

JOB SATISFACTION OF BANK EMPLOYEES IN CUDDALORE DISTRICT

SIVARANJANI.K

Research Scholar

Department Of Business Administration

Annamalai University.

DR.S.SOWMIYA, P.HD

Assistant professor

Department Of Business Administration

Annamalai University.

Abstract: The aim of this study is to evaluate the level of job satisfaction of the employees of bank. Data was collected for this study by questionnaire method. The study shows that working conditions, Cooperation among Co-workers, Working Facilities, Salary Satisfaction significantly influence job satisfaction of employees. The study indicates a positive sign regarding overall job satisfaction of employees of the bank. In such situation, job satisfaction of bank officers becomes an important issue that has to be taken care of in order to achieve ultimate goals of the banking sector in Cuddalore.

Keywords: Job satisfaction, working condition, working facilities, co-operation among co-workers, salary, Bank Employees and Satisfaction Level

INTRODUCTION:

Human resource is an important asset of any organization. In this era of competitive world, success of any organization depends on its human resource. Banks are no exception to this. The employees of the Bank are valuable assets to the organization. If they are highly satisfied with the job they produce more which is profitable for the organization. So in this competitive environment, the essential thing is to know the views of employees toward their

job and to measure the level of satisfaction with various aspects of job satisfaction. Efficient human resource management and maintaining higher job satisfaction level in Banks determine not only the performance of the Bank but affect the growth and performance of the entire economy. So, for the success of banking, to manage human resource effectively and to find whether its employees are satisfied or not is very important, only if they are satisfied, they will work with commitment and project a positive image of the organization. Job satisfaction is an integral component for the environment of organization and an important element for the relationship between management and employees.

The term 'job satisfaction' means individuals emotional reaction to job. It is a positive emotional state that occurs when a person's job seem to fulfill important job values provided. The objective of our study is to measure the level of satisfaction of employees of Bank. There are different methods of measuring the job satisfaction of employees such as surveys, interviewing employees and monitoring performance targets. Surveys are a common method of measuring job satisfaction. A survey can assess satisfaction in the areas of pay, promotion, supervision, tasks and co-workers. Interview of the employees as a method of measuring job satisfaction is mostly useful in organizations that have positive relationships with employees and believe the problem is too sophisticated to be understood with a survey. If employees do not trust the organization or interviewer, however, responses may not be entirely honest. Businesses with low job satisfaction or employees who fear being let go may find the employees reluctant to discuss the situation since they may fear it could negatively affect them in the future.

DEFINITIONS:

Locke (1976), defined job satisfaction is a pleasurable or positive emotional state resulting from the appraisal of one's job experience. It is also defined as the amount of overall positive effect (or feeling) that individuals have towards their jobs.

Andrew Brin (1981), defined job satisfaction is the amount of pleasure or contentment associated with a job. If you like your job intensely, you will experience high job-satisfaction. If you dislike your job intensely, you will experience job-dissatisfaction job

satisfaction is a set of favourable or unfavourable feelings with which employees view their work.

Tripathi P.C and Reddy PN (2008), Describe job satisfaction as an employee's general attitude toward his job to the extent that a person's job fulfils his dominant need and is consistent with his expectations and values the job will be satisfying.

Stephen P.Robbins (1998). Defines job satisfaction as "an individual's general attitude toward his or her job. A person with a high level of job satisfaction holds positive attitude towards the job while a person who is dissatisfied with his or her job holds negative attitude towards the job.

LITERATURE REVIEW:

Marcson (1960) presented an argument and findings suggesting that one of the best ways to increase productivity in organizations was to provide employees with jobs that are more demanding and challenging.

Pritchard, Dunnette, and Jorgenson (1972) indicate that feelings of underpayment lead to decreased performance and low productivity. (Hackman & Oldham (1975) Hackman and Oldham's Job Characteristic Model (JCM) has been used to determine the level of job satisfaction. The model focuses on five core job dimensions, skill variety, task identity, task significance, autonomy, and feedback, which in turn influence three key psychological states: experienced meaningfulness of the work, experienced responsibility for the work, and knowledge of results. These psychological states then influence job satisfaction

Hackman & Oldham (1975) Hackman and Oldham's Job Characteristic Model (JCM) has been used to determine the level of job satisfaction. The model focuses on five core job dimensions, skill variety, task identity, task significance, autonomy, and feedback, which in turn influence three key psychological states: experienced meaningfulness of the work, experienced responsibility for the work, and knowledge of results. These psychological states then influence job satisfaction.

