

## COMMUNICATION AND JOB SATISFACTION AMONG WORKERS WITH REFERENCE TO LG ELECTRONICS PVT. LTD

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### ABSTRACT

Human resource is considered to be the most valuable asset in any organization. It is the sum-total of inherent abilities, aptitudes of the employed persons who comprise executives, supervisors and the rank and file employees. The human resources should be utilised to the maximum possible extent, in order to achieve individual and organizational goals. It is thus the employee's performance which ultimately decides the attainment of goals. Hence, the employee's performance is to a large extent influenced by motivation and job satisfaction.

Job satisfaction is all about how one feels about (or towards) one's job. An employee who expresses satisfaction is said to have a positive attitude towards the job, unlike a dissatisfied employee who has a negative attitude towards the job. A person having negative attitude shows a personality disposition which is inclined to experience nervousness, tension, worry, upset and distress, where as those with positive attitude will feel happy with themselves, others, and with their work.

Job satisfaction reflects the extent to which people find gratification or fulfillment in their work. Job satisfaction shows that personal factors such as an individual needs and aspirations determine his/her attitude, along with group and organizational factors such as relationships with co-workers and supervisors and working conditions, work policies, and compensation. A satisfied employee tends to be absent less often, to make positive contributions, and to stay with the organisation. The effect of job satisfaction goes beyond organizational setting. Satisfied employees are more likely to be satisfied citizens. These people will hold a more positive attitude towards life in general and make for a society of more psychologically healthy.

**Keywords:** Job Satisfaction, Communication Professionals

### 1. INTRODUCTION

Job satisfaction reflects the extent to which people find gratification or fulfillment in their work. Job satisfaction shows that personal factors such as an individual needs and aspirations determine his/her attitude, along with group and organizational factors such as relationships with co-workers and supervisors and working conditions, work policies, and compensation. A satisfied employee tends to be absent less often, to make positive contributions, and to stay with the organisation. The effect of job satisfaction goes beyond organizational setting. Satisfied employees are more likely to be satisfied citizens. These people will hold a more positive attitude towards life in general and make for a society of more psychologically healthy.

**Job satisfaction has been considered as state of condition where people are:**

- Induced to do work efficiently and effectively;
- Convinced to remain in the enterprise;
- Prepared to act efficiently during contingencies;
- prepared to welcome the changes without resistance;
- Interested in promoting the image of the organisation; and
- More happy and satisfied with their job. The level of job determines the job satisfaction.

People in higher level jobs find most of their needs satisfied than those in lower level.<sup>5</sup> The job satisfaction is a collection of attitudes about specific factors of the job. Employee can be satisfied with some elements of the job while simultaneously dissatisfied with others.<sup>6</sup> The relationship between man and work has attracted the attention of philosophers, scientists and novelists. A major part of man's life is spent at the place of work. The nature and significance of work is important as it occupies so much of man's life span. A persons' job is more than just the obvious activities of shuffling papers, waiting on customers or driving a truck. Jobs require interaction with co-performers and bosses; following organisation rules and policies; meeting performance standards; living with working

conditions that are often less than ideal and the like. Job to an individual is not only a means of earning a living but also serves other functions of individuals' expectations of job and rewards that the job provides. This means that an employee's assessment of how satisfied or dissatisfied he or she with his or her job is complex summation of number of discrete job elements.

This assessment of employees is very important to management because they affect organizational behaviour. Specific employee attitudes relating to job satisfaction and also towards organizational commitment are of major interest to the field of organisational behaviour. Therefore, in simple words job satisfaction is how people feel about their jobs and different aspects of their jobs. It is the extent to which people like (satisfaction) or dislike (dissatisfaction) their jobs.

A major part of man's life is spent in work, which is a social reality and social expectation. Even then, only economic motive has never satisfied man. It is always of greater interest to know why man works and at which level and how he or she is satisfied with job.

#### Meaning and Definitions of Job Satisfaction

Employee Job satisfaction is a function of perceived performance and expectations. It is a person's feeling of pleasure or disappointment resulting from comparing a product's outcome to his/her expectations. If the performance falls short of expectations, the employee is dissatisfied and if it matches the expectations, the employee is satisfied.

