

## “A STUDY ON EMPLOYEE JOB SATISFACTION IN HMT MTL, COIMBATORE”

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### ABSTRACT

The watch making division, HMT Watches, opened in 1961. During the 1970s and 1980s HMT was the largest supplier of wrist watches in India, with popular styles including Janata and Pilot. The division closed in 2016, largely due to mismanagement leading to heavy losses. In the same year, the Government of India also shut down HMT Chinara Watches Ltd., HMT Bearings, and HMT Tractors. period.

## 1. INTRODUCTION

### 1.1 Background of the Study :

The research is conducted at HMT MTL which is a leading machine tool manufacturer in India. This study examines the different factors which influence the satisfaction level of the employees of the organization. The Appropriateness of study is based on the employee's views and their work atmosphere. The project was undertaken to study the level of Employee Satisfaction in order to improve the whole working atmosphere in the industry. The project was also done through direct personnel interviews and also through the structured questionnaires. Data gathered was analyzed using a structured technique in order to draft recommendation, suggestions and implications.

### 1.3 Relevance & Scope of the Study

“Employee satisfaction leads to customer satisfaction. When internal customers (employees) are happy, they treat external customers well. Customers will keep coming back for more. This grows the relationship and leads to customer loyalty.” by - Richard Federico Vice President and National Work-Life Practice Leader at The Segal Company in Survey Links Work -Life Programs to Employee Performance”.

### 1.4 The objectives of the study

- 1) To measure the satisfaction level of employees in HMT MTL
- 2) To know the employee satisfaction towards the facilities available at HMT MTL.
- 3) To identify the factors influencing employee satisfaction
- 4) To identify the factors improving the satisfaction level of employees.
- 5) To identify the employees expectations on their job

## 2. INDUSTRY PROFILE

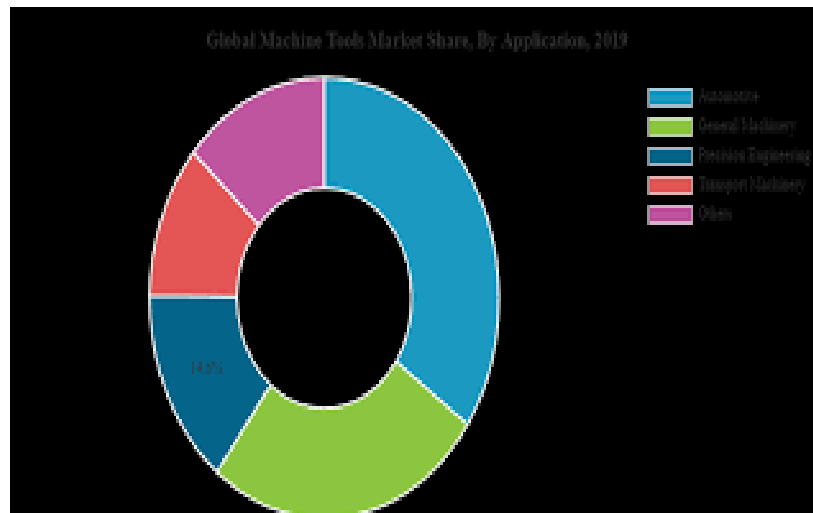
### 2.1 Business Process of the Industry

constituting the top 28 machine tools manufacturing countries), had a turnover of US\$ 51.85 billion in 2005, reprThe global machine tools industry (primarily esenting a 14.5 percent growth by value over the previous year. The machine tools industry in Japan and China witnessed a growth of 14per cent in 2005.

- ❖ Indian Machine Tools Industry
- ❖ The industry has been growing in both volume and value terms
- ❖ Category-wise growth
- ❖ Industry Exports
- ❖ Industry Consumption & Imports

### 2.2 Market Demand & Supply – Contribution to GDP – Revenue Generation

The global machine tools market size was USD 112.78 billion in 2019 and is projected to reach USD 151.90 billion by 2027, exhibiting of 4.5% during the forecast period.



