

A STUDY ON JOB SATISFACTION WITH SPECIAL REFERENCE TO AYURDHARA PHARMASUTICAL, ANCHERY, THRISSUR

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ABSTRACT

Human resource is considered to be the most valuable resources in my organization. Organization can service and grow if it has the right time working at right job. The effective utilization of all other resources depends upon the quality of human resource. Human resource should utilize to the maximum possible extent in order to achieve individual and organizational goal. It has the greatest potential to develop and grow provided the right climate to them. The employee performance is to a large extent influenced by motivation and job satisfaction. Job satisfaction has been variously defined, but the simple meaning of the concept denotes employee's attitude towards his job specifically one may define it as favorableness or unavoidable job which employee perceives and reacts. Job satisfaction is the outcome of a balance between job characteristics and the want of employees. It expresses the magnitude of congruence between employee's expectation of the job and the reward that the job provides and from this stand point, it has bearing on equity theory and need theory of motivation. Job satisfaction also relates to social reference group theory according to which it relates social approval of work group.

INTRODUCTION

Now a day's organizations are more concerned about job satisfaction of employee. It is the extent of positive feeling or attitude that individuals have toward the job. If an individual is not satisfied with the working condition, office atmosphere and remuneration received having no cordial relation with fellow employees as well as with the management etc. there are never be job satisfaction, in such an organization. And the satisfaction or dissatisfaction from the job leads to the physiological problem of morale of employees. Morale is mental condition regarding attitude of individual and groups determines their willingness to co-operate.

Human resource department is a relatively modern concept, which involves a range of ideas and practices in managing people. It is described and defines in a variety of ways. Human resource management is a comparatively a new discipline to most countries. But in USA, the term has been used for over 50 years as an alternative name for personnel management. For most of the time, the terms were used interchangeably. However, in the 1980's human resources management took on a new discipline, direction, one significantly different from traditional personnel management. It was known with new strategic approach, connecting of business objectives. At present the term is used in industry oracles as human resource management.

Thus, it clear that human resource is the most valuable resource in any organization because it cans resource function. Today no number in an organization find would disagree with the statement that "people are the most valuable assets of an organization". But in reality in many organizations, it is found that this most valuable resource romaine under this valued under trained and underutilized". But in reality in many organizations, it is found that this most valuable resource romaine under this valued under trained and underutilized.

REVIEW OF LITERATURE

Samanvitha and Jawahar, (2012) aimed at determining and establishing a relationship between strategic emotional intelligence and job satisfaction among faculty members in Arts and Science Institutions. Sample consists of 98 faculty members in Tami Nadu. The result of the study showed that the emotional intelligence at work has a great influence on the level of job satisfaction and in turn on work performance.

Raghunatha Reddy and Krishna Sudheer (2011) studied the Employee Involvement and Job Satisfaction in Indian Corporate sector. This study meant to find out the employee's attitude towards job satisfaction and job involvement. The findings of the study show that the managerial level of employees has low level of satisfaction and Engineers have low level of Job Involvement and supervisors have low level of commitment towards the organisation.

Kamal and Hanif (2009) studied the various factors of job satisfaction among different commercial bankers in Pakistan. They used to statistical techniques like regression and correlation to gauge level significance for the factor. The findings of the study were pay has been considered as the major factor for job satisfaction, and other factors like promotion, recognition, job involvement and commitment are also taken into consideration. Job satisfaction is an attitude of an employee over a period of his job, so the factors of satisfaction and dissatisfaction changes over the period. It is used as a key factor to gauge the performance of particular employee and organization. Satisfied employees are more likely to be friendly and responsive which attracts customers. Dissatisfied employees can lead to customer dissatisfaction.

OBJECTIVES OF THE STUDY

- To know the job satisfaction rate of the employees of Ayurdhara Pharmaceuticals.
- To identify the various factors responsible for job satisfaction.
- To find out the method of improving job satisfaction of employee, in the organization.

RESEARCH METHODOLOGY

To attain objectives of the study data were collected from both primary and secondary sources. Well framed questionnaire was used to collect data from respondents. 50 sample of respondent were selected from Trissur city by convenient sampling technique. 5 point likert scaling technique and percentage analysis also made to draw the meaningful inference from the study.

DATA ANALYSIS AND INTERPRETATION

Table 1: Demographic Profile

Variables	No of respondents	Percentage
• Gender		
Male	26	52
Female	24	48
• Age		
21 - 25	12	24
26 - 30	11	22
31 - 35	12	24
36 - 40	6	12
41 - 45	9	18
• Education		
Upto SSLC	8	16
Plus One	14	28
Degree	12	24
PG	16	32
• Work Experience		
Below 5Year	6	12
5 - 10	8	16
10 - 15	14	28
Above 15	22	44

(Source: Primary data)

It is clear from the above table that 52% of respondents are male, whereas female respondents constitute only 48% / Significant portion of the respondents (24%) were of the age group 21-25 and 31-35 years. Most of the respondents were having degree education.

Table 2: Qualitative response about Job Satisfaction

Sl. No	Particulars	Level of Qualitative Statement					Total
		Highly Agreed	Agreed	Neutral	Disagreed	Highly disagreed	
1	High Salary Increases Job satisfaction	25	20	5	0	0	50
2	Promotion opportunities increases job satisfaction	27	20	2	1	0	50
3	Good relation with employees increases job satisfaction	20	18	12	0	0	50
4	Education Influences Job satisfaction	12	10	5	18	5	50
5	Motivation Increases Job Satisfaction	15	28	4	3	0	50
6	Proper training increases job satisfaction	18	20	7	5	0	50
7	Better Incentives provide job satisfaction	27	17	6	0	0	50
8	Freedom increase job satisfaction	28	20	2	0	0	50

(Source: primary data)

Table 2 reveals that majority of the respondent's attitude to job satisfaction is positive.

FINDINGS

- Majority of the employees are the age group of 21-25.
- Most of the employees have an education qualification of Plus two.
- Majority of the employees agree that high salary increase their job satisfaction.
- Most of the employees agree that promotion opportunities increase job satisfaction.
- Most of the employees agree that good relation with employees increase job satisfaction.
- Majority of the employees agree that education influence job satisfaction.
- Most of the employees agree that motivation increase job satisfaction.
- Most of the employees agree proper training increase their job satisfaction.
- Most of the employees agree that better incentives provide job satisfaction.
- Most of the employees agree that freedom increase their job satisfaction.
- Majority of the employees agree that good working condition increase job satisfaction.
- Most of the employees are satisfied with the present job.

SUGGESTIONS

- Proper training must be provided to the new as well as existing workers.
- The company should provide family to make the employees to express their views.
- The company should provide better payment in overtime work.
- While taking decisions relating to employees the company should ensure participation of all employees.
- Try to make better relation with the employees, customer, Public etc
- The company can improve their customer relation area since the customers are the king.

CONCLUSION

The strength of every organization is based on the efforts of its employees. In her words, employees are the precious assets of the organization. It is the only assets which appreciate its value when time going. The organizational productivity is release to the efficient workers in the organization. There is relation between satisfaction and performance of the employees. Employees will work better if they satisfied with their job. Thus job satisfaction is influenced by various factors. This study helps to know the personal, organizational and environmental factors influence of job satisfaction if the employees in the Ayurdhara Pharmaceuticals. In this company, most of the employees are satisfied with their present job. But it they will get the better opportunity they leave the present job.

‘Ayurdhara Pharmaceuticals’ are rarely in the history of the public sector enterprises that unit in so short a time evokes so much enthusiasm among its entire stack holder. Thus it more imperative on the part of promoters ensure that every epochal need of the is met

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