A STUDY ON EMPLOYEE JOB SATISFACTION AMONG BPO PROFESSIONALS AT HCL BPO COMPANY, CHENNAI.
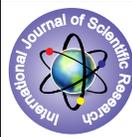
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ABSTRACT   *The importance of Human Resources is being recognized by organization all over the world and also in India. Developing the competencies of people has come to the forefront in the light of extremely high levels of competition, rapid technological advances, dynamics social and political realities, changing values and educational standards. Human resources is regarded as the nervous system of an organization. How much importance is the nervous system to a human body, that much importance is the labour force to an organization? The organization is its people. People are the resources to an organization but they are the living resources, which cannot be equated with the other because other resources are dead in nature like machine, material, money, office etc. resources add to the cost. The entire buy the raw materials and have machines but it is the people, which give competitive edge. Labour is not only the important factor of production but they are also an end of production. That is, labours not only help in the production of wealth, but they are also the persons for the satisfaction of whose wants production is carried out. The importance of job satisfaction is fairly evident from a description of the importance of maintaining morale in any industry. If the worker is not satisfied with his work both the quality and quantity of his output will suffer. If his job satisfaction level increases there is improvement in both the quality and quantity of production*

1.1 INTRODUCTION

Job satisfaction describes how content an individual is with his or her job. It is relatively recent term since in previous centuries the jobs available to a particular person were often predetermined by the occupation of that person's parent. The happier people are within their job, the more satisfied they are said to be. Job satisfaction is not the same as motivation, although it is clearly linked. Job design aims to enhance job satisfaction and performance methods include job rotation, job enlargement and job enrichment. Job satisfies action is a very important attribute which is frequently measured by organizations. The most common way of measurement is the use of rating scales where employees report their reactions to their jobs. The major role of management is effective utilization of available human, technological, financial and physical resources for the achievement of organizational objectives. The human resources play an important role in the realization of these objectives. Therefore human resources should be managed with utmost care to inspire care to inspire encourage and impel them to contribute their maximum for the achievement of such factors such as work environment, relationship with superiors, grievance handling etc.

1.2 SCOPE OF THE STUDY

- This study creates practical awareness.
- This study creates knowledge about job satisfaction techniques.
- It helps to identify how to motivate the employees through job satisfaction techniques.
- To identify the employees level of satisfaction upon that job.
- This study is helpful to that organization for conducting further research.
- It is helpful to identify the employer's level of satisfaction towards welfare measure.
- This study is helpful to the organization for identifying the area of dissatisfaction of job of the employees.
- This study helps to make a managerial decision to the company

1.3 Objectives of the Study:
Primary Objective:

- To study the Employee job satisfaction among BPO professionals at HCL-BPO Company , Chennai

Secondary Objectives
- To assess the overall Job satisfaction of the BPO employees at HCL
- To assess what employees expect from HCL for a lower employee turn over
- To identify the main method by which employees join HCL BPO.
- To assess the opinion of employees regarding the relationship between peers and superiors

1.4 Limitations of the Study
- As human wants are unlimited this attitude may change from time to time from person to person.
- Since job satisfaction is mental attitude it cannot be assessed accurately.
- Time is a limiting factor for deep study and analysis.
- Accuracy of primary data collected depends upon the authenticity of the information filled in by the respondents in the questionnaire.

1.5 LITERATURE REVIEW

V. Aditiya (2006) studied **"A Study on Employees' satisfaction and motivational level by Coimbatore Pump Engineering"**, it is matter of common experience that Individual effort and performance is attributable to an extent to which a person feels satisfied to expand mental and physical efforts to accomplish the given tasks. the company has a total population of 500 employees. It is difficult to meet every employee; the researcher adopted a stratified random sampling technique to select a sample size of 100 employees. It was concluded that some people are most effective and efficient in accomplishing the assigned tasks, than others.

