
	Total	500	2088



Mean Square = Total score / No. of respondents.

$$= 2088 / 500 = 4.18$$

From the above table it is inferred that the majority of the employees agree to like their job in the logistic sector.

FINDINGS

- From this research the satisfaction level of employees feedback shows that agree to like their job in the logistics sector
- The overall satisfaction rated by the respondents for various levels is almost satisfactory.
- There is significant difference in opinion among the respondents regarding towards the logistics sector.

SUGGESTIONS

- Job satisfaction increases employee's morale, productivity, innovative ideas among the employees. Individuals may become more loyal towards the organization. Employees will be more satisfied if they get what they expected, job satisfaction relates to inner feelings of workers.
- The logistics sector in Chennai has today become an area of priority. One prime reason for the same stems from the reason that years of high growth in the Indian economy have resulted in a significant rise in the volume.
- Employee Job Satisfaction is of utmost importance in any organization be it small or large. Thinking that employee satisfaction is important only for the employee then it is not right. It is equally important for the organization for which the employee is working as well.

CONCLUSION

The present study confirms to know the preference of the employees job satisfaction towards Chennai logistics sector. The result of the study reveals the efficiency of the employee job satisfaction towards the preference of logistics sector in an systematic manner. Job satisfaction surveys helps to make a meaningful connection between employees' criteria, so that we can engage the workforce in an predominant manner. The leaders of the organization have the responsibility for creating a high level of job satisfaction. The aim of leadership should be to improve the performance of man and machine, to improve quality, to increase output, and simultaneously to bring pride of workmanship to people. A motivating environment is one that gives workers a sense of pride in what they do. Creating job satisfaction begins by first providing a positive work environment. This gives a sense of pride in the work. Hence, this survey results helps to identify the areas where employees are satisfied towards their logistics sector with greater determination.

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