

A Study on Job Satisfaction of Employees of Automobile Companies in Nagercoil**Rani Pushpalatha G¹ and Dr. P. Christopher Raj²**¹Research Scholar, Reg.No.18213161012027,²Assistant Professor of Commerce,

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*Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamil Nadu, India.***Abstract**

An employee gets satisfaction in his job when he or she is motivated to put greater effort to the performance. Job satisfaction is defined as the extent to which an employee feels self motivated, content and satisfied with his or her job. That is, the employee satisfaction is the feeling of pleasure, enjoyment and fulfillment that workers derive from their job. The objectives of the study are identifying the employee's job satisfaction level of automobile companies and the impact factors. This study used the survey method using randomly selected questionnaire from the automobile companies at Nagercoil. The weighted average method is also used. It is found that employees were satisfied and identified various factors impacting on job satisfaction level and suggested to improve welfare schemes to improve job satisfaction. It is believed that the company can further bring out their workers with full satisfaction.

Key Words: Job Satisfaction, self motivated, performance
-----**Introduction**

Job satisfaction is the amount of pleasure or content associated with a job. If any one like his job intensively, he will experience high job satisfaction. If he dislikes his job intensively, he will experience job dissatisfaction. Job satisfaction plays a significant role in the organization. Therefore the head should concentrate and take steps to improve the level of job satisfaction. These steps should be in the form of redesigning to make the job more interesting and challenging. It should improve the quality of work life and improve the overall climate of the organization.

Job satisfaction is the result of various attitudes possessed by an employee. It is the attitude the employees have towards their job. Job satisfaction is concerned with the feelings one has towards his job and work motivation is concerned with the behaviors that occurs in the job. Positive and favorable attitude towards the job indicates job satisfaction and negative and unfavorable attitudes towards the job indicates job dissatisfaction. The present paper makes an effort to study the job satisfaction of employees of automobile companies in Nagercoil.

Job Satisfaction Meaning:

Job satisfaction is very important because most of the people spend a major portion of their life at their work place. Moreover, job satisfaction has its impact on the general life of the employees also, because a satisfied employee is an asset to the organization. A highly satisfied worker has better physical and mental well- being. Job satisfaction is one of the job related attitudes. It is determined by how well outcomes meet or exceed the expectations of the employee or employer job satisfaction refers to one's job. It can only be inferred but not seen positive attitudes towards the job are conceptually equivalent to job satisfaction and negative attitudes the job indicates job dissatisfaction. Keith Davis and Newstrom (1989) say that it is a set of favourable feelings with which employees view their work. Thus from this definition, we conclude that if any employee likes his job intensely he will experience high job satisfaction. If he dislikes his job intensely, he will experience job dissatisfaction. Job satisfaction is a complex and multifaceted concept which can mean different things to different people. Job satisfaction is usually linked with motivation, but the nature of this relationship is not clear. Satisfaction is not with a personal feeling of achievement, either quantitative or qualitative (Mullins, 2005)

Objectives

- To measure the employees' job satisfaction level of automobile companies in Nagercoil.
- To study the various factors which influence the job satisfaction of employees.

Statement of the Problem

It is said that satisfied employee is a productive employee so every organization gives higher priority to keep their employees with job satisfaction. The automobile company has an edge in Indian context as the country has large number of world renowned automobile companies. So it is necessary for these companies to retain job satisfied employees to attract customers and to improve the turnovers of the companies.

Review of Literature

Brijmohan A. Vyas & Shruti Hunshyal (2022) studied on **employee job satisfaction** in cement industry. Data were collected from 100 employees working at manufacturing cement industries in Bagalkot district of Karnataka state. Primary data was collected by using structured questionnaire. Data were analyzed using SPSS package. The results showed that majority of the employees were happy with the salary, benefits and safety precautions taken by the cement industry.

Jayaraman S. and Brindha N (2020) conducted a study on **job satisfaction** of paper and pulp mill employees Dindigul district, TamilNadu. Primary data were collected from 298

paper and pulp mill employees from Dindigul district. A well structured questionnaire was used to collect primary data. The respondents were chosen by simple random method. The analytical procedures of Regression, Chi-square and simple percentage analysis were utilized to find out the impact of job related factors with the perception of job satisfaction. The maximum number of paper and pulp mill employees were generally satisfied with their jobs.