Jayanthi (2004) conducted **"a study on job satisfaction level among employee at lakshmi mills company ltd."** Indicates that the bonus scheme prevailing is not up to job satisfactory level. Majority of the employees were dissatisfied with the canteen facilities and a majority of the employees were satisfied with the co-operative store facilities run by the management

Jiji Mol, (2004), studied **"A Study on Employee Satisfaction Based on Maslow's Hierarchy of Needs"**. The study concludes that the employee satisfaction level of the employees existing in the organization with the help of various factors of motivation that has influenced them. Most of them have bright ideas, which may turn out practical in times to come. The research design used for this study is descriptive in nature. It aims at describing satisfaction among laborers in ELGI Electric and Industries Ltd. Researcher selected altogether 100 respondents for the study that is from the units of ELGI, Coimbatore. There are 25 items in the questionnaire. It was evaluated on 5-point scale. The scales used are strongly agree, agree, don't know, disagree and strongly disa-

gree.

1.6 RESEARCH METHODOLOGY
Nature of the study
In this section the researcher attempts to A Study on Job Satisfaction Level among Employee in HCL BPO Chennai..

Research Design:
The most important part of the scientific research is the research design. It offers a firm basis for drawing conclusion from data collected. The research design used in the study is descriptive in nature.

Sources of Data Collection
This study was conducted in HCL. The main source of data collection is from the Employees of HCL.

Method of Data Collection:
The data were collected from both primary and secondary sources.

The primary data were collected from the Employees of HCL through pre-tested questionnaire. The secondary data were collected from the books, journals and websites.

Sampling design:
The researcher adopted convenience sampling technique for the study. The investigator collected the data from the employees with the help of HR HCL.

Sample Size
The researcher has performed the study on 350 employees in the AT&T internet project out of 1200 employees.

Methods of data analysis
After collecting the data, through the questionnaire the researcher transferred the data into coding master sheet and tabulated later. The data were transformed into tables, bar diagrams and pie charts in which the numbers of respondents to each option of the question are shown and then the data were analyzed and interpreted.

Statistical Tools:
Chi-square
Chi-square Test is an important test among the several tests of significance. Chi-square is symbolically written as 2 (pronounced as Ki Square). It is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance.

Chi-square test enables to explain whether or not two attributes are associated. Chi-square is calculated as follows,

$\chi 2 = \Sigma (Oij – Eij) 2 /Eij$

Oij = observed frequency of the cell in the ith row and jth column.

Eij = expected frequency of the cell in the ith row and jth column.

As a non parametric test it can be used to determine a categorical data. It is used to make a comparison between theoretical population and actual data.

Degree of freedom plays an important part in using the chi-square distribution and tests are based on it. The degree of freedom is worked out as follows:

d.f = (c-1) (r-1)

Where 'c' means number of columns and 'r' means number of rows.

4.1 Simple Percentage Method
Table no.1
Table showing the age group of respondents

S.no	Age	Respondents	Percentage
1	Below 20 years	26	7%
2	20-30 years	228	65%
3	30-40 years	93	27%
4	Above 40 years	3	1%
	Total	350	100%

Interpretation:
The above table reveals that 65% of employees are between 20-30 years of age, 27% of employees are between 30-40 years of age, 7% of employees are below 20 years of age,1% of employees are above 40 years of age.

Chart no .1
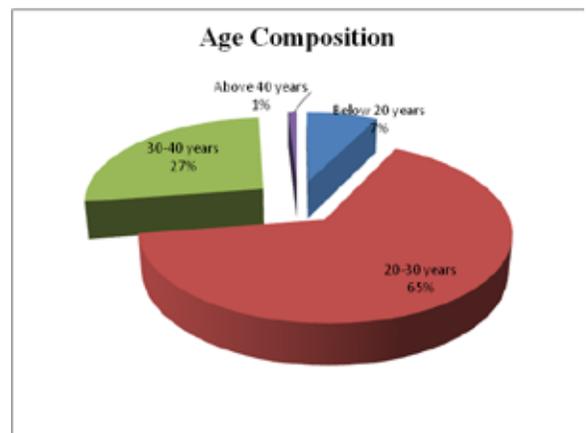**Pie chart showing age composition of respondents**

