

A Study on Job Satisfaction in Srivari Industries Pw Ltd., At Renigunta

K. USHA¹, Dr. K. TIRUMALAI AH²

¹Student, II MBA, Department of MBA, Annamacharya institute of Technology & sciences: Tirupati
(Autonomous)

²Assistant Professor Department of MBA, Annamacharya institute of Technology & science: Tirupati
(Autonomous)

Abstract- This study focuses on analysing job satisfaction among employees of Srivari Industries Pvt Ltd. Job satisfaction is a critical factor that influences employee productivity, organizational commitment, and overall performance. The primary objective of this research is to assess the level of satisfaction among employees regarding various aspects such as working conditions, salary, job security, promotion opportunities, and management support. The study is based on primary data collected through structured questionnaires distributed to employees of the organization. Secondary data was also gathered from company records, reports, and relevant literature. Various statistical tools and techniques were used to analyse the data and interpret the findings. The results of the study reveal that while employees are generally satisfied with certain aspects like job security and work environment, there are areas such as compensation and career growth that require improvement. The study concludes with suggestions to enhance employee satisfaction, which in turn can lead to increased efficiency and organizational success.

Index Terms- Job satisfaction, Work environment, Salary and compensation, Job security, Employee motivation, Organizational support, Career growth, Work-life balance.

I. INTRODUCTION: BACKGROUND OF EMPLOYEE JOB SATISFACTION

Employee job satisfaction has emerged as one of the most significant areas of study in management, organizational behaviour, and human resource management. In a highly competitive and globalized business environment, organizations increasingly recognize that employees are not merely factors of production but valuable human assets whose attitudes, perceptions, and emotions directly influence organizational performance. Job satisfaction broadly refers to the extent to which

employees feel positively or negatively about their jobs, encompassing aspects such as work content, compensation, career growth, supervision, and work environment. Understanding job satisfaction is crucial for modern organizations because satisfied employees are more likely to demonstrate higher productivity, creativity, loyalty, and commitment. Historically, early management theories focused primarily on efficiency, task specialization, and monetary incentives. However, with the emergence of the human relations movement, scholars and practitioners began to acknowledge the importance of psychological and social factors in the workplace. Over time, job satisfaction evolved into a multidimensional concept reflecting both intrinsic and extrinsic aspects of work. Today, it is widely accepted that employee satisfaction is a key determinant of organizational sustainability and competitive advantage.

II. REVIEW OF LITERATURE

Addis (2008) in his examination it is identified with the great administration and supervisory abilities incorporates extraordinary aptitudes in managing, controlling, arranging, sorting out, critical thinking, and apportioning assets. It involves a procedure of affecting by making the inspiration and the desire of the association's individuals to seek after the mission of the association

Austin (2011) and Engstrom (2010) in their examination Employees in the working environment need important work. Important work for representatives implies they are engaged with the ID and arrangement of the issues that influence them. Director sought to endeavour to guarantee significant

work for representatives since it is the key towards the activity.

Banerji and Krishnan (2000) stated that it is fundamental for administrators to create a moral situation that integrates moral decisions. Managers set the tone for the association and influence the ethics of the work environment. It is imperative that pioneers understand the accomplishment, business arrangements and activities of the association, as well as their effects on the association.

Cook & Wall (1980) in their review, it is essential that the performance of an activity depends on their confidence in the characteristics, abilities, choices, practices, activities and choices of their colleagues.

Daley & Vasu (1998) during their review, they identify themselves with Positive Connections and set up a system of execution and efficiency of the tasks, the representatives concentrating their most extreme efforts on the achievement of hierarchical objectives and individuals and the development of a typical vision as a group within the association.

Dirks & Ferrin (2002) in their examination the Employees' pledge to accomplish the objectives of the pioneer and the association is a consequence of positive connections. The representatives' duty to accomplish these objectives involves uplifting frames of mind from the workers, for example, trustworthiness, honesty, and a conviction that the pioneer and association have the representatives' best enthusiasm on a basic level.

Frauenheim (2006) in his examination the Supervisors who are dependable in associations perfectly affect the association's activity fulfillment levels, business expenses, and rates of achievement. On the off chance that hierarchical pioneers might want to guarantee that their objectives are met, they have to instruct managers on the significance of structure connections and making positive conditions.

