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A Study on Job Satisfaction of Employees at Meriiboy Ice Creams (Supreme Food Industries)

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Abstract: ***Satisfaction from life and every work is the important aim of every one's life. We spent maximum time in working or involving in any economic activity which is the main sources of surviving our life. Every employee wants to get higher level of satisfaction from his job. Job satisfaction is the favourableness or un-favourableness with which employees view their work. Job satisfaction is a psychological concept and it is mostly depend upon the internal feeling of employees. There are a lot of independent variables on which job satisfaction is depending. These are educational qualifications, nature of work, pay, job security, promotional opportunities and family & work life balance. The employee's satisfaction improve the productivity and profit so it is important for both employees and employer. This study helps to explain the concept and factor affecting job satisfaction and their significant relationship with all factors. The main purpose of the study is to identify the levels of job satisfaction among employees of Meriiboy Ice cream and the factors contributing to job satisfaction.***
Keywords: Job Satisfaction, Work life balance, Promotional opportunities, Psychological factor, Productivity.

I. INTRODUCTION

The main aim of the project work is to study job satisfaction of employees in Meriiboy Ice creams and to identify the factors which provides satisfaction to the employees. The study evaluate how the working environment, training, job security, various benefits, welfare measures etc. improves the job satisfaction of employees. And also to offer valuable suggestions to improve the satisfaction level of employees. Job satisfaction describes how content an individual is with his or her job. It is a relatively recent term since in previous centuries the job available to a particular person was often determined by the occupation of that person's level of satisfaction.

Job satisfaction of an individual can be influenced by a number of various factors that include the job itself, the salary, the promotion policy of the company, the attitude of co-workers, the physical and mental stress levels involved, the working conditions, the interests and challenges levels. The various factors are just indicative of many factors that contribute or take away from job satisfaction. While job satisfaction is not quite the same as motivation the two closely linked and many times motivating actions also increase satisfaction levels.

One point is very clear in the interpretation of job satisfaction that is dynamic. Administration cannot establish high job satisfaction once for all. It requires regular maintenance. High or low job satisfaction provides a scale of measures to the progress of the organisation that has been made in developing a sound behavioural climate. Moreover, job satisfaction has its impact on the general life of the employees also, because a satisfied employee is a contented and happy human being. A highly satisfied worker has better physical and mental well-being.

A. Problem Statement

Job satisfaction is considered as a key issued by the entrepreneur where efforts are taken on programs. Every organisation is giving higher priority to keep their employees with the satisfaction by providing several facilities which improve satisfaction and which reduce dissatisfaction.

If an employee is not satisfied with the job there are enhance for absenteeism, job turnover, lower productivity, committing of mistakes, diverting energy for different type of conflicts. Keeping the thing in a view all organisation are trying to identify the areas of satisfaction. In connection with the survey conducted on behalf of "Meriiboy Ice creams (Supreme Food Industries), Chelamattom" to identify and take measure to improve the areas under satisfaction.

Hence the statement of problem is "A study on job satisfaction of employees at Meriiboy Ice creams (Supreme Food Industries), Chelamattom". This study has been helpful to the company to know about the satisfaction level of employees.

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B. Objectives Of The Study

1) To study the job satisfaction of employees in Meriiboy Ice Creams.
2) To study on how the working environment in the organization improves the job satisfaction of employees.
3) To know about the training of employees and its relation with job satisfaction.
4) To study the various benefits provided for employees in Meriiboy Ice cream.
5) To evaluate job security of employees.
6) To analyse the welfare measures given to the employees.

C. Cope Of The Study

The study is conducted to know the satisfaction level of the employees of Meriiboy Ice creams (Supreme Food Industries), Chelamattom. Only satisfied employees can make profit for the company. There are different factors which affect the satisfaction level of employees on their job. This study will help the management to understand the feelings of the employees in the respective title and to take necessary measures to overcome the negative aspects.

II. REVIEW OF LITERATURE

Job satisfaction has been defined as a pleasurable emotional state resulting from the appraisal of one's job; an effective reaction to one's job; and an attitude toward ones job. Job satisfaction is not the same as motivation, although it is clearly linked. Job satisfaction is a very important attribute which is frequently measured by organization. Job satisfaction describes how an individual fit with his or her job. It is a relatively recent term since in previous centuries the job available to a particular person were after predetermined by the occupation of that person's level of satisfaction. Some of these factors include the level of pay and benefits, quality of the working condition, welfare measures and social relationship, the job itself.

