Original Research Paper

Management

A STUDY ON THE LEVEL OF JOB SATISFACTION AMONG EMPLOYEES IN THE INFORMATION TECHNOLOGY (IT) INDUSTRY IN BANGALORE CITY

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ABSTRACT Most organizations today strive in maintaining a healthy work atmosphere that stimulates enhanced learning, productivity, awareness, satisfaction and well-being of its employees which is the need of the hour. The primary focus of any Information Technology (IT) industry is not only to stay competitive in the global market, but also in establishing the level of job satisfaction, it aims to achieve for its employees. The objective of this study is to determine the level of job satisfaction amongst employees in the IT industry (Information Technology).The sample group (N=80) consists of employees across all levels that comprises of fresher's, team leaders, junior and middle level management that enables this study to measure the level of job satisfaction on various parameters such as salary, experience, age and education. Descriptive statistics is used to gather and analyse data. This paper is an ideal representation in ascertaining the level of job satisfaction that IT employees obtain (Information Technology).

KEYWORDS : Growth, Productivity, Professionals, Organizations& Satisfaction

I. INTRODUCTION

Over the years researchers have been working laboriously, in trying to understand, the fundamental principle that triggers the feeling of *"Happiness and the level of Satisfaction"* in human beings (Agnihotri 2012).Employees are the most important assets of any given organization, and their happiness is integral for the sustenance and growth of any firm, which can only be achieved if the level of job satisfaction amongst employees is attained at its supreme level. As understood it is a renowned concept that a workforce with a high level of job satisfaction contributes in qualitative work that leads to increased productivity and in turn achieves the goals set by the organization. This study aims in analysingvarious methods, approaches and techniques that stimulate job satisfaction among employees in the IT industry in Bangalore city. The objective is to understand the competency and level of job satisfaction which is significant to employees, as it can influence their strength, happiness and work life balance. Employees, who are dissatisfied with their job most likely loseinterest, give up easily and tend to choose other career options that aren't lucrative. A low level of job satisfaction is also reflected in the organizations' structure and the additional costs involved in retraining of employees that would reduce on job retrenchments. This study focuses on the level of job satisfaction that most employees aspire to attain in the IT industry, which is highly competitive and stabilising oneself in the market is a herculean task, as this study also focuses on job satisfaction factors in the IT industry their need for independence, their aspirations to grow and succeed within their organization which is highly essential (Cropnazano, et al. Ghazzawi 1990)

II. THEORETICAL BACKGROUND OF THE STUDY

The concept of job satisfaction determines the level of contentment an individual has with his or her job. The happier people are with their jobs the more satisfied they are likely to be. Happy workers or happy performers, can set a benchmark for themselves, and are more productive when compared to employees, who are dissatisfied with their jobs and attain a very low morale and low perspective about themselves and the organization they work for. The level of job satisfaction is also detrimental in understanding various factors such as attitude, behaviour, personality, emotional stability of employeesand over a period might lay an adverse impact on the work environment; if corrective steps or measures are not take that leads to a significant decline in the level of job satisfaction of employees that results in withdrawal or resignation of employees. Employees job satisfaction level in the **(IT) Information Technology** industry in Bangalore city, can be improved by determining the current level of satisfaction and develop techniques, strategies for improvisation that depends on employees' level of acceptance, tolerance or either rejection (McAfee, et al. 1988)

III. PROBLEMS AND PURPOSE OF THE STUDY

A major bleeding issue that most IT organizations face is in retaining skilful employees. It has been a constant effort of various IT firms

(Information Technology) in retaining skilful talent that has been a topic of debate and discussion as the complexity increases with the passage of time.Organizations are paying utmost attention in fulfilling the needs and requirements of skilled and talentedlabourforce by providing those luxurious perks, benefits, privileges, salaries, flexible work timings, work from home options, including extra benefits and longer period of vacation time for rejuvenation of employees. This discussion of the level of job satisfaction amongst IT (Information Technology) employees revolves around the type of job done, the working conditions in which employees work in and their sense of achievement. This study seeks to analyse different approaches that IT firms (Information Technology) could incorporate while they employ core competencies and resources that organizations possess that would enable stipulation of job satisfaction amongst employees.