## 2. REVIEW OF LITERATURE

### ARTICLE: 1

**Title:** Employees' Job Satisfaction And Their Work Performance As Elements Influencing Work Safety

**Author:** Szymon T. Dziuba<sup>1</sup>, Manuela Ingaldi<sup>2</sup>, Marina Zhuravskaya

**Source:** CzOTO 2020, volume 2, issue 1, pp. 18-25

Job satisfaction has a big impact on how an employee performs his job. Both elements have an impact on job safety and employee perception of it. A satisfied employee devotes himself to work, performs orders better, cares for others and for him. He feels safe in the enterprise. The aim of the paper was to assess employees' job satisfaction and their work performance with use of simply survey. In order to achieve this aim, a survey was conducted among employees of a chosen metallurgical enterprise who were asked to assess level of their job satisfaction. The employees defined their job satisfaction by referring to 20 statements describing this satisfaction and evaluating three factors that were used to compute the satisfaction index. The survey allowed for indication the general level of employee satisfaction. Keywords: job satisfaction, work performance, work safety.

### ARTICLE: 2

**Title:** A Study on Employee Satisfaction And Organizational Commitment

**Author:** Maruti Sriram and Remya Lathabhavan

**Source:** MukT Shabd Journal

Employee satisfaction is a factor in motivation, retention and goal achievement in the place of work and commitment is a factor that includes no excess work load, treating employee with respect, provide recognition & rewards, fringe benefits and positive management. The purpose of this topic is to study the employee satisfaction and organizational commitment and to examine the satisfaction level of staff and its impact on Commitment. This is descriptive and empirical in nature and purposive sampling technique is used. The study is based on primary data, which has been collected through structural questionnaire, filled by member stake 50 respondents of has been selected on random sampling basis percentage method is used for data analysis. According to findings of this data the employee satisfaction effects commitment of management and staff. Factors affecting employee satisfaction and commitment are rewards, stress, leave, benefits and compensation given to the staff by the management which are important to improve the motivation level and employee satisfaction.

### ARTICLE: 3

**Title:** A Study on Factors Affecting Employee Job Satisfaction

**Author:** Gnaneshwar Koorella<sup>1</sup> & Dr.R.Perumal<sup>2</sup>

**Source:** IJRAR- International Journal of Research and Analytical Reviews

Employee satisfaction and Loyalty represents one of the most key challenges faced by the managers today when it comes to managing their employees. Employees are the most valuable resource for all organizations; the longer an employee works for a company the more valuable it becomes. Many researchers have been conducted in various sectors to demonstrate the impact of Job satisfaction on employee loyalty. Employee satisfaction is all about

employees being satisfied in the organization with a strong belief that working with that particular organization is their best option. The aim of the study was to find the impact of job satisfaction of an employee. This study also finds out various factors underlying employee satisfaction. To achieve the aim of the study questionnaire survey was used. The results show that there is direct impact of all the factors in the organization. Job satisfaction is related to different Socioeconomic and personal factors, such as: Age, Sex, Incentives, Working Environment, Education, duration of work etc. The present paper will highlight different factors affecting job satisfaction in pharmaceutical company in Hyderabad, India.

#### RESEARCH GAP:

Ineffectiveness of managers in communicating with its employees would cause an employee being unsatisfied. Thus, this situation may cause workers' job satisfaction to be affected. Similarly, if employees do not trust the manager, then the flow of information submitted does not occur and decreased job satisfaction.

#### OBJECTIVES:

- To assess the satisfaction level of employees in L.G. ELECTRONICS.
- To identify the factors which influence the job satisfaction of employees.
- To identify the factor which improves the satisfaction level of employees.
- To know the employee satisfaction towards the facilities.
- To offer valuable suggestions to improve the satisfaction level of employees

### 3. RESEARCH METHODOLOGY

#### Need For the Study

Obviously, job satisfaction plays a key role in Organization success. Without employee satisfaction towards their jobs none of the employee will perform well and it is very difficult to reach the organization goals and objectives. Job satisfaction helps to yield maximum output from employees.

#### Scope of the Study

- To identify the employees level of satisfaction upon that job.
- This study is helpful to that organization for conducting further research.
- It is helpful to identify the employers level of satisfaction towards welfare measure.
- This study is helpful to the organization for identifying the area of dissatisfaction of job of the employees.

#### Methodology

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps adopted by the researcher in a systematic manner with an objective to determine various manners.

#### Research Approach

The research worker contacted the respondents personally with well-prepared sequentially arranged questions. The questionnaire is prepared on the basis of objectives of the study. Direct contact is used for survey, i.e., contacting employees directly in order to collect data.

