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Job Satisfaction of the Service Sectors Employees with Special Reference to Chennai: A Study

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Abstract*: The economic well-being of both individuals and the nation is strongly affected by employment. The employee's job satisfaction is critical for effective employment. This research was carried out to identify the variables that determine employee work satisfaction. A structural questionnaire was conducted to capture the relevant information from 303 respondents. Simple correlation analysis was utilized to analyze and interpret the data. The analysis found that Job satisfaction issues connected to organizational culture, non-financial benefits, and career progression have a positive relationship with job security. Career Advancement was ranked with the least mean value, while job security was rated with the second-least mean value. Career Advancement has both a strong and relatively modest correlation with employees' performance.
Keywords: Employment, Job security, Career advancement, non-monetary benefits and performance

I. INTRODUCTION

Job satisfaction is the degree of satisfaction that employees perceive with their job. It goes beyond your day-to-day tasks: satisfaction with managers, satisfaction with organizational policies, and team members, and the impact of your work on employees' personal lives.

This study attempts to demonstrate various aspects of employee job satisfaction, especially targeting professionals from various service industries such as banking and finance, retail, hospitality, and education.

The majority of knowledge comes through hushed talks, personal experiences, scientific ideas, and the media. They are primarily descriptive works with very little factual validation and little use for epistemology. Today's managers have a difficult time neglecting the issues of job satisfaction in light of the rising desire for meaningful employment. Managers are worried about job satisfaction for two principal reasons. First and foremost, they owe it to their moral character to make each effort to create a work atmosphere that is enjoyable for their employees. Second, they think that contented workers will behave in a way that benefits the company.

II. LITERATURE REVIEW

Hoppock (1935), who examined 32 research on job satisfaction, noted that the phrase "I am satisfied with my job" is a result of a mix of psychological, physiological, and environmental factors. This description does not provide any information regarding the nature of job contentment, only the diversity of factors that influence it can do so. Locke says (1969, 1976), job satisfaction is a positive emotional state coming from the appraisal of one's employment.

Nash (1985) in his research has found that the locus of life happiness varies since employment varies in importance from individual to individual. Nash further reveals that jobs report possessing high levels of job satisfaction. If they are using their skills within their work, their job satisfaction will be much stronger. Additionally, he showed that job satisfaction fluctuates with age and employment cycle and is a measure of an employee's urge to come to work.

Scotti, Dennis J.; Driscoll, Alfred E.; harmony, Joel; Behson, Scott J. (2007) found that high-performance job systems, high-quality services customer perception of service quality are linked to customer satisfaction.

Kamil Erkan Kabaka, Asım Şena, Kenan Göçera, Seçil Küçüksöylemezb, and Güngör Tuncerc (2014) in their research for measuring the effect of Total Quality Management venture on small and middle size companies in the service sector of Turkey. The five characteristics chosen to verify the objective are employee empowerment, employee reward, and recognition, employee relations and teamwork, quality culture, and employee training and education. After doing correlation analysis, an independent sample t-test, descriptive analysis and Exploratory Factory Analysis (EFA) found that employee relations and teamwork and employee education and training are the most affecting factors on job satisfaction.

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Raju R. Shravasti and Sarang S. Bhola (2015) made secondary data research on how policies made should be favorable to the work environment that motivates and leads to job satisfaction. They found a positive relationship between the working environment and employee productivity, job satisfaction, efficiency at the organization, and job involvement.

Christopher Mathews and I. K. Khann (2016) believe that a major part of an employee's adult life is spent working in an organization. So this paper is about how it satisfies the objective of work done in the relation between productivity and workplace environment. They found that there can be numerous variables leading to job satisfaction and dissatisfaction like noise, air quality, lighting, unsuitable furniture, color, etc.

III. RESEARCH METHODOLOGY:

The descriptive research design was adopted for this study. They adopted convenience sampling and they collected data from 303 respondents. They utilized both primary and secondary data and to collect the primary data they utilized a questionnaire as an instrument.

The questionnaire was constructed concerning earlier research studies. Cronbach's Alpha test was applied to check the reliability of the research instruments. The value was 0.78, which indicates the reliability of the data is good. The SPSS 20 version was utilized to calculate Mean, SD, and Skewness. Correlation & Regression were used to show the Job satisfaction of employees working in Service Sectors.

A. Analysis & Interpretation

The respondents were drawn from different employees working in service sectors. The demographic characteristics of the respondents are shown in Table 1.