IV. REVIEW OF LITERATURE

Maslow's NeedHierarchy theory clearly highlights the specific needs to be attained at each level that must be satisfied such as physiological needs, safety needs, social needs, self-esteem needs and self-actualization need. A good amount of research states that the level of job satisfaction can be attained when certain intrinsic factors are attained such as good and challenging work environment, generalwellbeing of employees, rewards and recognition for the work done being recognised and appreciated (Pidikoti, Chand, Mohan, Lakshmanna 2014). This study also postulates that employees in the IT industry (Information Technology) who attain job satisfaction at various levels contribute in attaining organizational commitment, job involvement and can balance their professional and personal life. This study focusses on the employees who work in the IT industry (Information Technology) are known as the potential workers and knowledge workers as their job requires an element of logic, reasoning capabilities, analysis, design, programming and communication of information at various levels etc. Researchers have stated that the level of job satisfaction is related to employee attrition, turnover, performance and productivity (Shore, Newton et. al. 1990)

V. DEFINITIONS OF JOB SATISFACTION

Bullock (1952) defines job satisfaction as*"An attitude that results from specific likes and dislikes that is closely associated with one's job".*

Loche (1969) defines job satisfaction as *"Combination of two factors i.e. satisfaction and dissatisfaction in emotional relations and values, perception of the job".*

McCormick and Tiffin (1979) defines job satisfaction as *"An individual's perception about the job, related to satisfaction, work, growth, stability, salary, promotion and morale".*

VI. DETERMINANTS OF JOB SATISFACTION

This study also highlights few factors which operate as determinants mentioned below:

6.1 Problem Solving: It is a natural phenomenon that a problem exists in every industry. It is an integral factor that the problems of employees being heard, taken care of and ultimately resolved in the nick of time so that the level of employee frustration is avoided and the confidence in the management is restored.

6.2 Respect and room for Creative Suggestions: Employees working under a set of conditions are best qualified to suggest improvement for various integral issues faced by the project that they handle. If they are encouraged to provide suggestions they contribute in providing valuable ideas and thus help in increasing job satisfaction. On the other hand, if their suggestions and ideas are neglected they feel neglected, and end up being frustrated and dissatisfied.

6.3 Increase in Salary: As per the level of success attained in one's specific role assigned to the employee or employees salary is an important factor to be considered. If the employees are paid well they feel satisfied with their job. If they are not paid adequately it leads to employee dissatisfaction that results in inefficient work. Salary is an important factor to be considered in job satisfaction.

6.4 Room for Recognition and Praise: if the performance of the employee is above par as per the expectation set by his manager then then his work must be recognised and praised accordingly, failing to which his level of efficiency would be deteriorated that hampers the organizations goals as well.

6.5 Quantum of work: If the level of job satisfaction is to be attained, it is essential that the quantum of work does not exceed the individual's ability to complete it. If the employee takes more than he can chew then he/she would turn out to be disgruntled and depressed.

VII. RESEARCH METHODOLOGY
This study is undertaken to analyse the level of job satisfaction amongst IT (Information Technology) employees in Bangalore city. Both primary and secondary data have been used to attain the objectives of this study.The primary data was collected through interviews of IT (Information Technology) employees and close to 100 employees were randomly chosen for this study as this study is purely descriptive, on problematic models and tools were used. The simple statistical tools like percentages and averages were used to analyse the data.

VIII. OBJECTIVES OF THE STUDY
The main objective is to analyse the level of job satisfaction amongst IT employees (Information Technology) at Bangalore city

IX. JOB SATISFACTION AMONGST INFORMATION TECHNOLOGY EMPLOYEES
This paper focuses on the level of job satisfaction amongst IT employees (Information Technology) and it seeks to investigate empirically the realties pertaining to the IT industry the level of satisfaction that is attained by employees in Bangalore city, who belong to different genders, different age groups, educational background, nature of working conditions, that would enable this study to under the professional and other individualities to the job satisfaction order.

Table No-1.1 Level and Occupation Classification of Respondents

Occupational Classification				
Type of industry	Individual Contributor	Junior Level	Middle Level	Senior Level	Total
IT	60	10	5	5	80
Total	60	10	5	5	80

Source: Field Survey 2016

The above table 1.1 shows the occupational classification of the sample that consists of employees working in the IT(Information Technology) industry and the respondents in the IC role (Individual Contributor) represents (n=60 or 60% of the population data), junior level of respondents represents (n=10 or 10%), middle level respondents represents (n=5 or 5%), and the senior level of respondents represents (n=5 or 5%) and the remaining 1% did not indicate their occupational category.

X. Gender and Job Satisfaction
This distribution shows the gender distribution based on the organization policy and as per the table below the organization policy towards career developments is encouraging and enriching.