Reference [1], collected data from 8126 employees of a government service agency using an anonymous survey to know the difference in supervisor and nonsupervisor perceptions of quality culture and organisational climate. Results showed that supervisors perceived all 19 aspects of the culture and climate measured on the survey significantly more positively than did non-supervisors. He also found that organisational strength as perceived by both supervisors and non-supervisors are in the areas of customer focus and job satisfaction.

Reference [2], in their project for improving organisational communication and cohesion in a health care setting through employee – leadership exchange found that employees had low motivation because there was no interdepartmental communication. There was significant depression, anxiety, emotional exhaustion, job insecurity and deterioration in team work and lack of clarity in roles, among paramedical staff which in turn lead to dissatisfaction in other occupational groups. Through monthly employee - leadership council meeting, the employee's views and recommendations were also incorporated in the process of management. As a result within one year employee's satisfaction increased considerably. The level of open, honest and direct communication also improved significantly. There was significant increase in the level of productivity also.

Reference [3] found that work motivation, job satisfaction, job involvement, organisational commitment and experimental support and justice are to be positively interrelated and their mediating role in climate performance associations may turn out to be similar.

Reference [4] studied the impact of several work related factors on participation practices and willingness of employers to introduce participation at work in Barbados. They found that organisational size, industrial origin and presence of union were not significant determinants of current participation practices. Positive relationships were found between a strategy based on quality and worker - management relations as well as between an innovation strategy and union - management relations.

Reference [5], investigated the job satisfaction-absenteeism relationship have documented consistent, significant, but moderate negative relationships. Employees who are satisfied are less likely to be absent than employees who are dissatisfied. Absence is influenced by job satisfaction but also by, for example, pressure or lack of pressure to attend. Incentives for attendance or punishment for absence can decrease absenteeism. Liberal sick leave policies can cause employees, including the highly satisfied ones, to be absent.

III. RESEARCH METHODOLOGY

Sources of data for this study both primary as well as secondary data was used. The primary data for the study has been collected with the help of customers by using well-structured questionnaire and secondary data was collected from books, journals and various websites.

Sampling Size for this study, 100 employees have been taken as the sample. The sample has been collected from respondents of Kochi Branch

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IV. INTERPRETATION

A. From the study it is observed that there are many factors which affect the job satisfaction of employees. The factors include training, welfare measures, job security, working environment, benefits etc.
B. Research has found that 55% of respondents are highly satisfied with their present job in Meriiboy Ice creams.
C. 35% of employees are satisfied with the quality of training programs provided by the organization.
D. 48% of employees are satisfied with the organizational and personal welfare measures provided by the company.
E. 42% of employees are satisfied with the industrial relation in the organization.
F. 56% of the employees feels their job is secure.
G. 59% of employees are having the opinion that their job is matching with the current job responsibility.
H. 50% of employees are satisfied with the leave policy of the company.
I. 60% of employees are satisfied with the working environment in the organization.
J. 39% of employees are satisfied with the working hours and 47% are satisfied with the interval time provided by the company.
K. 52% of employees are highly satisfied with the present working grade.
L. 30% of employees are satisfied with the safety measures provided by the company.
M. 40% of employees are satisfied with the company policies and promotional policy.
N. 39% of employees are satisfied with the bonus and incentives given by the company.
O. 43% of employees are satisfied with the grievance handling mechanism and 52% of employees are satisfied with the present communication channel prevailing in the organization.
P. 50% of employees are satisfied with the conveyance allowance given by the company.
Q. 44% of employees are satisfied with the availability of machines and equipment's for work.
R. 44% of employees are having neutral opinion about present salary.
S. 40% of employees are having neutral opinion about retirement benefits and 36% are having neutral opinion about medical benefits given by the company.
T. From the analysis it is also observed that there is a significant relationship between training, welfare measures, job security and working environment with job satisfaction.
U. Also there is a significant relationship between welfare measures and medical benefits