Table no .2
Table showing the gender of respondents

S. no	Sex	Respondents	Percentage
1	Male	256	73%
2	Female	94	27%
	Total	350	100%

Interpretation:
The above table reveals that 73% of the respondents are male and 27%of the

respondents are female

Chart no.2
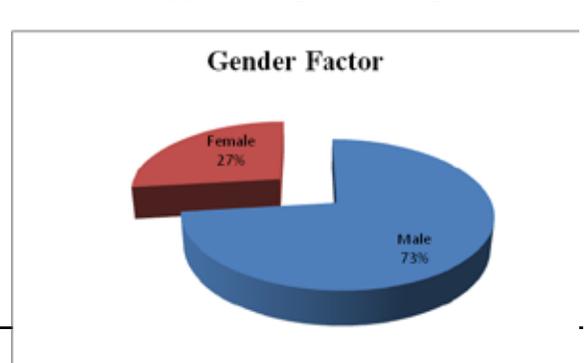**Pie chart showing gender composition of respondents**

Table no.3

Table showing Marital Status of the respondents

S.no	Marital Status	Respondents	Percentage
1	Married	54	15%
2	Unmarried	296	85%
	Total	350	100%

Interpretation:

The above table reveals that 85% of the employees are unmarried and 15%of the

employees are married

Chart no. 3

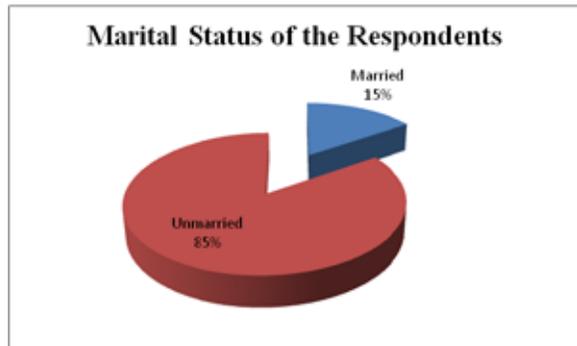**Pie chart showing the Marital Status of the respondents**

Marital Status of the Respondents

Table no. 4

Table showing theComposition of fresher and experienced among respondents

S. no	Experience	Respondents	Percentage
1	Fresher	177	51%
2	Experienced	173	49%
	Total	350	100%

Interpretation

The above table reveals that 51% of the employees are freshers and 49% of the employees are experienced

Chart no. 4

Pie chart showingthe composition of fresher and experienced among respondents

Experience vs Fresher

Table no.5

Table showingthe Educational qualification among respondents

S. no	Educational Qualification	Respondents	Percentage
1	HSC	2	1%
2	DIPLOMA	14	4%
3	U.G.	312	89%
4	P.G	22	6%
	Total	350	100%

Interpretation:

The above table reveals that 89% of the respondents are U.G.,6 % of the employees are P.G,4 % of the employees are DIPLOMA and 1% of the employees are HSC.

Chart no.5

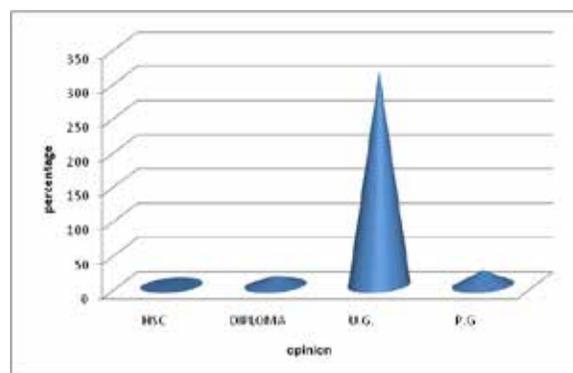**Bar-chart showing the Educational qualification among respondents**

Table no.5

CHI – SQUARE TEST NO: 1

NULL HYPOTHESIS (H$_O$):

There is no significant relationship between employees experience and their opinion about their job.