Table No: 1.2 Gender of the respondents

Gender of Respondents			
	Male	Female	Percentage
Total	45	35	80
	45	35	80

Source: Field Survey 2016

The table 1.2 represents the gender distribution of the sample. Male respondents comprise of 45% (n=45) compared to the ratio of female population 35% (n=35)

XI. AGE and JOB SATISFACTION OF THE RESPONDENTS
The age of the respondents is classified in various age groups 22-27 years, 28 -36 years and 37 -45 years which is represented in the below mentioned table

Table 1.3 Age of respondents

Age of Respondents			
S.No	Particulars	No.of respondents	Percentage
1	22-27 yrs	50	50.00%
2	28-36yrs	20	20.00%
3	37-45yrs	10	10.00%

Source: Field Survey 2016

In the above table,most respondents fall in the age group of 22-27 years (n=50 or 50%) followed by 20% (n=20) of the respondents fall in the age category of 28-36 and a small portion of the group that represents senior management represents 10% (n=10 or 10%). From the above table, it is easily understood that much of the workforce participated in the study fairly belong to the younger age group of 22-27 years.

XII. Educational level and Job Satisfaction
Education plays a pivotal role in the life of individuals. As the environment is highly competitive in the IT industry employees (Information Technology) with proper educational qualification is preferred.

Table 1.4 Educational levels of respondents

Educational Background			
S.No	Educational Background	No. Of respondents	Percentage
1	Graduates	70	70
2	Post Graduates	10	10
	Total	80	80

Source: Field Survey 2016

The above table represents the educational level of the sample. Most of the respondents, 70% (n=70) has an educational level of graduates, while 10% (n=10) represent the level of post graduates.

XIII. Experience level and Job Satisfaction
This table represents the level of experience of employees in the IT industry (Information Technology).

Table 1.5 Educational levels of respondents

	Length of Service		
S.No	No of years	No. Of respondents	Percentage
1	<2yrs	55	55
2	3-10years	15	15
3	11-20 yrs	10	10

Source: Field Survey 2016

The above table shows that majority of the respondents fall in the service group below 2 years (n=55 or 55%) and followed by 15% (n=15) fall in the category of 3-10 years of IT experience (Information Technology) and the last experience category represent data that falls in a marginal ratio of 10% (n=10) between 11-20 years of service.

XIV. Individual Income and Job Satisfaction

Income plays an important role in the life of an individual. Most IT employees (Information Technology) earn a decent income compared to employees of other occupations and with more incomes comes better standard of living that boosts the morale and level of job satisfaction of employees in the IT industry (Information Technology) at Bangalore city.

Table 1.6 Individual Income levels of respondents

	Individual Income		
S.No	Individual Income	No.of respondents	Percentage
1	< than 40-50 thousand	50	50
2	< than 50-60 thousand	20	20
3	< than 60-70 thousand	5	5
4	< than 70 & above	5	5
	Total	80	80

Source: Field Survey 2016

The above table displays the range of monthly income drawn by IT professionals and the distribution of the same. Majority of respondents (n=50 or 50%) earn between 40-50 thousand per month and 20 % (n=20) earn between 50-60 thousand per month, and 5% (n=5) earn between 60-70 thousand per month followed by the last category that falls in the salary range of 70 thousand and above of 5% (n=5)

XV. Span of Career and Job Satisfaction

The occupational variables, span of career of the respondents is positively associated with the level of job satisfaction which is significant at the statistical 0.01 level.

Table 1.7 Spans of Career and Job Satisfaction

Job Satisfaction	Span of Career			Total
	Short	Medium	Long	
Medium	10	5	5	20
High	40	10	10	60
Total	50	15	15	80

Source: Field Survey 2016

Analysis of the data on span of career and job satisfaction indicates that most amount of time is spent at the work place. The data shows that 40 % of respondents with short span of career exhibit low level of satisfaction and 10% of respondents with medium level of span career exhibit high level of job satisfaction and 15% of respondents with long span of career exhibit high level of job satisfaction.

XVI. DISCUSSION

This study examines the job satisfaction among IT employees (Information Technology) in Bangalore city. This study considers the level of job satisfaction for employees that provides a baseline for succeeding studies at Bangalore city and other places that is influenced by the standard of living, working conditions, and satisfaction highlighted by the table above. The result of the study indicates that the level of satisfaction among employees is closely associated with levels of independence and other fundamental factors.

XVII. CONCLUSION

As Aristotle stated that "Happiness is the very meaning and purpose of life which is the aim and end of human existence". The purpose of this study is to quantify the level of job satisfaction among employees in the IT field (Information Technology) is by being self-aware and by focussing attention on one's self. Over a span of three decades the IT sector is providing jobs to millions of people on a large scale. Therefore, it is imperative to deliberate on whether the employees working in the IT sector (Information Technology) enjoy job satisfaction or not. As the IT industry (Information Technology) offers a very congenial work environment that leads to motivation of employees which results in increased productivity and in turn increases their level of job satisfaction. Hence this study plays a major role in adding more knowledge and information to the IT (Information Technology) employees' database.

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