ISSN PRINT 2319 1775 Online 2320 7876
Research paper UGC CARE Listed (Group -I) Journal Volume 11, Iss 12, 2022

ANALYTICAL STUDY ON EMPLOYEE JOB SATISFACTION IN PIXELLOID COMPANY, HYDERABAD

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ABSTRACT

*Job satisfaction as any combination of psychological, physiological and environmental circumstances that cause a person truthfully to say "**I am satisfied with my job**". It is a combination of positive or negative feelings that workers have towards their work. Job satisfaction is a complex and multifaceted concept which can mean different things to different people. Job satisfaction represents one of the most complex areas facing today's managers when it comes to managing their employees. Unfortunately, job satisfaction has not still received the proper attention of various business organizations. This study has analyzed what factors and elements to be influenced to job satisfaction level of the employee and what measurements to be required for improving quality of work through employee job satisfaction level.*

Key Words: *Job satisfaction,* favorableness, un-favorableness, rewards, Motivation,

I. INTRODUCTION

Robbins defines job satisfaction is "An Individuals general attitude towards his or her job".

Job satisfaction as any combination of psychological, physiological and environmental circumstances that cause a person truthfully to say "I am satisfied with my job". It is a combination of positive or negative feelings that workers have towards their work. Job satisfaction is a complex and multifaceted concept which can mean different things to different people. Fair needs give rise to wants or goals, this cause tension and gives rise to actions towards achieving goals, this finally results in satisfaction. A job satisfaction survey is a procedure by which employees report their feeling towards their job and work environment. Job Satisfaction is the favorableness or un-favorableness with which the employee views his work. It expresses the amount of agreement between one's expectation of the job and the rewards that the job provides. Job Satisfaction is a part of life satisfaction. The nature of one's environment of job is an important part of life as Job Satisfaction influences one's general life satisfaction. Job Satisfaction, thus, is the result of various attitudes possessed by an employee. In a narrow sense, these attitudes are related to the job under condition with such specific factors such as wages. Supervisors of employment, conditions of work, social relation on the job, prompt settlement of

grievances and fair treatment by employer. However, more comprehensive approach requires that many factors are to be included before a complete understanding of job satisfaction can be obtained. Such factors as employee's age, health temperature, desire and level of aspiration should be considered. Further his family relationship, Social status, recreational outlets, activity in the organizations etc. contribute ultimately to job satisfaction.

II. OBJECTIVES:

1. To Study the job satisfaction of employees in Pixelloid Company.
2. To Measure the satisfaction levels of employees on various factors and suggest for improving the same.
3. To find out whether experience, age groups and gender have an effect on Job Factors.
4. To identify the weak areas of working condition which may cause job satisfaction

III. RESEARCH METHODOLOGY:

The methodology followed for conducting the study includes the specification of research design, sample design, questionnaire design, data collection and statistical tools used for analyzing the collected data. Both primary and secondary sources of data will be used in this study. Primary data are those which are collected a fresh and for the first time and this happen to be original in character. The data are collected from the employee with a help of structured Questionnaire. A sample of 100 will be considered for this study through convenient sampling method. The secondary data were collected from the Pixelloid Company records. Different statistical tools used for analyzing and interpreting the data such as correlation, percentage and chi-square test. The research design used for this study is of the descriptive type. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or a group.

i. **Sample Size and Questionnaire design:** The sample size consisting of 100 respondents were selected from Pixelloid Company. The employees were interviewed using convenience sampling techniques. Questionnaire was designed in consultation with the experts of Pixelloid Company in such a manner that it would facilitate the respondents to reveal maximum information.

ii. **Data Collection:** The primary data was collected by using questionnaires. The questionnaire has 24 questions excluding marital status, age, factor prompted to join reliance. A five-point scale was used such as '***strongly disagree, disagree, neutral, agree and strongly agree'***.

iii. **Statistical Tools:** The collected data were analyzed by using Percentage analysis and One-way ANOVA techniques:

ISSN PRINT 2319 1775 Online 2320 7876
 UGC CARE Listed (Group -I) Journal Volume 11, Iss 12, 2022

iv. Limitations:

- Few respondents were not responding to some of the questions.
- Due to time constraint this study is limited only Hyderabad Office not cover overall industry.