Research Methodology

Primary and Secondary data are collected using a well designed questionnaire for a period of one month. The sample size is 75. Statistical tools used are percentage analysis, and weighted average.

Limitation

- This research is conducted in a limited area.
- The sample size is selected from 75 respondents.
- Satisfaction level of environmental factor may differ from person to person.

Analysis and Interpretation

To find out the level of satisfaction and effectiveness of the various factors in automobile companies of Kanyakumari District, simple percentage analysis and weighted average have been analyzed.

Demographic Profile

Table 1: Demographic Profile

S.No	Particulars	Percentage (%)
Gender	Male	96
	Female	4
Age	20-40	56
	41-60	44
Qualification	SSLC	20
	HSC	8
	Diploma/ITI	33.3
	Engineering	5.3
	UG	6
	PG	17.3
Experience	Below 2 years	46.6
	2-4 years	26.6
	5-10 years	20
	Above 10	6.6
Occupation	Mechanic	46.6
	Driver	21.3
	Supervisor	11.9
	Managers	6.6
	Others	13
Income	4000-8000	40
	8000-12000	33.3
	Above 12000	26.6

Source: Primary Data

Inference

Table 1 shows out of 75 respondents 96% of the respondents are male and 4% are female. Out of 75 respondents 56% of the respondents are between the age group 20 to 40 and , 44% of the respondents are 41 to 60 years, Regarding the qualification, 20% of the respondents have finished SSLC, 8% have finished HSC, 33.3% are qualified with ITI qualification 5.3% are engineering graduates, 16% are Under graduates and 17.3% are PG holders. Regarding the experience of the respondents 46.6% respondents have below 2years.26.6% respondents have 2 to 4years, 20% respondents have 5 to 10 years and 6.6% respondents have above 10 years experience. The study indicates that 46.6% respondents are mechanic, 21.3% are drivers, 11.9% are supervisors, 6.6% are managers and 13% are other workers. Regarding income 40% of employees' monthly income is around 4000 to 8,000, 33.3% are earning a monthly income between 8,000 to 12,000, 26.6% of the employees' draw income above 12,000.

Table 2:

Satisfaction on the working condition of the Respondents using Weighted Average method

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
Size of the company	10	24	18	13	10	3.1
Workplace safety	06	18	24	20	7	2.1
Aspects of workplace	7	25	20	15	8	3.1
Equipment	10	18	25	12	10	3.08
Facility	11	16	24	15	09	3.08
Work life balance	7	20	22	18	08	3.0

Source: Primary Data

Inference

Regarding satisfaction on the working condition of the respondents(Table 2) using weighted average method shows that “Size of the company” (3.1) and ‘Aspects of work place” (3.1) rank first.”Equipment”(3.08) and “Facility”(3.08) rank second. “work life balance”(3.0) ranks third and “Work place safety” (2.1) rank fourth.

Table 3:

Satisfaction on the Interpersonal Relationship of the Respondents using Weighted Average Method

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted average
Workers Relationship with co-workers	12	26	18	12	7	3.32
Workers Relationship with Authorities	8	24	22	15	6	3.17
Team work	13	18	25	11	8	3.22
Grievance Committee	10	26	22	11	6	3.6
Collective Method to settle the problem	09	28	18	12	8	3.24
Feedback	04	26	23	16	6	3.08

Source: Primary data

Inference

Regarding satisfaction on the Interpersonal Relationship of the Respondents (Table 3) using weighed Average method shows that “grievance committee”(3.6) ranks first. “Workers Relationship with co-workers” (3.32) ranks second. “Collective method to settle the problem” (3.24) ranks third “Team work” (3.22) ranks fourth “Workers Relationship with Authorities” (3.17) ranks fifth and “Feed back” (3.08) ranks sixth.

Table 4: Satisfaction on the Pay and Benefits of the Respondents

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
Reasonable Income	5	17	24	23	6	2.89
Incentive System	1	21	25	20	8	2.82
Travelling allowance	6	25	21	15	8	3.08
Financial Rewards	2	25	18	20	10	2.85
Pay for over time work	3	18	25	25	4	2.88
Bonus	12	20	24	6	13	3.16
Welfare service	10	23	18	18	6	3.17
Health care service	9	21	12	23	9	2.93
ESI/ EPF	7	18	20	23	7	2.93
Insurance	6	22	20	21	6	3.01

Source: Primary data

Inference

Regarding Satisfaction on the Pay and Benefits of the Respondents (Table 4) using weighted average method shows “Welfare service” (3.17) stands first. “Bonus” (3.16) ranks second. “Travelling allowance” (3.08) ranks third. “Insurance” (3.01) ranks fourth. “Health care service” (2.93) and “ESI/EPF” (2.93) ranks fifth. “Reasonable Income” (2.89) ranks sixth. “Pay for over time work” (2.88) ranks seventh. “Financial rewards” (2.85) ranks eighth and “Incentive system” (2.82) ranks ninth.