Ismail (2011) in his investigation Compensation is an imperative capacity of the activity of HRM. It involves compensation, compensation, compensations, reward and pay framework. Pay and compensation are terms frequently utilized

conversely having a similar importance in associations. At the point when the impressions of representatives were that compensation was satisfactory, it prompted a larger amount of occupation fulfillment in associations examined.

Jones & George (1998) in their examination it is connected that When workers have significant associations with their directors and colleagues, they are here to the requirements of the association and pioneers and are increasingly strong, better entertainers, and have higher profitability. Positive connections are a characteristic inspiration for representatives and guarantee they are happy with their occupations.

III. NEED OF THE STUDY

Job satisfaction refers to a person's feeling or satisfaction on job which acts a motivation to work. It is not the self satisfaction, happiness or self contentment but the satisfaction on the job. Job satisfaction relates to the total relationship between an individual and the employer for which he is paid. The needs and wants of employees differ from one to another.

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 organizational goals and objectives. Job satisfaction helps to yield maximum output performance) from the employees. Hence this study is focusing on impact of job satisfaction among employees in the organization

IV. OBJECTIVES OF THE STUDY

- To study job satisfaction among employees
- To study the attitude of the employees towards their work.
- To know what factors lead to increase in job satisfaction among employees.
- To know the major factors of dissatisfaction among employees.
- To study the employees perception towards organization.

V. RESEARCH METHODOLOGY

The study focuses on the employee’s opinion towards the various working conditions according to factories act towards employee commitment in the srivari industries. This study helps to understand the importance of working conditions towards employee commitment and its effect on organization

Sources of data

Primary data collection: Primary data is also known as the data collected for the first time through the field survey. Such data are collected with specific set of objectives to assess the current of any variable studied.

- Data Collection Tools :Questionnaire
- Research Study Type :Descriptive
- Method
- Sampling Method :Simple Random
- Sampling
- Sampling Size :154

Note: as per the population of research area i.e total employees of the company is 250, we used finite formula for computing sample size is

$$n = \frac{N}{1 + N(e)^2} = \frac{250}{1 + 250(0.05)^2} = 154$$

Data Analysis Tools &Techniques : Percentage Analysis

VI. LIMITATIONS OF THE STUDY

- The study is based on responses collected from the employees, analysis’s and conclusion are drawn based on responses.
- The sample data collected may not reflect the whole organisations results.
- A period of 45 days is not sufficient to dwell into through analysis and understanding of various components of the job satisfaction.

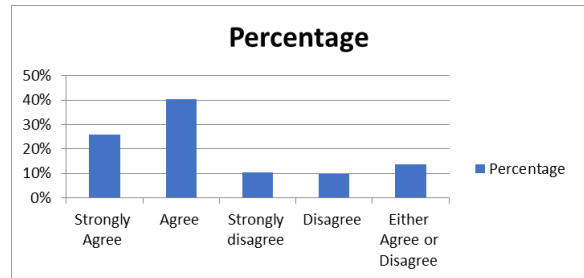
V. DATA ANALYSIS AND INTERPRETATION
 DATA ANALYSIS & INTERPRETATION

1. PHYSICAL SAFETY NEED

Table 1: Job needs to satisfy livelihood Requirements

S. No	Opinions	No. of respondents	Percentage
1	Strongly Agree	40	26%
2	Agree	62	40%
3	Strongly disagree	16	10%
4	Disagree	15	10%
5	Either Agree or Disagree	21	14%
6	TOTAL	154	100%

Graph1

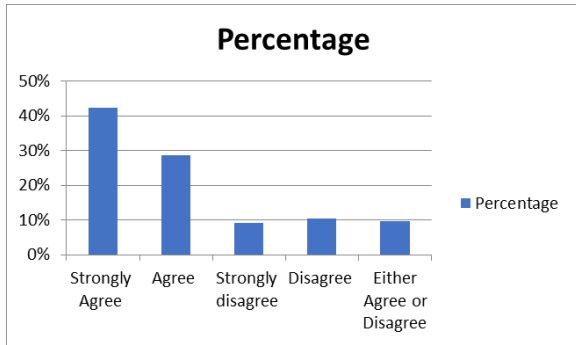


INTERPRETATION: A majority of respondents (66%) either strongly agree or agree that jobs satisfy livelihood requirements. However, 20% express disagreement, including strong disagreement, while 14% remain neutral, indicating that although perceptions are largely positive, a notable proportion holds unfavorable or uncertain views.

