

RESEARCH ARTICLE

EMPLOYEE SATISFACTION IN THE ORGANIZATION IN ANAAMALAIS TOYATA COIMBATORE

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Abstract: The main aim of this research is to know the Employee's Satisfaction in Organization followed in the organization. The study is descriptive in nature. The objective of the study is to know the employees perception towards HR practices such as perception of internal communication level of training and development performance management, to find out whether the employees are satisfied with the HR Practices followed in the organization. The sample size is 115. The sample method used for this study is the Percentage Analysis, Correlation and Chi-Quare. The data has been collected through a well-structured questionnaire and has been analyzed with the help of SPSS package. Despite academic critiques, employee engagement practices are well established in the management of human resources and of internal communications. Employee engagement today has become synonymous with terms like 'employee experience' and 'employee satisfaction'. The relevance is much more due to the vast majority of new generation professionals in the workforce who have a higher propensity to be 'distracted' and 'disengaged' at work.

Keywords: Satisfaction, Level of Management, Employee, Employer, Relationship.

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INTRODUCTION

Successful companies depend on satisfied employees. To find out how your employees feel about their jobs, you need to measure and understand their satisfaction levels. The best way to accomplish this is through employee satisfaction surveys. Employee satisfaction, not to be confused with employee engagement, is a term used to describe how content employees are with their jobs, experiences, workplace, and overall organization.

Satisfaction is tied to elements such as compensation, benefits, recognition, work-life balance, workload, company culture, effective leadership, etc. Ensuring that you meet both the material and intangible needs for employee satisfaction is critical for retaining top talent and improving engagement in your organization (Velmurugan, B., *et al.*, 2024).

Employee satisfaction definition is a term that is used to describe if employees are happy and fulfilling their desires and needs at work. The crucial factor with employee satisfaction is that satisfied employees must

do the job and make the contributions that the employer needs. Satisfaction is a crucial factor in employee engagement, your ultimate goal for employees. The two terms are often used interchangeably, but they are not the same. A satisfied employee can be disengaged, so while accomplishing satisfaction is important, it is not the only ingredient needed for engagement. Conversely, a dissatisfied employee cannot become engaged without first becoming satisfied (Steve Batts, 2004).

Employee satisfaction is in regard to one's feeling or state of mind regarding the nature of their work. It can be influenced by a variety of factors e.g. quality of one's relationships with their supervisor, quality which they work, degree of fulfillment in their work etc. Loke give a comprehensive definition of job satisfaction as involving cognitive, effective and evaluative research or attitudes and states it is "a pleasurable or positive emotional state resulting from the appraisal of one's job or job experience." Job satisfaction is a result of employee's

perception of how well their job provides those things that are viewed as important (Sangeetha, 2023)

Both employee satisfaction and engagement are directly linked to customer satisfaction. Many studies have shown that dissatisfied employees are unlikely to provide good customer service. Ultimately, improving employee satisfaction is an important factor in the overall success of your business and a foundational part of your employee engagement plan. Employee satisfaction is also linked to retention. If your employees are satisfied and happy at work, they are less likely to leave. A benefit of measuring employee satisfaction is that you'll find out why satisfied employees stay (Velmurugan, B, 2023)

Benefits of Administering An Employee Satisfaction Survey

- Identify common issues among employees
- Increase retention rates
- Collect direct feedback from employees
- Encourage open communication
- Quantify feedback to justify improvements
- Monitor satisfaction over time for trends
- Anticipate turnover
- Direct feedback to guide improvements

Common initiatives following employee satisfaction surveys you'll find that there are a few issues that are commonly identified in employee satisfaction surveys. We've put together a list, along with examples of actions that can be taken to address them (Locke, 1976).

- Lack of recognition
- Pay too low
- Lack of opportunity
- Poor communication

Employee Satisfaction Ideas

- Listen, listen some more
- Be transparent
- Make space for creativity
- Accept mistakes
- Training and skills development
- Create a wonderful environment
- Help staff to bond with one other

FACTORS DETERMINING EMPLOYEES SATISFACTION

- Factors affecting jobs are the main factors of job satisfaction, which may be

challenging work, reward systems, working conditions, colleagues, learning and personality. Skill variety autonomy and significance are challenging tasks, which provide maximum satisfaction to employees.

- Working conditions influence employee's level of satisfaction. Under conducive working condition, people prefer to work hard while in an adverse atmosphere people avoid work. Working condition not only include physicals of the work but also the working relationships in the organization.
- Fairness in promotion, unbiased attitude of management, responsibilities and social status are the factors that are said to be providing satisfaction to employees.
- The relationship between the employees and the managers has an important bearing on job satisfaction (Nivethigha, 2017).

