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Employees Satisfaction towards Priya Textile Printing (Erode)

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ABSTRACT: This study explores employee satisfaction within the textile industry, specifically focusing on Priya Textile Printing in Erode. The research investigates the levels of satisfaction among employees, the factors influencing it, and its impact on overall productivity and organizational performance. Utilizing a descriptive research design, data was collected from 124 employees through a structured questionnaire. Key aspects such as work environment, salary, incentives, promotional opportunities, and management support were analyzed using percentage analysis. The findings reveal that while a majority of employees are satisfied with their work conditions and promotional prospects, areas such as salary structure and participation in decision-making require improvement. The study underscores the importance of addressing both intrinsic and extrinsic motivators to foster a productive and loyal workforce.

I. INTRODUCTION

Employee satisfaction is a broad term used by the HR industry to describe how satisfied or content employees are with elements like their jobs, their employee experience, and the organizations they work for. Employee satisfaction is one key metric that can help determine the overall health of an organization, which is why many organizations employ regular surveys to measure employee satisfaction and track satisfaction trends over time. A high satisfaction level indicates that employees are happy with how their employer treats them.

OBJECTIVES OF THE STUDY

- 1.To study the level of satisfaction among Employee towards work environment.
- To study the factors influencing the level of satisfaction among Employees.
- To identify the factors /problems faced by the Employees.
- To analyse the impact of job satisfaction towards productivity.
- To suggest the ways and means to improve job satisfaction among Employees.

STATEMENT OF THE PROBLEM

Organizations in the modern era want employees to be with them permanently. So they are giving them lot of facilities. But employees have lot of demands to be met. In order to analyze their demands to understand the employee satisfaction levels which in turn help company in achieving profits at a faster rate. The problem statement is that there are many factors of employee stress that are impact on employee job satisfaction, employee's performance and productivity of the organization. Hence the study focus on investigation of the employee satisfaction on Textile industry.

SCOPE OF THE STUDY

- Job satisfaction is an important output that employees work for organization.
- It comprises of extrinsic and intrinsic factors and helps maintain an able and willing work forces
- It is an interesting and significant area for conducting research.
- The study made on the topic of job satisfaction will reveal the factor of feelings of employees.



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II. RESEARCH METHODOLOGY

Sampling design

A sample design is a definite plan for obtaining a sample from a given population. It refers to the techniques or the procedure the researcher would adopt in selected items for the sample. The researcher has taken the sample to be 124. Probability convenience sampling has adopted by the researchers for the study. The respondents were only the employees of the organization.

Source of data

Both primary data and secondary sources were used for the data collection.

Research type

Emperical study using survey method.

Sampling unit

The PRIYA TEXTILE PRINTING (Erode) is taken as the sampling unit. The employees were taken as the sample.

III. REVIEW OF LITERATURE

1. Kenny et al (2016) have evaluated six different measures of workplace and job satisfaction. This helps in investigating the relationship between job satisfaction and education in Australia. It helps in increasing the potential among the employees and produces biased results. An Australian focus is mainly over the commonwealth government. It has gained control over both legislative houses in the 2004 election. On gaining both houses, the government had introduced wide-sweeping reforms over the workplace relation system of Australia. Concerning this, an act was passed Conciliation and Arbitration Act in 1904. The motive of introducing this act was to suggest the reforms. These reforms helped in defining the requirement level of flexibility in workplace relations.
2. Wilson (2015) has found that the level of job satisfaction depends on the personal and organizational variables. In which personal variables are defined as the set of the activities and roles defined by individual aspects. An organizational variable is defined as the way of overcoming the unstable or varying conditions identified in an organization. In addition to this, organizational development and policies of benefits and compensation also affect the overall job satisfaction defined in Australian Organizations.

DATA ANALYSIS AND INTERPRETATION

TABLE NO.1 - EXPERIENCE

Category	No of Response	Percentage
Less than 1 year	79	63.7
1 to 5 year	42	33.9
5 to 10 year	3	2.4
Total	124	100

INTERPRETATION

The pie chart shows that the majority (63.7%) of respondents have less than one year of experience, while 33.9% have 1 to 5 years of experience, and a small percentage have 5 to 10 years of experience.



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CHART NO 1

Experience
124 responses



TABLE NO.2
WORK ENVIRONMENT

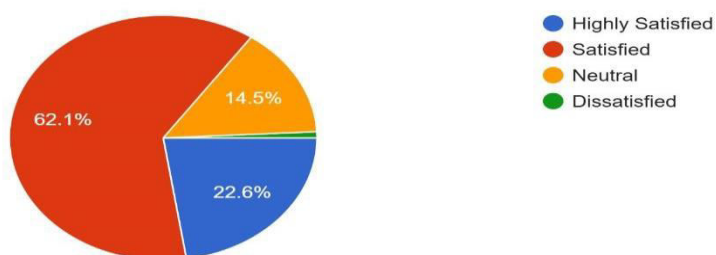
Category	No of Response	Percentage
Highly Satisfied	28	22.6
Satisfied	77	62.1
Neutral	18	14.5
Dissatisfied	1	0.8
Total	124	100

INTERPRETATION

The pie chart indicates that the majority of respondents (62.1%) are satisfied with their work environment, while 22.6% are highly satisfied, 14.5% are neutral, and a very small percentage are dissatisfied

CHART NO 2

How Is Your Work Environment
124 responses



IV. FINDINGS

- The majority (91.9%) of the respondents are young, between the ages of 18-25, indicating that the workforce is primarily composed of fresh employees.
- About 63.7% of employees have less than one year of experience, showing a high number of newcomers, which may require strong training programs to enhance their skills.
- A significant portion of the workforce (74.2%) consists of male employees.
- Regarding education levels, 79% of employees have an undergraduate degree, and only 8.1% have a postgraduate qualification.



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- Around 50% of employees earn between ₹10,000-₹20,000 per month, while 39.5% earn below ₹10,000, indicating a relatively low wage structure.
- 73.4% of employees receive additional incentives, reflecting a positive initiative by the company to boost morale
- The majority of employees (62.1%) reported being satisfied with their work environment, while 22.6% were highly satisfied.
- Around 57.3% of employees expressed satisfaction with incentives, but 17.7% remained neutral, and 2.4% were dissatisfied, showing room for improvement.

V. CONCLUSION

Employee satisfaction is the terminology used to describe whether employees are happy and comfortable and accomplishing their desires and needs at work. Employee satisfaction can also be based on the effect of an individual's experience of work, or the quality of their working life. Employee satisfaction can be well understood in terms of its connection with some key factors, such as well-being, stress at work, control at work, working condition etc. employee satisfaction is based on how the organization treats them, effective employee satisfaction for individuals reflects from the emotional feeling they have about their job. Creating satisfied and devoted customers will be useful for the organization, therefore allotting significant resources for employee and customer satisfaction and retention. However some researchers raise serious concerns about substantial prominence placed on both employee satisfaction and customer satisfaction and whether or not they relate to bottom line performance. In the case of hospitality and tourism sector attention to service and customer satisfaction is most important factor, it is expected to be a day-to-day activity.

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