## 2.3 Level and Type of Competition – Firms Operating in the Industry

### ▪ By Technology Analysis

Digital Transformation across Machine Tools is harnessing the Demand for CNC Tools. Based on technology, the market is segmented into CNC (Computerized Numerical Control) and Conventional tools. CNC tools are expected to drive the market in the near future owing to the 12 increasing demand from the process automation across industries.

## 3. METHODOLOGY OF THE STUDY

### 3.1 Research Approach and design

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

#### ❖ Research design:

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.

#### ❖ Area of study

The area of study is confined to the employees of HMT MTL

#### ❖ Questionnaire design

The questionnaire framed for the research study is a structured questionnaire in which all the questions are predetermined before conducting the survey. The form of question is of both closed and open type. The scales used to evaluate questions is the “Likert 5 point scale”

#### ❖ Pilot study

It is appropriate to conduct pilot survey to check the reliability of the questionnaire. So a pilot study was conducted on 25 respondent which is 5% of the population.

### 3.2 Sources of Online Data

#### ❖ Google Public Data

Explorer Google Public Data Explorer makes it easy for anyone to access and interact with public data from international organizations and academic institutions. You can upload, share and visualize datasets. Here's an overview to get an idea of how to use Google Public Data Explorer.

## 4. DATA ANALYSIS, INTERPRETATION & INFERENCE

This chapter is allocated for analysis and interpretation of data. Preparing percentage analysis, two-way table and chi-square test does the analysis of job satisfaction, which is directly extracted from the questionnaire.

### 4.1 Calculation of Satisfactory Score

The Respondents were asked to state their level of Satisfaction. Based on their responses the Satisfaction score obtained by each respondent was found out. Points or scores were allocated based on the response. For each of the factor three levels of satisfaction were assigned namely high, medium and low. The total scores secured by each respondent were thus arrived at.

**Table 1:** Number of Respondents and Level of Satisfaction

Level Of Satisfaction	No. Of Respondents	Percentage
Highly satisfied	28	37 . %
Medium satisfied	33	44 . %
Less satisfied	14	19 %
Total	75	100 %

## 5. INDINGS OF THE STUDY

Research shows that satisfied, motivated employees will create higher customer satisfaction and in turn positively influence organizational performance. Convenient work location, working with young people, opportunities for promotion and career prospects, fair salary, good policies, job security and dynamic working environment are few attributes which are critically important from the view point of most of the employees.

### ❖ Educational qualification:

- From the percentage table the majority of the respondents are in certificate level education group.
- The two-way table showing the high level of satisfaction is derived by the certificate level group of employees
- The chi-square test indicates that there is significant relationship between the educational qualification and the level of satisfaction.

### ❖ Family size:

- Majority of the respondents are from the medium family size group.
- High level satisfaction is derived by the respondents who are in the medium size group.
- The chi-square test reveals that there is significant relationship between the family size and the level of satisfaction.

### ❖ Experience:

- From the percentage table, majority of the respondents are in the "above 25 years of Experience group".
- The two way table reveals that the high level of satisfaction is derived by the "above 25 years of Experience group".
- Chi-square test shows that there is no relationship between the experience and the level of satisfaction.

### ❖ Monthly income:

- The percentage table indicates that the majority of the respondents are in the "Rs. 20,000 to Rs.25, 000 salary group".
- The two-way table tells us high satisfaction is derived by the respondents who are in the "Rs.15,000 to 25,000 salary group".
- Chi-square test reveals that there is no significant relationship between the monthly income and the level of satisfaction.
- The combined mean table shows the mean value is only 2.05 and is the least value.

## 6. CONCLUSION

People are the most important asset of any organization. We tend to spend an inordinate amount of time and energy focusing on customer experience, without giving enough thought to employee satisfaction. Yet employee satisfaction is paramount because it will determine the success or failure of any organization. Moreover, satisfied employees are more motivated and hardworking than dissatisfied ones. Collectively, these individuals achieve higher levels of job performance, which in turn increases organizational productivity and profitability.

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