IV. SIGNIFICANCE OF THE STUDY: -

- It helps to estimate the job satisfaction level of the employees of Pixelloid Company.
- It helps the company people to get some useful information for improving the job satisfaction.
- It helps to analyze the reasons of employee job dissatisfaction relating the working conditions.
- This study helps to get link with Pixelloid Company, People and gain the huge knowledge about Human Resource Management.

V. COMPANY PROFILE:

Pixelloid is an award-winning 3D Animation and Visual Effects Company based in Hyderabad, India. Pixelloid offers its high-end Visual effects services to Films, TV Commercials, Corporate Films and Visualization and is also the premiere destination for people interested in studying the art of visual effects. In 2005, the company was started with a close-knit team of 10 creative and goal-oriented individuals to push the boundaries of technology by providing cutting-edge 3D animation and visual effects solutions to Indian and international clients. Today, Pixelloid company having creative workforce has grown to about 120 people, equipped with high-end workstations and has opened academic branches in Karnataka (Bangalore) and Andhra Pradesh (Visakhapatnam & Guntur), with headquarters in Hyderabad. We also have a Liaison office in Vancouver (Canada) to support our international clients. Pixelloid has been assessed by the Trusted Partner Network (TPN), a joint venture between the Motion Picture Association of America (MPAA) and the Content Delivery & Security Association (CDSA), the worldwide leaders in third-party entertainment industry assessments, for MPAA Compliance.

VI. CONCEPTUAL FRAME WORK:

Job Satisfaction Elements and Factors: Job satisfaction is under the influence of a series of factors such as:

- Nature of work
- Salary
- Advancement opportunities
- Management
- Work groups
- Work conditions
- Job design(scope,depth, interest, perceived value)
- Compensation (external and internal consistency)
- Social relationships
- Perceived long-range opportunities
- Perceived opportunities elsewhere
- Levels of aspiration and need achievement

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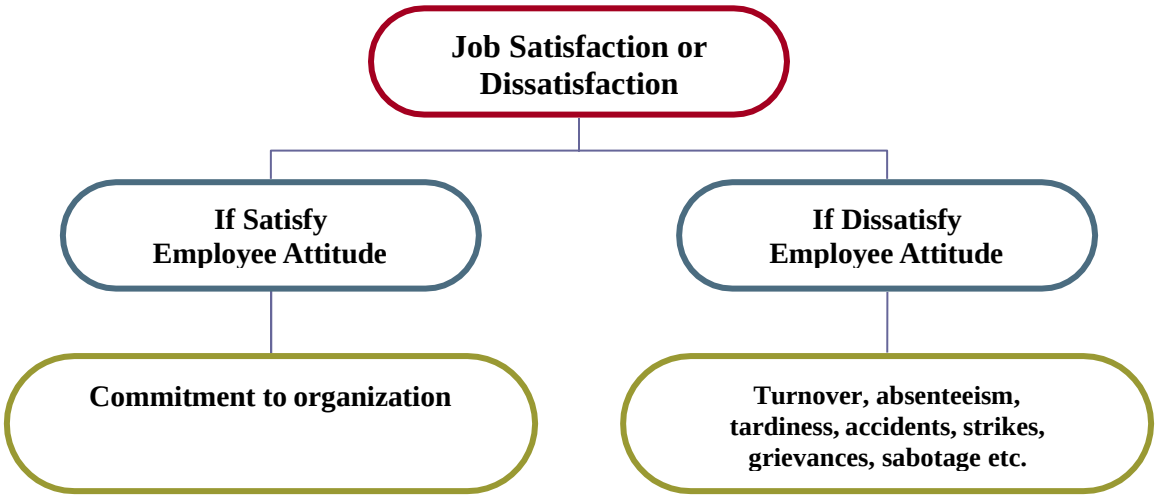

Figure-1 Job Satisfaction Elements and Factors

Job Satisfaction (Motivation Factors)

- Achievement
- Recognition
- Work itself
- Responsibility
- Advancement
- Growth

Job Dissatisfaction (Hygiene factors)

- Company policies
- Supervision
- Interpersonal relations
- Work conditions
- Salary
- Statues and Job security

Measuring Job Satisfaction:

