

## A STUDY ON SATISFACTION LEVEL IN TEXTILE INDUSTRY WITH REFERENCE TO SALEM

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### ABSTRACT

Employee loyalty can be defined as employees being committed to the success of the organization and believing that working for this organization is their best option. The aim of the study was to find the impact of job satisfaction and organizational commitment on employee loyalty. This study also finds out the relationship between job satisfaction and organizational commitment. Further the study will also find the comparison of employee loyalty in manufacturing and service industry. At last the factors affecting satisfaction level of employee was also determined. To achieve the aim of the study the questionnaire survey was used. The results show that there is an impact of employee loyalty and organizational commitment on job satisfaction.

### 1. INTRODUCTION

Employee satisfaction is the terminology used to describe whether employees are happy, contented and fulfilling their desires and needs at work. Many measures support that employee satisfaction is a factor in employee motivation, employee goal achievement and positive employee morale in the work place. " Susan M. Heath field (About.Com). Cranny, Smith & Stone (1992) defined ES as the combination of affective reactions to the differential perceptions of what he/she wants to receive compared with he/she actually receives. According to Moves, Shao & Newsome (2008) the employee satisfaction may be described as how pleased an employee is with his or her position of employment. As Spector (1997) defined job satisfaction as all the feelings that a given individual has about his/her job and its various aspects. Employee satisfaction is a comprehensive term that comprises job satisfaction of employees and their satisfaction overall with companies' policies, company environment etc.

### 2. OBJECTIVES OF THE STUDY

- To determine the level of job satisfaction of employees in organization. To analyze various factors that influence employee satisfaction.
- To find out the employees engagement level in organization.
- To study the welfare facilities existing in the organization. To study the worker satisfaction level of labor welfare facilities. To make constructive suggestion to improve the welfare.

#### Primary objective:

- To study about the satisfaction level of employees with special reference.

#### Secondary objectives:

- To study the welfare facilities existing in the organization
- To make constructive suggestion level of labor the welfare.

### 3. NEED FOR STUDY

Organizations to satisfy the employee create more positive work environment. The study is in view for employees as a key priority for employer to satisfy their careers.

### 4. RESEARCH METHODOLOGY

The main purpose of the study is to know the satisfaction level of employees in reference to textile industry. Descriptive research design is used for the purpose of the current study. Primary data were collected with the help of structured questionnaire filled by observation and customer's experience. The sampling size for this research is 133 respondents. This sampling unit for this research was respondents of Chennai. SPSS tool is used for analysis and interpretation of data. Convenience sampling method and non-probability sampling method have been used.

#### a. Research Design:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is 'Descriptive Research'.

#### b. Descriptive Research Design:

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

#### c. Sampling Technique:

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample chosen.

#### Probability sampling:

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

#### Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

### 5. SOURCES OF DATA

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are:

#### 5.1 Primary data:

The Primary data for this study was collected through questionnaire.

#### 5.2 Secondary data:

Secondary data was collected from external sources like Websites, Journals etc.

### 6. SAMPLE SIZE

The respondents of this study considered were the employees of different companies in Chennai. The sample size chosen for the study is 133.

#### TOOL For Analysis:

Statistical tools are involved in carrying out a study include planning, designing, collecting data, analyzing, drawing meaningful interpretation and reporting of the research finding.

To arrange and interpret the collected data the following statistical tool were used.