Md. Shamim Hossain (2014) This study attempts to evaluate job satisfaction of bank employees in Bangladesh. It focuses on the relative importance of job satisfaction factors and their impacts

on the overall job satisfaction of employees. In this study the targeted population is employees of Bank. The Banks include private and public Bank. The data was collected and administered by means of a structured questionnaire. The study showed that organizational factors such as work conditions, pay, fairness, and promotion significantly influenced employee job satisfaction in Bank. However, individual factors such as age and gender did not significantly influence employee job satisfaction in Banks. The overall job satisfaction of the bank officers is at the positive level appeal to their customers. In such situation, job satisfaction of bank officers becomes an important issue that has to be taken care of in order to achieve ultimate goals of the banking sector in Bangladesh.

Aarti chahal, Seema chahal, Bhawna Chowdhary, Jyoti chahal(2013) Job satisfaction can defined as extent of positive feelings or attitudes that individuals have towards their jobs. When a person says that he has high job satisfaction, it means that he really likes his job, feels good about it and values his job dignity. Job satisfaction is important technique used to motivate the employees to work harder. It is often said that “A HAPPY EMPLOYEE IS A PRODUCTIVE EMPLOYEE”. This paper in investigates the level of job satisfaction of Canara Bank employees in Delhi NCR identifying the satisfaction level of employees, various factors influencing satisfaction of employees and to study the relationship between personal factors of employees. Based on a survey, the paper attempts to gain insights into the satisfaction level from the perspective of the Bank employees. Factors including salary of employees, performance appraisal system, promotional strategies, employee’s relationship with management and other co- employees, training and development program, work burden and working hours are found important for improving job satisfaction of bank employees in Canara bank. Increase in level of these factors improves overall satisfaction of employees which is identified by using statistical techniques.

Objectives of the study:

To find out the relationship between demographic variable with job satisfaction variable.

RESEARCH METHODOLOGY

Research is a systematic method of finding solutions to problems. It is essentially an investigation, a recording and an analysis of evidence for the purpose of gaining knowledge. According to Clifford woody, —research comprises of defining and redefining problem, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, reaching conclusions, testing conclusions to determine whether they fit the formulated hypothesisl

Research design: Research design is the conceptual structure within which research is conducted; it constitutes the blue print of the collection, measurement and analysis of the data. As search the design includes an outline of what the researcher will do from writing the hypothesis and its operational implication to the final analysis of data. The present study is exploratory in nature, as it seeks to discover ideas and insight to bring out new relationship. Research design is flexible enough to provide opportunity for considering different aspects of problem under study. It helps in bringing into focus some inherent weakness in enterprise regarding which in depth study can be conducted by management.

Data collection: Data was collected from both primary and secondary source. The primary data was conducted through structured questionnaire and some personal interview and the secondary data was collected from books, magazines, internet, and newspapers.

ANALYSIS AND INTERPRETATION

Descriptive statistics

Table 1: Overall level of employee satisfaction in Banks

S.no	Category	Frequency	Percentage
1	Very unhappy	10	20
2	Somewhat unhappy	8	16
3	Neither happy nor unhappy	11	22
4	Somewhat happy	12	24
5	Very happy	9	8
	total	50	100

Interpretation:

In terms of overall level of employee satisfaction in Banks, the study found that almost one fourth of the respondents perceived employee satisfaction to be “Very unhappy “and “Somewhat happy”. Moreover the frequencies of responses don’t differ significantly.

Table 2: Descriptive statistics of employee satisfaction in Banks

	N	Minimum	Maximum	Mean	Standard deviation
Level	50	1.00	5.00	2.96	1.442

Interpretation:

The mean score is 2.96 and Standard deviation is 1.442. So the overall level of employee job satisfaction is satisfactory.