Usually job satisfaction is measured by using general scientific research methods such as the questionnaire. Some of the most commonly used techniques for measuring job satisfaction include Minnesota satisfaction questionnaire and Job description index. The Minnesota Satisfaction Questionnaire is a paper-pencil type of a questionnaire and can be implemented both individually and in group, but it does not take sex differences into consideration. In this response categories are ***"Not satisfied, somewhat satisfied, Satisfied, Very satisfied and Extremely satisfied"***

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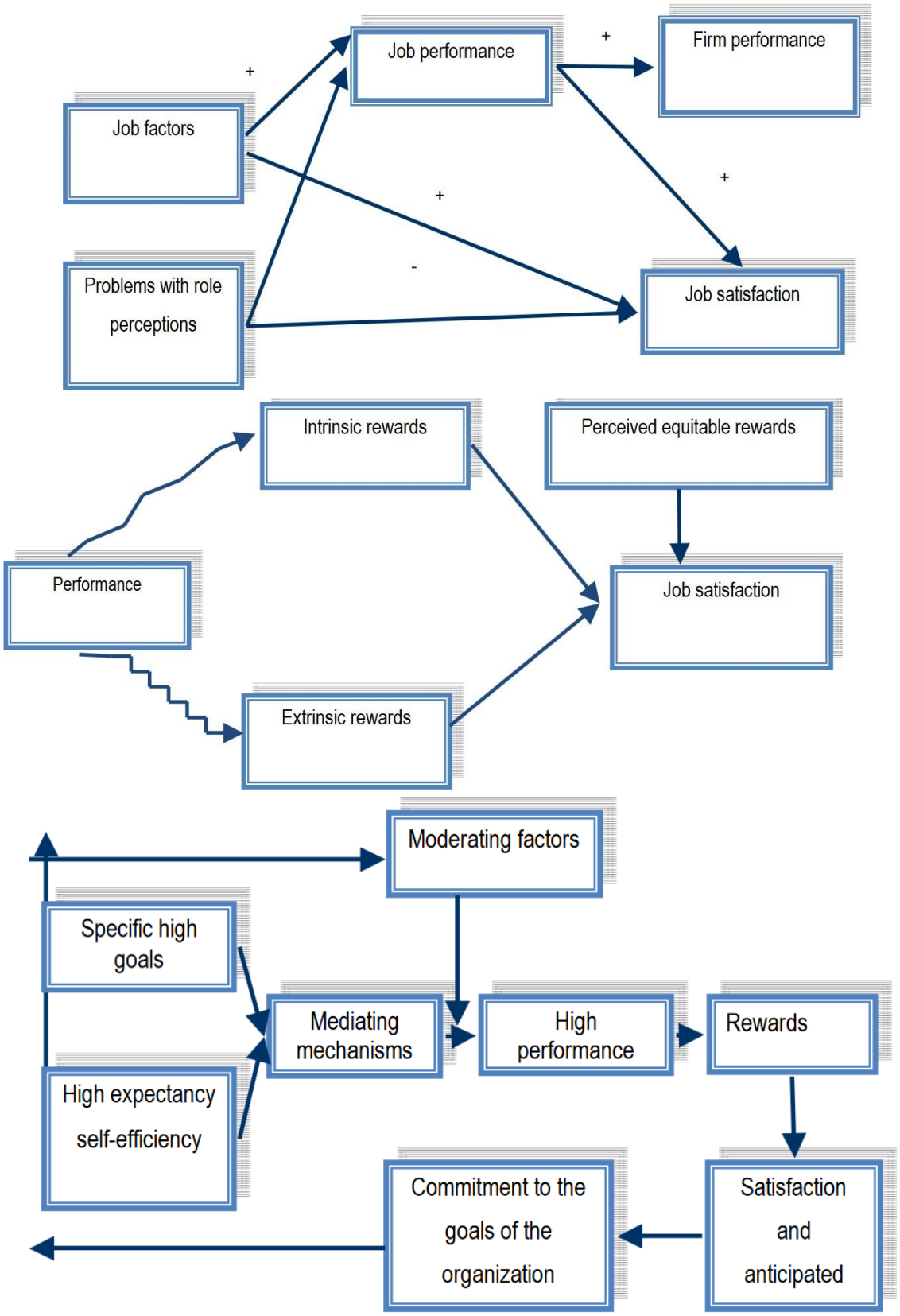