#### Collection of Data

Most of the data collected by the researcher is primary data through personal interview, where there searcher and the respondent operate face to face.

#### Research Design

The type of research chosen for the study is descriptive research. In descriptive research various parameters will be chosen and analyzing the variations between these parameters. This was done with an objective to find out the satisfaction level of employees in their work.

#### Data Sources

The data collected for the study is mainly through the distribution of questionnaire; to be precise the data collected for study was both primary and secondary sources.

#### Primary Data

Primary data is the information collected for the first time; there are several methods in which the data is compiled. In the project it was obtained by mean of questionnaire. Questionnaire was prepared and distributed to the employees.

#### Secondary Data

Secondary data needed for conducting research work were collected from company websites and search engines.

#### Research Instrument

In this study the primary data was collected by survey techniques. In this we distributed the questionnaire to the respondents. The researcher structured the questionnaire in the form of

- Close Ended Questions
- Multiple Choice Questions

#### Questionnaire

A questionnaire is a sheet of paper containing questions relating to contain specific aspect, regarding which the researcher collects the data. Because of their flexibility the questionnaire method is by far the most common instrument to collect primary data. The questionnaire is given to the respondent to be filled up.

#### Sampling Design

Sampling design is to clearly define set of objective, technically called the universe to be studied. Sampling techniques used in simple random sampling method.

#### Sample Size

This refers to the number of items to be selected from the universe to constitute a sample. The sample size for this study was taken as 100.

#### Statistical Tools Used

The data collected was analyzed by employing the following statistical techniques:

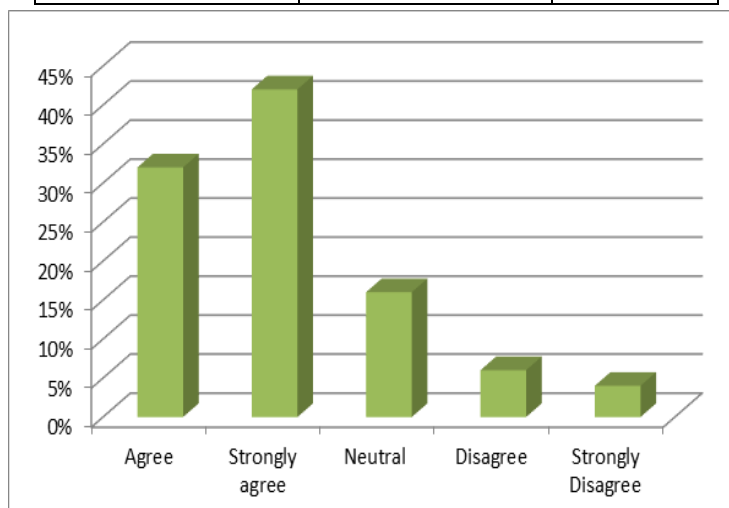
#### Percentage Analysis

Percentage refers to special kind of ration. It is used in making comparison between two or more series of data. It is used to describe relationship. It is used to analyses the data. Bar chart, pie charts were used to explain tabulation clearly.

## 4. DATA ANALYSIS & INTERPRETATION

### Opinion Of Employees In Safety Measures of Institution

Particular	No. of Respondents	Percentages
Agree	32	32%
Strongly agree	42	42%
Neutral	16	16%
Disagree	6	6%
Strongly Disagree	4	4%
Total	100	100

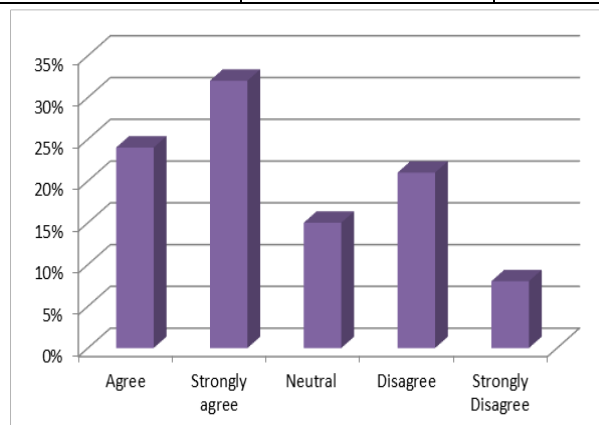


#### Analysis& Interpretation

The above table shows the status of an opinion of employees in safety measures of institutions.42% of them are Strongly Agree,32% of them are Agree and 16% of them are Neutral, 10% of Employees are disagree and strongly disagree.