Table 2: Salary is sufficient for buying needed things

S. No	Opinions	No. Of respondents	Percentage
1	Strongly Agree	65	42%
2	Agree	44	29%
3	Strongly disagree	14	9%
4	Disagree	16	10%
5	Either Agree or Disagree	15	10%
6	TOTAL	154	100%

Graph 2

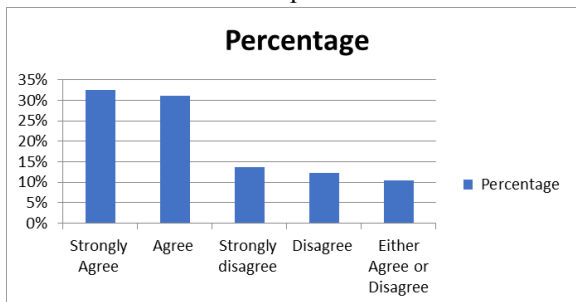


INTERPRETATION: A majority of respondents (71%) agree or strongly agree that their salary is sufficient for purchasing needed items. However, 19% express dissatisfaction, while 10% remain neutral, indicating overall positive perception with some concerns regarding salary adequacy.

Table3: Salary is sufficient to full fill house requirement

S. No	Opinions	No. of respondents	Percentage
1	Strongly Agree	50	32%
2	Agree	48	31%
3	Strongly disagree	21	14%
4	Disagree	19	12%
5	Either Agree or Disagree	16	10%
6	TOTAL	154	100%

Graph 3



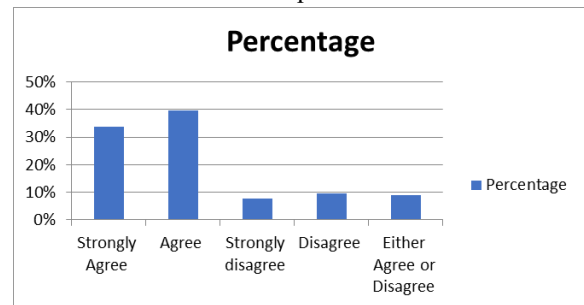
INTERPRETATION: A majority of respondents (63%) agree or strongly agree that their salary fulfills household requirements. However, 26% express dissatisfaction, while 10% remain neutral, indicating

generally positive views with a significant portion experiencing financial constraints.

Table4: Job security in the organization

S. No	Opinions	No. of respondents	Percentage
1	Strongly Agree	52	34%
2	Agree	61	40%
3	Strongly disagree	12	8%
4	Disagree	15	10%
5	Either Agree or Disagree	14	9%
6	TOTAL	154	100%

Graph 4

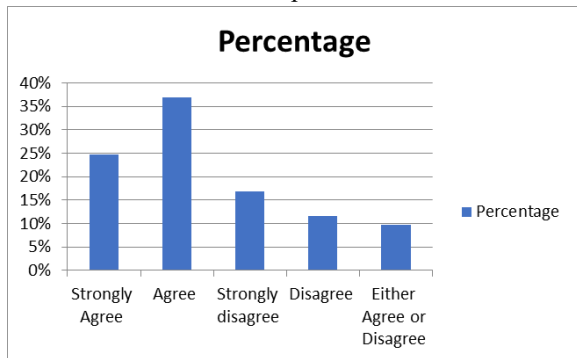


INTERPRETATION: A majority of respondents (74%) agree or strongly agree that job security exists in the organization. However, 18% express dissatisfaction, while 9% remain neutral, indicating overall confidence in job security with some concerns among a minority of employees.