Correlation analysis**Table 3: Pearson Correlation Analysis.**

variables	Overall satisfaction	Working condition	Cooperation of co-workers	Salary	Job security	age	Gender
Overall satisfaction	1	.680	.742	.824	.886	.067	.252
Working condition	.680	1	.865	.760	.649	.033	.051
Cooperation of co-workers	.742	.865	1	.863	.688	.143	.157
Salary	.824	.760	.863	1	.747	.194	.258
Job security	.886	.649	.688	.747	1	-.034	.183
Age	.067	.033	.143	.194	-.034	1	.301
Gender	.252	.051	.157	.258	.183	.301	1

--	--	--	--	--	--	--	--

Interpretation:

Correlation analysis was used to test the relationship among the variables of interest provided in the study. This study revealed that Work conditions (0.680), cooperation of co-workers (0.742), salary (0.824) and job security (0.886) had strong relationship with employee job satisfaction in Banks. Age (0.067) and gender (0.252) had weak relationship.

CONCLUSION

Job satisfaction is a very big concept as it includes various factors associated with job satisfaction of employees. Satisfaction varies from employee to employee. The overall satisfaction of bank employees is associated with different factors of job satisfaction which includes working condition, cooperation of co- workers, salary, and job security etc., While concluding, it could be said that with the change of satisfaction determinants, level of job satisfaction also varies. This study mainly investigated the relation between of job satisfaction with employee. The organizations lack the relationship between workers and supervisors, it should be given due consideration. Employee's welfare measures and Job security should be given utmost importance, so that the employee's turnover may be restricted. If these factors are given little more care, the company can maintain good workers with high level of satisfaction. This will in turn lead to effectiveness and efficiency in their work which leads to increased productivity. Researcher concluded that overall the job satisfaction of bank officers though is not very high but still satisfactory. But there is still considerable room for improvements. An organization should try to take every possible step to enhance job satisfaction among employees because if employees are satisfied then customers associated with it will also be satisfied.

REFERENCES:

Marcson, S., The scientist in American industry. New York: Harper, 1960

Pritchard, R., Dunnette, M., & Jorgensen, D., Effects of perceptions of equity and inequity on worker performance and satisfaction, Journal of Applied Psychology, 56, 75–94, 1972

Locke, E., The nature and causes of job satisfaction. In M. D. Dunnette (Ed.). Handbook of industrial and organizational psychology, Chicago: Rand McNally, 1297-1349, 1976.

Md. Shamim Hossain (2014) job satisfaction of bank employees in bangladesh, research and finance and accounting, ISSN 2222-1697 (paper) ISSN 2222-2847 (online) vol 5, no.1.

Aarti chahal, Seema chahal, Bhawna Chowdhary, Jyoti chahal (2013) job satisfaction among bank employees: an analysis of the contributing variables towards job satisfaction, international journal of scientific & technology research, volume 2, issue 8.

Anderson, W. T., Hohenshil, T. H., & Brown, D. T. (1994). Job Satisfaction among practicing school psychologist. School Psychology Review, 13(2), 225-230.

Berkowitz, L., Fraser, C., Treasure, F. P., & Cochran, S. (1987). Pay equity, job gratification, and comparisons in pay satisfaction. Journal of Applied Psychology, 72, 544-551.

Bernal, D., Snyder, D., & McDaniel, M. (1998). The age and job satisfaction relationship: Does it shape and strength still evade us? Journal of Gerontology: Psychological Services, 53-B(5), 287-293.

Black, M. M., & Holden, E. W. (1998). The impact on productivity and satisfaction among medical school psychologists. Journal of Clinical Psychology in Medical Settings, 5(1), 117-131.

Md. Mobarak Karim, Md. Jannatul Islam, Md. Abdul Latif Mahmud (2014) Job Satisfaction Of Employees In Banking Sector: A Case Study On Janata Bank Limited, European Journal Of Business And Management, Volume 6, No.17.

Weerasinghe, IMS, Senawirathna, CJ, Deunu, HH (2017) factoring to job satisfaction of banking employee in sri lanka special reference public and private bank in anuradhapura district, business and management horizons, ISSN 2326-0297, volume 5, no.1.