V. CONCLUSION

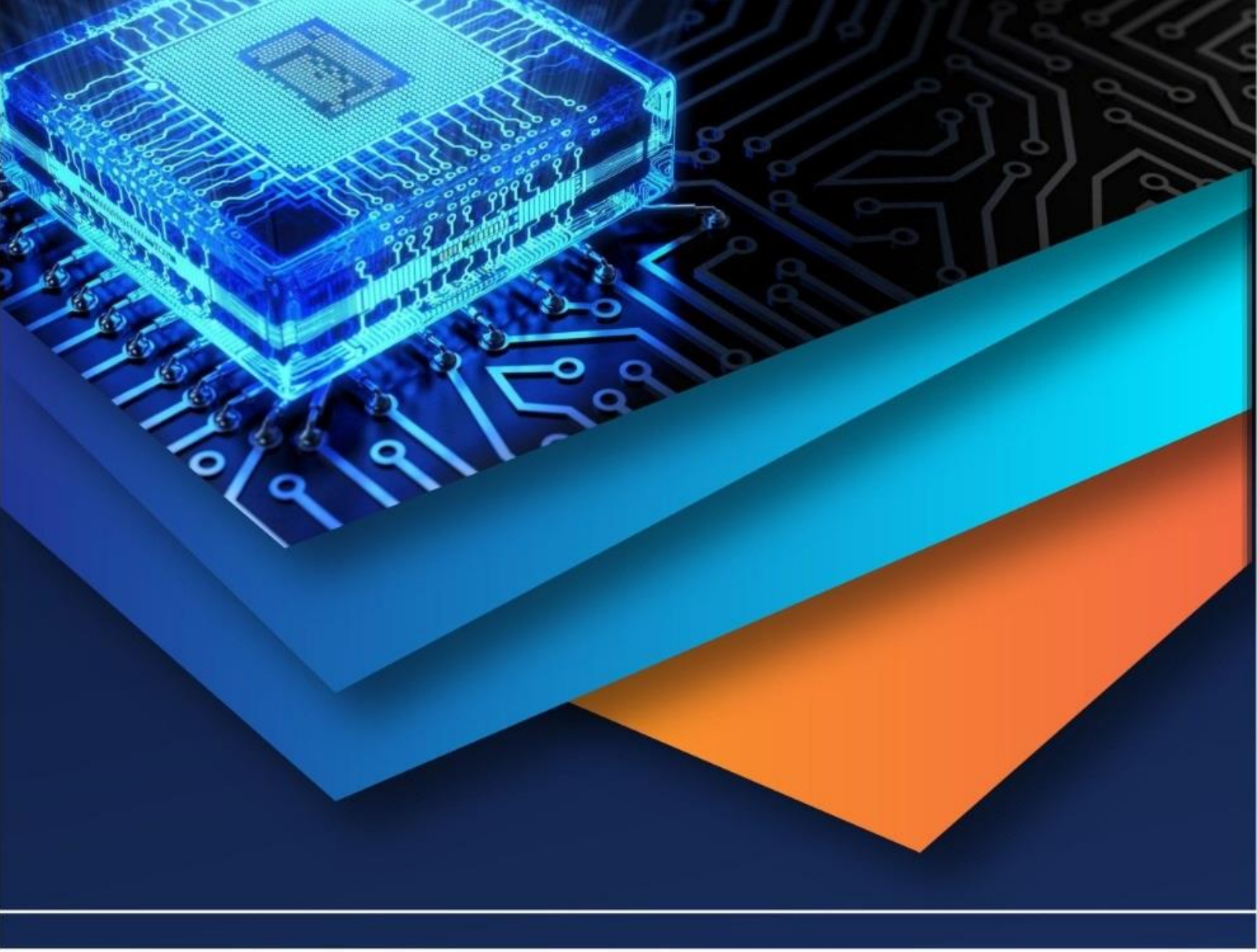
The project study on "Job Satisfaction of employees at Meriiboy Ice creams (Supreme Food industries), Chelamattom" was done with a certain objective of understanding various factors affecting the job satisfaction of employees in the organization. Job satisfaction plays an important role among employees and which is the vital part of success of any organization as well. . Based on the data that was collected and analysed, it was found that the employees are satisfied with the present job. Job satisfaction helps to boost the employee's morale and results in better productivity which is then contributes to profitability. However some areas of dissatisfaction has been identified and recommendations are provided to increase the satisfaction level of employees. So in all aspects job satisfaction is important to an industry.

From this study here we can conclude that the employees in the Meriiboy Ice creams are satisfied with the job because the company provides enough safety measures, training, job security, good working environment, various benefits, welfare measures etc. to their employees. Therefore, it is understand that for a healthy growth of the organization employee job satisfaction is essential and it should be ensured.

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