Figure-2 Job Satisfaction Inflation Factors

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Research paper UGC CARE Listed (Group -I) Journal Volume 11, Iss 12, 2022

VII. DATA ANALYSIS

A. One Way ANOVA

i. Testing Environment and Nature of work

H_0: *There is no significant difference among respondents of various experience groups with regard to Environment and nature of work factor.*

H_1: *There is significant difference among respondents of various experience groups with regard to Environment and nature of work factor*

Table-1: Environment and Nature of work

	Sum of Squares	df	Mean Square	F	Sig
Between Groups	591	4	.148	.465	.761
Within Groups	30.168	95	. 318		
Total	30.758	99			

Interpretation:

Since the significant difference is greater than 0.05 accept null hypothesis and reject alternate hypothesis which says, there is no significant difference among respondents of various experience with respect to environment and nature of work.

ii. Relationship with supervisors and colleagues

H_0: *There is no significant difference among respondents of various experience groups with regard to the factor Relationship with supervisors and colleagues.*

H_1: *There is significant difference among respondents of various experience groups with regard to the factor Relationship with supervisors and colleagues.*

Table-2: Relationship with supervisors and colleagues

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.199	4	.300	1.273	.286
Within Groups	22.376	95	236		
Total	23.576	99			

Interpretation:

Since the significant difference is greater than 0.05 accept null hypothesis and reject alternate hypothesis which says, there is no significant difference among respondents of various experience with respect to Relationship with supervisors and colleagues.

iii. Testing Welfare facilities

H₀: *There is no significant difference among respondents of various experience groups with regard to the factor Welfare facilities*

H₁: *There is significant difference among respondents of various experience groups with regard to the factor Welfare facilities*

Table-3: Welfare facilities

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.741	4	435	1.441	.227
Within Groups	28.699	95	.302		
Total	30.440	99			

Interpretation:

Since the significant difference is greater than 0.05 accept null hypothesis and reject alternate hypothesis which says, there is no significant difference among respondents of various experience with respect to welfare facilities.

iv. Testing Pay and Promotion

H₀: *There is no significant difference among respondents of various experience groups with regard to the factor Pay and Promotion*

H₁: *There is significant difference among respondents of various experience groups with regard to the factor Pay and Promotion*

Table-4: Pay and Promotion

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.148	4	787	.369	.082
Within Groups	35.017	95	.369		
Total	38.165	99			

Interpretation:

Since the significant difference is greater than 0.05 accept null hypothesis and reject alternate hypothesis which says, there is no significant difference among respondents of various experience with respect to Pay and promotion.

v. Testing Communication and Motivation

H₀: *There is no significant difference among respondents of various experience groups with regard to the factor Communication and Motivation.*

H₁: *There is significant difference among respondents of various experience groups with regard to the factor Communication and Motivation.*

Table-5: Communication and Motivation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.937	4	95	.652	.627
Within Groups	34.100	95	95		
Total	35.037	95			

Interpretation:

Since the significant difference is greater than 0.05 accept null hypothesis and reject alternate hypothesis which says, there is no significant difference among respondents of various experience with respect to communication and motivation.

vi. **Testing to Job factors (**Experience)

H_0: *There is no significant difference among respondents of various Experience groups with regard to Job Factors.*

H_1: *There is significant difference among respondents of various Experience groups with regard to Job Factors*

Table – 6: Job factors (Experience)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.437	4	.359	.867	.487
Within Groups	39.360	95	.414		
Total	40.798	99			

Interpretation:

Since the significant difference is greater than 0.05 accept null hypothesis and reject alternate hypothesis which says, there is no significant difference among respondents of various experience with respect to Job factors

vii. Testing to Job factors (Age groups)

H_0: There is no significant difference among respondents of various Age groups with regard to Job Factors.

H_1: There is significant difference among respondents of various Age groups with regard to Job Factors.