FACTORS	Highly Satisfied	Satisfied	Neutral	Dissaatisfied	Total
		TOTAL			
Below 3 Months	8	10	9	6	33
3-6 months	10	12	7	8	37
6months-1 year	29	85	11	5	130
1-3 years	26	42	6	6	80
3-5 year	18	15	5	7	45
Above 5 years	5	8	7	5	25
TOTAL	95	172	45	38	350

CHI – SQUARE TABLE: 1

CELL	O	E	O-E	(O-E)²	(O-E)²/E
R1C1	8	8.96	-0.96	0.922	0.103
R1C2	10	16.21	-6.21	38.56	2.38
R1C3	9	4.24	4.76	22.66	5.343
R1C4	6	3.58	2.42	5.86	1.636
R2C1	10	9.73	0.27	0.07	0.07
R2C2	12	18.18	-6.18	38.19	2.1
R2C3	7	4.76	2.24	5.01	1.054
R2C4	8	4.36	3.64	13.24	3.038
R3C1	29	35.28	-6.28	39.43	1.117
R3C2	85	63.89	21.11	445.63	6.974
R3C3	11	16.71	-5.71	32.60	1.951
R3C4	5	14.11	-9.11	82.99	5.881
R4C1	26	21.71	4.29	18.40	0.847
R4C2	42	39.31	2.69	7.24	0.184
R4C3	6	10.29	-4.29	18.4	1.789
R4C4	6	8.68	-2.68	7.18	0.827
R5C1	18	12.21	5.79	33.5	2.745
R5C2	15	22.11	-7.11	50.55	2.286
R5C3	5	5.79	-0.79	0.62	0.107
R5C4	7	4.89	2.11	4.45	0.91
R6C1	5	6.79	-1.79	3.2	0.471
R6C2	8	12.29	-4.29	18.4	1.497
R6C3	7	3.21	3.79	14.36	4.474
R6C4	5	2.71	2.29	5.24	1.935
TOTAL	350	350	0	906.702	49.719

To Calculate the Tabulated Chi-Square Value:

Degree of freedom   =   (R-1) x (C-1)

              =   (6-1) x(4-1)

              =   15

Level of significance =   5%, i.e., 0.05

INTERPRETATION:

At 5% level of significance and 15 degrees of freedom, the computed value of Chi-Square is 49.719, and the table value is24.996. The computed value is greater than the table value; hence the null hypothesis is rejected.

INFERENCE:

Hence, it may be concluded that there is no significant relationship between the employees experience and their opinion about their job.

1.7 FINDINGS, SUGGESTIONS AND CONCLUSION

1.7.1 FINDINGS

Percentage Method

- It was found that that 65% of employees are between 20-30 years of age, 27% of employees are between 30-40 years of age, 7% of employees are below 20 years of age,1% of employees are above 40 years of age.

It was found that that 73% of the respondents are male and 27%of the respondents are female