Table 1: Table showing Demographic Characteristics of Respondents

No.	Factor	Category	Frequency	Percent
1	Gender	Female	127	41.9
		Male	176	58.1
		Total	303	100
2	Length of education	Diploma	27	8.9
		First Degree	201	66.3
		Master's Degree	45	14.8
		Total	303	100
3	Length of service (Year)	1 to 5	175	57.8
		6 to 10	67	22.1
		11 to 15	35	11.6
		16 to 20	20	6.6
		21 and above	6	1.98
		Total	303	100
4	Age	20 -30	163	53.8
		31 - 40	95	31.4
		41 - 50	28	9.2
		51 - 60	17	5.6
		Total	303	100

The number of men surveyed is greater than the number of women surveyed (58.1 and 41.9, respectively). The educational level of the respondents shows that 66.3% have a bachelor's degree. Most of them work for 1 to 5 years in their respective organizations. The majority of the responses got collected from people in the age group of 20 to '30s.

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B. Concerns For Employee's Job Satisfaction

The respondents were solicited to express their opinion on the Likert Scale ranging from strongly disagree to strongly agree.

Table 2 Factors of Job Satisfaction-Descriptive Reports

VARIABLES	MEAN	STANDARD DEVIATION	SKEWNESS	KURTOSIS		
	STATISTIC	STATISTIC	STATISTIC	STD. ERROR	STATISTIC	STD. ERROR
CONTINUOUS LEARNING OPPORTUNITY	3.6119	0.47527	-0.222	0.172	0.364	0.341
SATISFACTION WITH ORGANIZATION'S CULTURE	3.6271	55972	-0.403	0.173	0.251	0.344
NON-MONETARY BENEFITS	3.6203	0.62444	-0.131	0.178	-0.34	0.355
CAREER ADVANCEMENT	3.1901	0.60157	0.387	0.171	0.172	0.34
JOB SECURITY	3.5483	0.69174	-0.076	0.172	0.363	0.341

Source: Primary Data

Respondents were asked to rate 30 items on the questionnaire, segmented into sections associated with diverse factors that influence job satisfaction. Items were bisected in terms of questions related to concerns about continuous learning opportunities, satisfaction with organizational culture, non-monetary benefits, career advancement, and job security. Employees' perceived level of performance was measured based on seven questions on a v- scale. All the results of standard deviation, skewness, and kurtosis revealed the diffusion of the distribution of responses is all within the normal range.

As shown in Table 2, the average mean of respondents' perceptions of attention to continuous learning opportunities is 3.6119 and ϭ value is 0.47527. Respondents were asked to rate four questions related to issues that may arise due to satisfaction with organizational culture. Questions focused on assessing the extent of management problems related to this factor. As shown in Table 2, it was found that the average mean of the items was 3.6271 with a standard deviation of 0.55972, which implies that they are satisfied with the current organizational culture. The third element shows the employees' perception of the organization related to non-monetary benefits in the respective organizations. Respondents were asked to rate 3 items related to this factor. The average mean of the items was 3.6203 with a standard deviation of 0.62444, which implies that the respondent is satisfied with how problems that may arise due to non-monetary benefits are handled.

The fourth item in Table 2 shows the level of employee job satisfaction with the organization's concerns about managing problems that may arise from differences in career advancement. The lowest average mean (3.1901) with a standard deviation of (0.60157) was obtained, indicating a moderate degree of employee job satisfaction with differences in career advancement level. The level of the performance felt by the employees was evaluated based on seven telegraphed questions. The group average mean of the variable was 3.5483 with a standard deviation of 0.69174. This implies the high level of employee performance perceived by the respondent.

Table 3 Correlation Coefficients of Variable of Factors of Job Satisfaction

Continuous Learning Opportunity	Pearson Correlation	1	0.259**	0.126	0.096	0.138
	Sig. (2-tailed)		0	0.087	0.177	0.052
	N	301	296	285	301	299
Satisfaction with Organization's Culture	Pearson Correlation	0.259**	1	0.506**	0.359**	0.360**
	Sig. (2-tailed)	0		0	0	0
	N	296	298	282	298	296
Non- Monetary Benefits	Pearson Correlation	0.126	0.506**	1	0.432**	0.389**
	Sig. (2-tailed)	0.087	0		0	0
	N	285	282	286	286	284
Career Advancement	Pearson Correlation	0.096	0.359**	0.432**	1	0.344**
	Sig. (2-tailed)	0.177	0	0		0
	N	301	298	286	303	301
Job Security	Pearson Correlation	0.138	0.360**	0.389**	0.344**	1
	Sig. (2-tailed)	0.052	0	0	0	
	N	299	296	284	301	301

The results of the coefficients of the variables procured are summarized in the form of a matrix as shown in Table 3. The effect that could occur due to the demographic characteristics of the employees was made a controlling factor for this study. As shown in Table 3, factors of job satisfaction issues related to satisfaction of organizational culture, non-monetary benefits, and career advancement have a moderately significant positive relationship with job security (r = 0.360, r = 0.389, and r =0.344). The crumbs related to satisfaction in terms of career advancement have a positive and weak relationship with the perceived level of performance of employees (r = 0.138).