Table – 7: Job factors (Age groups)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.007	2	.004	.009	.991
Within Groups	40.790	97	.421		
Total	40.798	99			

Interpretation:

Since the significant difference is greater than 0.05 accept null hypothesis and reject alternate hypothesis which says, there is no significant difference among respondents of various age groups with respect to Job factors.

viii. **Testing to Job factors (Genders)**

H₀: *There is no significant difference among respondents of various genders with regard to Job Factors.*

H₁: *There is significant difference among respondents of various genders with regard to Job Factors.*

Table – 7: Job factors (genders)

	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	.036	1	.038	.086	.770
Within Groups	40.782	98	.416		
Total	40.798	99			

Interpretation:

Since the significant difference is greater than 0.05 accept null hypothesis and reject alternate hypothesis which says, there is no significant difference among respondents of various genders with respect to Job factors.

B. CORRELATION:

In statistics, correlation and dependence are any of a broad class of statistical relationships between two or more random variables or observed data values. The most familiar measure of dependence between two quantities is the Pearson product-moment correlation coefficient, or "Pearson's correlation." It is obtained by dividing the covariance of the two variables by the product of their standard deviations. Karl Pearson developed the coefficient from a similar but slightly different idea by Francis Galton.[4]

The population correlation coefficient $\rho X,Y$ between two random variables X and Y with expected values μX and μY and standard deviations σX and σY is defined as: where E is the expected value operator, *cov* means covariance, and, *corr* a widely used alternative notation for Pearson's correlation. The Pearson correlation is defined only if both of the standard deviations are finite and both of them are nonzero. It is a corollary of the Cauchy–Schwarz inequality that the correlation cannot exceed 1 in absolute value. The correlation coefficient is symmetric: $\text{corr}(X,Y) = \text{corr}(Y,X)$. The Pearson correlation is +1 in the case of a perfect positive (increasing) linear relationship, −1 in the case of a perfect decreasing (negative) linear relationship [5], and some value between −1 and 1 in all other cases, indicating the degree of linear dependence between the variables. As it approaches zero there is less of a relationship. The closer the coefficient is to either −1 or 1, the stronger the correlation between the variables. If the variables are independent, Pearson's correlation coefficient is 0, but the converse is not true because the correlation coefficient detects only linear dependencies between two variables. For example, suppose the random variable X is symmetrically distributed about zero, and $Y = X2$. Then Y is completely determined by X, so that X and Y are perfectly dependent, but their correlation is zero; they are uncorrelated. However, in the special case when X and Y are jointly

normal, uncorrelated ness is equivalent to independence. If we have a series of *n* measurements of *X* and *Y* written as *xi* and *yi* where *i* = 1, 2, ..., *n*, then the *sample correlation coefficient*, can be used to estimate the population Pearson correlation *r* between *X* and *Y*. The sample correlation coefficient is written where x and y are the sample means of *X* and *Y*, *sx* and *sy* are the sample standard deviations of *X* and *Y*.

C. CHI-SQUARE TEST:

The chi-square (I) test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. Do the numbers of individuals or objects that fall in each category differ significantly from the number you would expect? Is this difference between the expected and observed due to sampling error, or is it a *real* difference?

Chi-Square Test Requirements

- Quantitative data.
- One or more categories.
- Independent observations.
- Adequate sample size (at least 10).
- Simple random sample.
- Data in frequency form.
- All observations must be used.

Now let's take a situation, find the expected frequencies, and use the chi-square test to solve the problem.

Situation

Manager wants to track the job satisfaction of employees. There are five requirements fully satisfied, partially satisfied, Unsatisfactory, Looking for a change and not looking for a change. Management took a random sample of 150 employees and asked them their opinion. The results of this poll are shown in Table 1 under the column labeled observed frequencies

Table-8: Job satisfaction of employees

Category	Observed frequencies	Expected frequency
Satisfied	25	30
Partial	50	45
Unnecessary	30	15
Looking for change	10	15
Not looking for change	25	45

The chi-square formula used on these data is

X2 = *(O - E)2* where ***O*** is the Observed Frequency in each category

E E is the Expected Frequency in the corresponding category

df is the "degree of freedom" (n-1)

2 is Chi Square

ISSN PRINT 2319 1775 Online 2320 7876
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Table-9: Chi Square test

Category	O	E	(O-E)	(O-E)^2
0.83	35	30	5	25
0.56	50	45	5	25
15	30	15	15	225
1.67	10	15	-5	25
8.89	25	45	-20	400