The Objectives of Employee Satisfaction

Measure the success of current policies and programs. Provide input to managers to help them execute their accountability for performance improvement. Determine the training and development/job enhancement/career advancement needs of our employees. Establish benchmarks to track progress in future (Fred and Suzanne, 2002).

Factors Affecting on Employees Satisfaction Employee

Satisfaction is a multi-variable concept. There are number of factors that affect employee satisfaction as given below:

- Organizational Development Factor
- Policies of Compensation and Benefit Factor
- Promotion and Career Development Factor
- Work Task Factor
- Relationship with Supervisor Factor
- Working Conditions and Environment Factor
- Corporate Culture Factor

MEASURING JOB SATISFACTION

There are many methods for measuring job satisfaction. By far, the most common method for collecting data regarding job satisfaction is the Likert scale (named after Rensis Likert).

Other less common methods of for gauging job satisfaction include: Yes/No questions, True/False questions, point systems, checklist, forced choice answers. The Job Descriptive Index (JDI), created by Smith, Kendall, & Hulin (1969), job satisfaction that has been widely used. It measures one's satisfaction in five facets: pay, promotions and opportunities, coworkers, supervision, and the work itself.

The scale is simple, participants answer either yes, no, or decide in response to whether given statements accurately describe one job. The Job in General Index is an overall measurement of job satisfaction. It was an improvement to the job Descriptive Index because the JDI focused too much on individual facets and not enough on work satisfaction in general.

Working Environment

- Working hours
- Job security
- Responsibility given for the job
- Relationship with colleagues
- Relationship with supervisors
- Safety measures
- Grievance handling
- Wage rate system
- Incentives Canteen facilities.
- Bonus schemes
- Family welfare measures
- Medical / First Aid facilities
- Recognition
- Rewards

Benefits of Job Satisfaction

- It leads to increased productivity within stipulated time
 - increases the standard of the organization
 - A satisfied team member is more likely to perform well cheerfully than other employees
- benefits to an organization will also include a lower absenteeism rate and lower staff turn-over
- The creative aspect of achieving satisfaction will reduce if not overcome boredom and monotony in work, physical strain and mental stress

It benefits the employees in the following ways

- It increases the morality in the mind of employees
- It create comfortableness in working environment

- It motivates for put much effort

STATEMENT OF THE PROBLEM

- My study is concerned with studying the impact of employee satisfaction at the organizational performance.
- What are the various facilities and provisions provided by the organization that motivate the employees and affect their performance level.
- What are the positive points of the organization responsible for making the employees
- Satisfaction level and what is the impact of those points on organizational and individual performance.
- To recommend the changes in present organization practices to increase the satisfaction
- Level of employees and ultimately performance.

OBJECTIVE OF THE STUDY

- To find out the satisfaction level of the employees in Annamala is Toyota at Coimbatore.
- To study and analyze the various factors that are affecting the employees satisfaction.
- To locate and analyze specific areas which provide reasonable level of satisfaction
- To understand the problem of the employees and their working conditions.
- To evaluate the relationship between managers and co-workers

NEED OF THE STUDY

- Job satisfaction or employee satisfaction is a measure of workers' contentedness with their job, whether they like the job or individual aspects or facets of jobs, such as nature of work or supervision.
- This goes beyond their daily duties to cover satisfaction with team members/managers, satisfaction with organizational policies, and the impact of their job on employees' personal lives.
- If the employee satisfaction increases it will increase the employee commitment, further it will lead to increase in the sales. It is very essential to study about the employee satisfaction.

SCOPE OF STUDY

The scope of a study explains the extent to which the research area will be explored in the work and specifies the parameters within the study will be operating. Basically, this means that you will have to define what the study is going to cover and what it is focusing on. Similarly, you also have to define what the study is not going to cover. This will come under the limitations. Generally, the scope of a research paper is followed by its limitations.

HYPOTHESIS OF THE STUDY

A hypothesis which assumes that there is no significant difference between sample statistics and population parameter is called null hypothesis. It is denoted by H_0

Alternative Hypothesis

A hypothesis which assumes that there is an significant difference between sample statistics and population parameter is called alternative hypothesis. It is denoted by H_1

RESEARCH DESIGN

A research design is the specialization of measure and procedure for the information needed to solve problems in the overall operational pattern of framework of the project that stipulates what information is to be collected from which sources by what procedure. There are three types of research design.