- It was found that 85% of the employees are unmarried and 15%of the employees are married
- It was found that 51% of the employees are freshers and 49% of the employees are experienced
- It was found that 89% of the respondents are U.G.,6 % of the employees are P.G,4 % of the employees are DIPLOMA and 1% of the employees are HSC.
- It was found that 37% of the employees are six months to one year experienced, 23%of the employees are one year to three years experienced,13% of the employees are 3 years to five years experienced,11% are having three months to 6 monthsexperience ,9% of the employees are less than one year experienced, 7% of the employees are more than five year experienced
- It was found that 71% of the respondents have worked in one company before joining HCL,18% have worked in two companies,8% have worked in three companies and 3% is more than three companies
- It was found that 58% of employees are recruited through consultancy, 32% of employees are recruited through friend/ relative referral,7% of employees are recruited through campus interview,2% of employees are recruited through news paper advertisements.
- It was found that 100% of the employees expect good salary , good promotional opportunities ,less work and change in work shift from HCL.
- It was found that 89%of the employees agree that the induction training was motivating ,5%of the employees strongly agree, 4%of the employees neutral,2%of the employees disagree and 0%of the employees strongly disagree.
- It was found that 89%of the employees agree that there is Friendliness and cooperation among colleagues,5%of the employees strongly agree, 4%of the employees neutral,2%of the employees disagree and 0%of the employees strongly disagree.
- It was found that 56%of the employees agree that the Relationship with supervisors, peers, is good, 22%of the employees neutral, 15%of the employees disagree,5%of the employees strongly agree and 2%of the employees strongly disagree.
- It was found that 39%of the employees agree that interview process is job seeker friendly,34%of the employees disagree, 13%of the employees strongly agree,7%of the employees are neutral and 7%of the employees strongly disagree.
- It was found that 56%of the employees agree that the employees are Proud to be a part of HCL,22%of the employees neutrally agree, 15%of the employees disagree,5%of the employees strongly agree and 2%of the employees strongly disagree.
- It was found that 47%of the employees disagree that Remuneration is satisfactory and meets all the expectations,25%of the employees agree, 21%of the employees are neutral,4%of the employees strongly disagree and 3%of the employees strongly agree.
- It was found that 78%of the employees disagree that Leave Policy is satisfactory,11%of the employees agree, 5%of the employees are neutral,3%of the employees stronglydisagree and 3%of the employees strongly agree.

- It was found that 78%of the employees disagree Work pressure is Low,8 %of the employees are neutral, 7%of the employees strongly disagree,5%of the employees agree and 2%of the employees strongly agree.
- It was found that 84%of the employees agree that Job affects Health,7%of the employees strongly agree, 4%of the employees are neutral,3%of the employees disagree and 2%of the employees strongly disagree.

- It was found that 84%of the employees agree the Expectations about the HCL before joining has changed,7%of the employees strongly agree, 4%of the employees are neutral,3%of the employees disagree and 2%of the employees strongly disagree.
- It was found that 84%of the employees disagree that tranportation Facility is Good,7%of the employees strongly agree, 4%of the employees are neutral,3%of the employees agree and 2%of the employees strongly disagree.
- It was found that 71%of the employees disagree that Canteen Facility is Good,10%of the employees neutrally agree,7%of the employees strongly disagree,7%of the employees agree and 5%of the employees strongly agree.
- It was found that 49%of the employees are satisfied with the Overall rating for the job employees are performing,27%of the employees are highly satisfied,13%of the employees are neutral,8%of the employee are dissatisfied and 3%of the employees highly dissatisfied.
- It was found that At 5% level of significance and 15 degrees of freedom, the computed value of Chi-Square is 49.719, and the table value is 16.919. The computed value is greater than the table value; hence the null hypothesis is rejected.

1.7.2 SUGGESTIONS
- It suggested to the company to adopt a suitable transparent object appraisal system for promoting the employees.
- Training programs have to be designed to motivate the employees suitable and better performance on the job.
- A better working environment (lighting, ventilation etc.,) has to be provided for a better productivity.
- Suitable leave policy has to be framed to offer sufficient rest for the employees for a better performance.
- Better transportarion and canteen facility to provided for better performance.

1.7.3 Conclusion
Labour is the key factor of every organization. Any attempt to increase the productivity or efficiency of labour can bear fruit only if the workers are filled with the right type of working environment. Job satisfaction measures will embrace the worker and his family with an open heart. If the job satisfaction measures are provided sufficiency the employees can be motivated effectively which in turn increases the productivity and the organizations desired objectives.

The project work done at HCL BPO CHENNAI, was helpful to get practical knowledge about the job satisfaction measures done here. The company provides sufficient job satisfaction measures to all its employees in an effective manner, because they know that the employees are "Pillars" of an organization.

The motivation of the employees to derive the desired output, the company was very particular and keen in providing the job satisfaction measures without any delay.

Even though sufficient job satisfaction measures of provided by the company and most of the employees are dissatisfied with it, yet, a large percentage of the employees wished to have more welfare measures and the existing once. And most of them are ready to sacrifice any of the job satisfaction measures or welfare measures for a new one.