X^2value is =26.95

The steps in using the chi-square test may be summarized as follows:

I. Write the observed frequencies in column ***O***

2. Figure the expected frequencies and write them in column ***E***.
3. Use the formula to find the chi-square value:
4. Find the ***df***. (*N*-1)
5. Find the table value (consult the Chi Square Table.)
6. If your chi-square value is ***equal to or greater than*** the table value, reject the null Hypothesis: *differences in your data are not due to chance alone*

Table-10 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std.Deviation
Environment and nature of work	100	1.40	4.20	2.4960	.55740
Relationship with supervisors and colleagues	100	1.00	3.80	2.3620	.48799
Welfare facilities	100	2.00	4.60	3.4600	.55450
Pay and promotion	100	1.00	4.00	2.3900	.62089
Communication and motivation	100	1.25	4.00	2.5725	.59490
Job factors	100	1.20	4.40	2.5400	.56174
Valid N (list wise)	100				

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VIII. FINDINGS: The descriptive statistics table helps us to derive satisfaction level of employees on various factors:

- The respondents are satisfied with the environment and nature of work factors as their mean value is near to 2.50
- The respondent's relationship with the superiors and colleagues are quite good as their mean value is 2.36 is an agreeable level.
- The Respondents are not provided with proper welfare facilities that's the reason the mean value is quite high at 3.46 levels which is disagree level.
- The communication and motivation of employees by their superiors in this organization is reasonable as the mean value is 2.57.
- The Pay and promotion activities in this organization is also good as their mean value is 2.4
- The Respondents are overall satisfied with their job as their mean value is 2.54 which is an agreeable level.
- The Parking facilities provided by the organization are not good that's why most respondents disagree with this question.
- The refreshment facilities are also need to be improved because most of the employees are dissatisfied on this factor.
- The Rest room facilities in the company are not good and they are not satisfied with the lunch facilities.
- It is evident that employees were not quite satisfied with their Monthly Income.10% of employees were getting above 30000 ,10% of employees were getting between 20000-30000 and 15% of employees were getting between 10000-20000.Only 1% of the employees receiving less than 10000.
- It is found that employees are satisfied with their chances for promotion as 43% agree and 27% strongly agree. Only 9% disagree and 8% strongly disagree, 13% neither agree nor disagree.
- It is found that the Overall satisfactions of the respondents are good as 33% agree and 21% strongly agree. Only 6% strongly disagree and 15% disagree and 25% neither agree nor disagree.
- It is evident that the safety measures provided by the organizations are good as 28 and 31% of the respondents agree with that and only 11& 6% disagreed and 24% neither agreed nor disagreed.
- It is clear that relationship between employees and their supervisors are cordial because 30% of respondents strongly agreed to it and 41% agreed to it and only 13% disagreed and 16% of respondents have neither agreed nor disagreed.
- It is evident that the supervisors are not partial to the employees as 18% strongly agreed and 30% agreed to the question but 19% disagreed and 18% strongly disagreed this level is quite high compared to other questions.

- It is clearly found that 26 and 42% of the respondents agree that the employees use their adequate opportunity to utilize their ability and only 5% disagreed and 26% neither agreed nor disagreed.
- It is clear that relation with co-workers is quite good as nearly 68% of the respondents agree that they are satisfied with support from co-workers and only 15% disagreed and 16% have no answer to this

IX. SUGGESTION:

- The transfer promotion policy of the company can be improved.
- The training given to the employees can be further improved.
- The compensation policy can be still maintained.
- The working condition policy can also be improved.
- The essential industrial emulation can still improve.
- The safety measures should also be increased.
- Canteen facility should also be improved with managed to quality of price.
- The medical facilities provided are good but the employees require it to better excellent.
- Initiate a highly effective, high energy, and motivating suggestion program.
- Give your current suggestion program a shot in the arm.
- Target specific aspects of your business such as process improvement, safety, employee retention, cost reduction, or customer satisfaction.
- Identify ways to cut costs.
- Improve communication.
- Increase worker motivation and engagement.
- Get 100% participation from the bottom of the organization to the top.
- Another vital element of successful employee suggestion systems is recognizing participants and providing rewards for good ideas.
- The lightening and ventilation facility can also be improved for the Better man of the employee.

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