Table 5:

Satisfaction on the Carrier progression of the respondents using Weighted Average Method

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average
Opportunity to develop skills	12	23	20	16	04	3.3
Get upto date information	10	20	20	12	13	3.02
Job security	8	15	27	17	08	2.97
Information about new technology	15	25	15	13	07	3.37
Training program	17	18	13	19	08	3.22
Qualified trainers for programs	19	15	20	09	12	3.26
Opportunity to use new methods	10	23	20	10	12	3.12
Creation of self awareness and improvement	12	20	18	15	10	3.12

Source: Primary Data

Inference

Regarding Satisfaction on the Carrier progression of the respondents (Table 5) using Weighted Average Method “Information about new technology” (3.37) ranks first. “Opportunity to develop skill” (3.3) ranks second. “Qualified trainers for programs” (3.26) ranks third “Training program” (3.22) ranks fourth “Opportunity to use new methods” (3.12) and “Creation of self awareness and improvement” (3.12) rank fifth. “Get up to date information” (3.02) ranks sixth and “job security” (2.97) ranks seventh.

Table 6:

Satisfaction on the Extra facilities provided by the company of the respondents using Weighted Average method

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Weighted average
Fitness facility	15	23	15	12	10	3.28
Bike/ car parking	20	15	20	10	10	3.33
Lobby Reception	20	15	15	13	12	3.24
Building Signage	18	22	18	10	07	3.32

Source: Primary Data

Inference

Regarding Satisfaction on the extra facilities provided by the company of the respondents (Table 6) using weighted average method “Bike/ Car parking” (3.33) stands first. “Building signage stands” second, “Fitness facility” stands third and “Lobby reception” stands fourth.

Findings

Demographical profile shows that majority of the respondents belong to male (96%) with the age between 20-40 (56%). The Automobile company have the diploma or ITI qualified employees (33.3%) with the service period of below 2 years (46.6%). Majority of the workers are mechanics (46.65). Most of the workers (40%) draws income between 4000 to 8,000.

Regarding satisfaction on the working condition of the respondents Weighted average method shows that “Size of the company” (3.1) and “Aspects of work place” (3.1) rank first.

Regarding satisfaction on the interpersonal relationship of the respondents weighted average method shows “grievance committee” (3.6) stands first.

Regarding satisfaction on the pay and benefit of the respondents weighted average method shows “welfare service” (3.17) stands first.

According to satisfaction on the carrier progression of the respondents weighted average method denotes “information about new technology” (3.37) stands first.

According to satisfaction on the extra facilities provided by the company of the respondents weighted average method denotes “Bikes/ Car parking” (3.33) stands first.

Suggestions

- Company should provide more employment opportunities to the female workers.
- Company should provide additional training programs and workshops to mechanics to improve their knowledge to handle vehicle services efficiently.
- Management has to collect feedbacks and take immediate action which may help to solve the problem and improve the company's performance.
- Management has to focus on the motivational talk, reward and recognition for the best workers to improve the efficiency of the employees.
- Management should conduct programs to improve employees' relationship like orientation program, festival program and monthly meet etc.
- Management should provide high safety measures in the work place.

Conclusion

The present study is a sincere attempt to determine employees' satisfaction in automobile companies in Nagercoil. It is in need the first and foremost beauty of an organization to identify the need of their employees and to fulfill their employees to retain in the organization. If the organization does not do so there are chances to lose the talented employees from any organization in the competitive world. Hence it is necessary for an organization to ensure job satisfaction of the employees. The study identified that most of the employees satisfied with the job. Due to the following reasons information about new technology, training program, workers relationship with coworkers, equipment facility majority of the employees are overall satisfied with job satisfaction from the responses. Management should concentrate on the current findings and suggestions of the researchers in coming years to update. The researcher hopefully believes that the management can further bring out the labour with full satisfaction and obtain good result in the near future.

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