IV. FINDINGS

Out of 303 respondents; 176 were male, 201 respondents were qualified with the first degree with the majority of the respondents falling under 1- 5 years of work experience and 163 respondents were in the age group of 20-30.

The employees were satisfied with the current organizational culture and they are even satisfied with the way the problems got dissolved due to non-monetary benefits. Career advancement was rated with the least mean value and the second least was job security. Job satisfaction issues related to organizational culture, non-monetary benefits, and career advancement has a positive relationship with job security. Surprisingly career advancement has a positive and a very weak connection with the performance of employees.

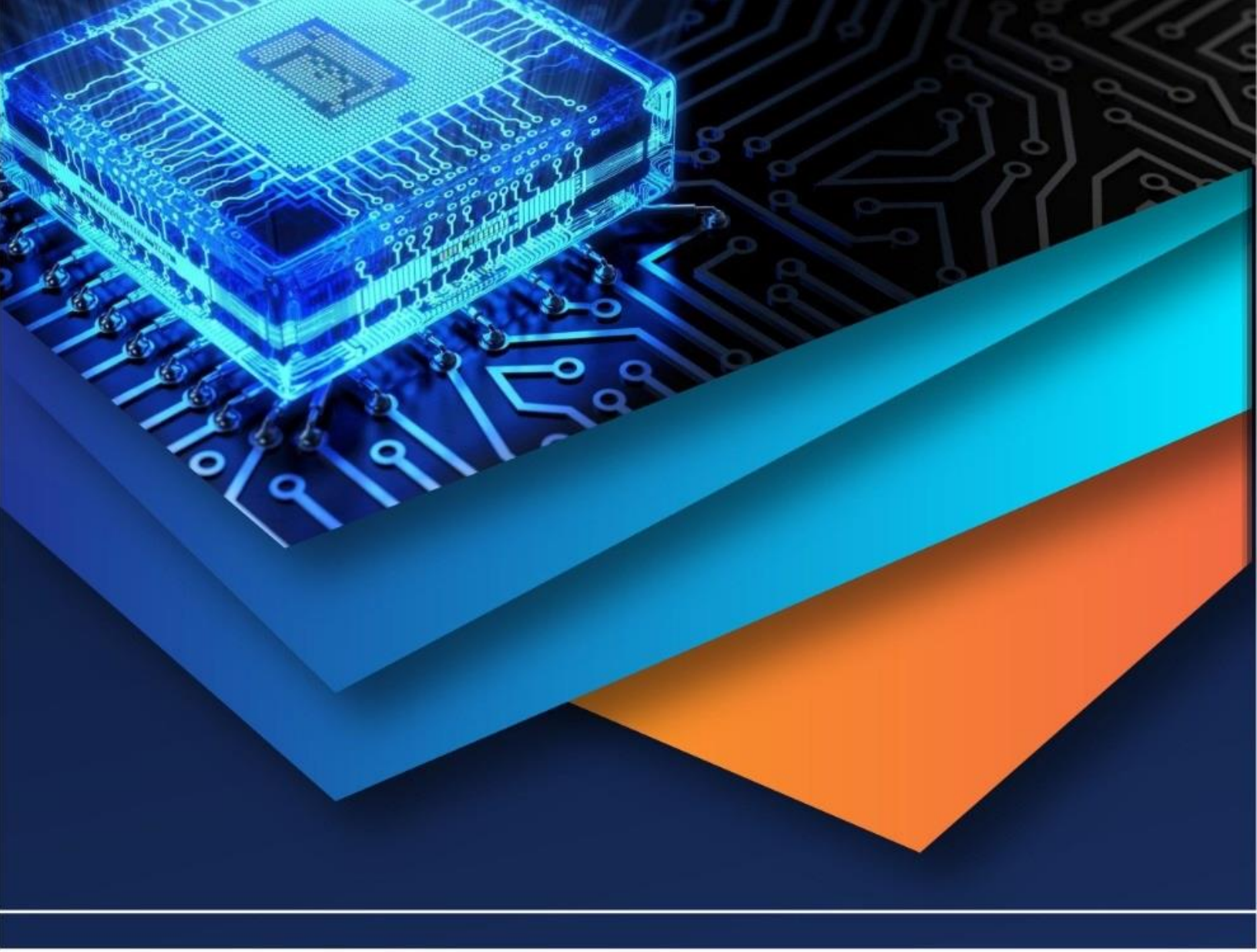
V. RECOMMENDATION

Job satisfaction of an individual is highly correlated with career advancement but we found that career advancement was the least mean score which was then followed by job security. This data was given and chosen by people mostly falling under the age group of 20-30.

The service sector can retain employees falling under the age group of 20-30 by adopting effective career planning and job security measurements .This recommendation of research is the consideration of a positive relationship which means career advancement and job security. The service sector needs to create a strong awareness program amongst the employees on how career advancement can facilitate job performance.

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