#### Satisfactory Level Of An Employees Leave Provided

Particular	No. of Respondents	Percentages
Agree	24	24%
Strongly agree	32	32%
Neutral	15	15%
Disagree	21	21%
Strongly Disagree	8	8%
Total	100	100

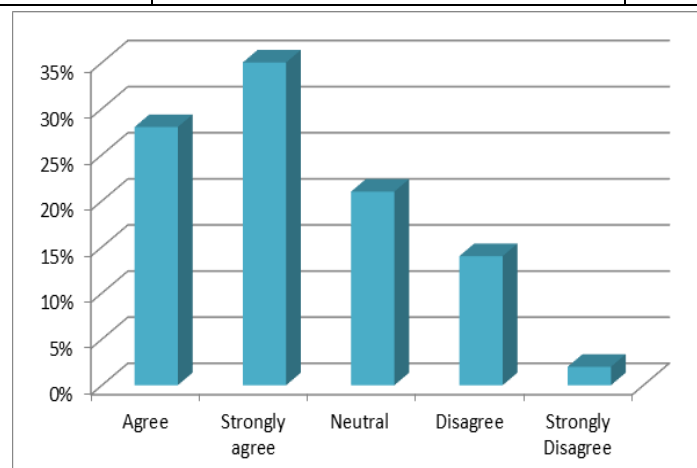


#### Analysis& Interpretation

The above table shows the status of Satisfactory level of employees leave provided. 32% of the employees are highly satisfied, 24% of them are satisfied and 21% of them are dissatisfied. 15% of employees neutral.

#### Showing Whether The Job Offer The Rater Employee Application And Ambitions

Particular	No. of Respondents	Percentages
Agree	28	28%
Strongly agree	35	35%
Neutral	21	21%
Disagree	14	14%
Strongly Disagree	2	2%
Total	100	100

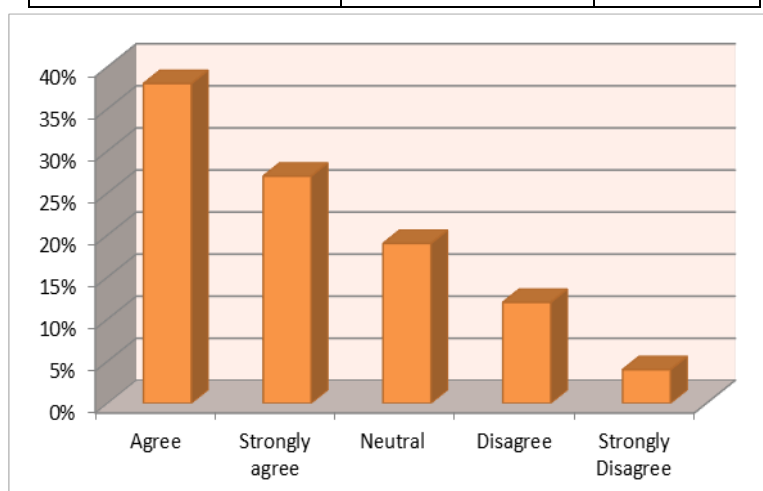


#### Analysis& Interpretation

The above table shows the status whether the job rater employee application and ambitions. 35 % of employees strongly agree 28% of agree 21% of employees neutral and 16% of employees disagree and strongly disagree

**Satisfactory Level Of An Employees Leave Provided**

Particular	No. of Respondents	Percentages
Agree	38	38%
Strongly agree	27	27%
Neutral	19	19%
Disagree	12	12%
Strongly Disagree	4	4%
Total	100	100



**Analysis& Interpretation**

The above table shows the status whether employees to get chance to be involved and identifiable with goal and image.27% of the employees feel strongly agree, 38% of them feel agree, 19% of them feel like they neutral and 16% of employees disagree and strongly disagree.

**5. CONCLUSIONS**

The employee job satisfaction used in L.G. ELECTRONICS is very good. The employees are found to be satisfied and they are happy with the training process, and safety measures given by the institution, team spirit, with the work environment and freedom to take or give decisions. The organization has to be appreciated for keeping the employee highly satisfied and thereby helping them to meet personal as well as organizational goals.

**6. REFERENCES**

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