Table5: Salary satisfies my safety needs

S. No	Opinions	No. of respondents	Percentage
1	Strongly Agree	38	25%
2	Agree	57	37%
3	Strongly disagree	26	17%
4	Disagree	18	12%
5	Either Agree or Disagree	15	10%
6	TOTAL	154	100%

Graph 5



INTERPRETATION: A majority of respondents (62%) agree or strongly agree that their salary satisfies safety needs. However, 29% express dissatisfaction, while 10% remain neutral, indicating moderate satisfaction with notable concerns regarding financial security.

VI. FINDINGS

- Majority employees (66%) believe jobs satisfy livelihood needs, though 20% dissatisfaction indicates gaps in meeting basic financial expectations among certain respondents.
- Salary adequacy is positively perceived by 71%, yet 19% dissatisfaction highlights concerns about purchasing power and financial sufficiency for essential needs.
- While 63% feel salary meets household requirements, 26% dissatisfaction suggests financial strain persists for a considerable proportion of employees.
- Strong job security perception (74%) reflects organizational stability, though 18% dissatisfaction indicates uncertainty among some employees regarding continued employment.
- Only 41% believe jobs support future needs, while 40% disagree, revealing significant concern about long-term financial planning and career sustainability.
- Workplace relationships are strong, with 72% satisfied with peers and 63% with superiors, though notable dissatisfaction indicates interpersonal challenges still exist.
- Around 62% feel respected and recognized, but 26% dissatisfaction shows lack of appreciation

and motivation among a significant section of employees.

- Freedom at work is positively viewed by 68%, yet 18% dissatisfaction suggests limitations in autonomy affecting employee satisfaction and productivity.
- Ethical values and role models are moderately perceived, with about 60% agreement, but notable dissatisfaction indicates need for stronger ethical culture and leadership influence.
- Despite strong organizational attachment (75%), mixed responses on job switching and 36% neutrality in satisfaction reflect uncertainty and potential retention risks among employees.

SUGGESTIONS

- Improve salary structures and benefits to meet employee needs, ensuring financial stability, reduced dissatisfaction, and better fulfillment of basic and household requirements.
- Strengthen job security policies and transparent communication to build employee confidence, reduce uncertainty, and enhance long-term organizational commitment and trust.
- Introduce career development programs, training, and growth opportunities to address concerns about future prospects and improve employee motivation and retention.
- Foster positive workplace relationships through team-building activities, leadership training, and open communication to minimize conflicts and enhance collaboration across all organizational levels.
- Enhance recognition systems and reward mechanisms to appreciate employee contributions, boost morale, increase engagement, and reduce feelings of being undervalued among employees.
- Promote ethical practices and provide greater work autonomy by empowering employees, ensuring fair policies, and creating a supportive environment for improved satisfaction.

CONCLUSION

In conclusion, the study highlights that job satisfaction is a multi-dimensional concept driven by a combination of fair pay, supportive management, and a positive working environment. The findings indicate that while employees are generally satisfied, there is significant room to improve retention by focusing on career development opportunities. Ultimately, a dedicated workforce is only achieved through the consistent effort in maintaining high satisfaction levels, which directly translates to higher organizational productivity and lower employee turnover. "Human resource management department in the SRI VARI INDUSTRIES PVT.LTD. and managers take an important role in order to increase the employees' job satisfaction. Improvement in workplace condition, salary, fringe benefits and career advancement opportunities in view of the Maslow's hierarchy of needs. It is hereby concluded stating that Maslow's Hierarchy of needs theory is still prevalent in present corporate scenario. The management directly or indirectly looks into employee's satisfaction basing on this popular theory of Maslow's.

REFERENCES

- [1] Paul E. Spector, "JOB SATISFACTION: APPLICATION, ASSESSMENT, CAUSES, AND CONSEQUENCES " Volume 3 of Advanced Topics in Organizational Behaviour, by SAGE Publications ,1997, ISBN 9780761989233.
- [2] K. Aswathappa, (2005), HUMAN RESOURCE AND PERSONNEL 4th Edition, McGraw - Hill Publication MANAGEMENT.
- [3] C.R. Kthari , " RESEARCH METHODOLOGY METHODS AND TECHNIQUES “,
- [4] 2nd Edition by New Age International Publication
- [5] WEB SITES
www.govindarajatextiles.com
www.wikipedia.com
www.google.com
www.hr.com