- Simple Percentage analysis

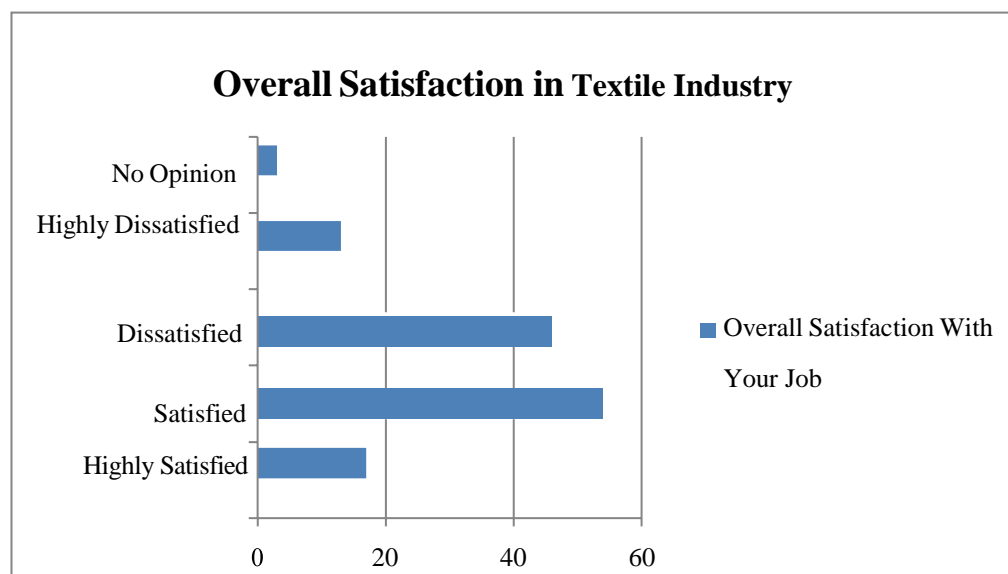
#### Simple Percentage Analysis:

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

**Table: Overall Satisfaction Textile Industry**

Particular	No. of. respondent	Percentage
Highly satisfied	17	12.8
Satisfied	54	40.6
dissatisfied	46	34.6
Highly dissatisfied	13	9.8
No opinion	3	2.3
Total	133	100



#### Interpretation:

From the above table that 12.8% respondent are highly satisfied, 40.6% respondent are satisfied, 34.6% respondent are dissatisfied, 9.8% respondent are highly dissatisfied, 2.3% respondent are no opinion.

#### Inference

Majority (40.6%) respondent are satisfied.

### 7. FINDINGS

- Majority (48.1 %) of the respondents are age between 25 to 30 years.
- Majority (60.2%) of the respondents are male
- Majority (57.9%) of the respondent are UG.
- Majority (42.1%) of the respondents are 5-10years.
- Majority (39.1%) of the respondents satisfied.
- Majority (48.9%) of the respondents the good.
- Majority (40.6%) of the respondents with the satisfied.
- Majority (44.4%) agree of the respondents.
- Majority (46%) of the respondents with the good.
- Majority (39.8%) respondent of agree.
- Majority (41.4%) respondents of agree,
- Majority (46.6%) respondent of satisfied.
- Majority (42.1%) respondent of agree
- Majority (40.6%) of the respondents satisfied.

### 8. SUGGESTIONS

Based on the findings and conclusion of this study, the following recommendations are:

- Compensation / Salary & bonus package should be increased according to cost of living and to be paid regularly at just time.
- Work place safety net program to ensure for increasing job satisfaction level.
- Participation in management to be ensured.
- Job security & training facilities to be ensured.
- The promotional opportunities and safety facilities should be increased then present stage.
- Workers are to be rewarded for their better performance.

### 9. CONCLUSION

The objective of the study was to find out the employee job satisfaction towards organization among employees at Do near Textiles Ltd. The study found that workers of garment sector in Do near are not satisfied with safety facilities; leave policy; and behavior of the owner. The study also found that the workers in garment sector are satisfied with

working environment; present health care facility and overtime benefits. It is known that job satisfaction is a matter of perception and that perception may or may not be accurate. There are many factors that influence satisfaction of employees. Among the various factors ranked, it was found that payment of wages and salary are satisfied, proceeding to co-workers relationship are cordial, working conditions are satisfied and Promotion opportunities are satisfied followed by Jobs security. Company policies and rules and Training and development are satisfied respectively. But if an employee approaches the problem with more confident and positive, he can be satisfied and succeeded easily.

## 10. REFERENCES

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