- Exploratory Research Design
- Descriptive Research Design
- Experiment Research Design

DESCRIPTIVE RESEARCH DESIGN

The Descriptive Design is marked by the prior formulation of specific research problem. The investigator already knew a substantial amount of the research problem. The investigator should be able to define clearly what is that he/she wants to measure and to setup appropriate and specific means for measuring it

RESEARCH METHODOLOGY

The research used in the project is Empirical method of research. The study used both primary well as secondary data.. The primary data was collected from the labor of company. The study was conducted with the help of

field survey technique among 100 at anaamalais Toyota

METHOD OF DATA COLLECTION

Primary Data: Primary data are those, which are collected for the first time. They are original in character. The data collected by the investigator for the first time for their own use is usually classed as primary data.

Secondary Data: Secondary data are those that have already been collected by others. These are usually available in journals, periodicals, dailies, research publication official records etc., they may either be available in published form or in an unpublished form. When it is not possible to collect the data by primary method, the investigator may make use of this method.

COMPANY PROFILE

Anaamalais Toyota is a well-known authorised Toyota dealership located in Saibaba colony, Coimbatore, India. Anaamalais Toyota was an authorised dealer of Toyota vehicles provided service,sales and genuine Toyota spare parts. It is an integral part of ARC (Anaamalais Rethread Company) group of company, was inaugurated in 1999. It is proud to be Toyota's inaugural dealership in India and has its showroom and service presence in Coimbatore, Salem, Tirupur, Madurai, Tirunelveli, Trichy, Kumbakonam, Erode and Thanjavur. The mission of Anaamalais Toyota showroom is to provide customers with a high quality and satisfactory car buying experience.

Toyota also found success in the United States in 1965 with the Toyota Corona compact car, which was redesigned specifically for the American market with a more powerful engine. The Corona helped increase U.S. sales of Toyota vehicles to more than 20,000 units in 1966 (a threefold increase) and helped the company become the third-best-selling import brand in the United States by 1967.

Toyota's first manufacturing investment in the United States came in 1972 when the company struck a deal with Atlas Fabricators, to produce truck beds in Long Beach, in an effort to avoid the 25% "chicken tax" on imported light trucks.

By importing the truck as an incomplete chassis cab (The truck without a bed), the vehicle only faced a 4% tariff. Once in the United States, Atlas would build the truck beds and attach them to the trucks. The partnership was successful and two years later, Toyota purchased Atlas. Toyota purchased Atlas dealer for Eicher vehicles, and Vedhanayagam Oil Company, a well-established fuel station dealing with Indian Oil Corporation products. The trainee learned about the Provident Fund (PF) process, understanding both the employee's and employer's contributions.

The employee contributes 12% of their basic salary, while the employer matches this contribution. The PF serves as a retirement savings scheme mandated by the government, promoting financial security for employees post-retirement.

ANALYTICAL TOOLS FOR THE STUDY

- Percentage Analysis
- Chi- square test
- Correlation Analysis

DATA ANALYSIS AND INTERPRETATION

Table 1: Respondent by their Happy are you at work

| How happy are you at work | No. of Respondents | Percentage |
|---------------------------|--------------------|------------|
| Extremely satisfied | 30 | 26.1 |
| Satisfied | 50 | 43.5 |
| Neutral | 30 | 26.1 |
| Dis satisfied | 3 | 2.6 |
| extremely dis satisfied | 2 | 1.7 |
| Total | 115 | 100.0 |

Table 2: Respondent by their your work is meaningful and valued

| Do you feel your work is meaningful and valued | No. of respondents | Percentage |
|--|--------------------|------------|
| Strongly dis-agree | 4 | 3.5 |
| Dis-agree | 2 | 1.7 |
| Neutral | 32 | 27.8 |
| Agree | 42 | 36.5 |
| Strongly agree | 35 | 30.4 |
| Total | 115 | 100.0 |

Table 3: Respondent by their you recommend this company as a good place to work

| Would you recommend this company as a good place to work | No. of Respondents | Percentage |
|--|--------------------|------------|
| Strongly dis-agree | 2 | 1.74 |
| Dis-agree | 1 | 1 |
| Neutral | 51 | 44.35 |
| Agree | 20 | 17.39 |
| Strongly agree | 41 | 35.65 |
| Total | 115 | 100.0 |

Table 4: Respondent by their daily tasks closely related to your professional skills

| Daily tasks closely related to your professional skills | No. of Respondents | Percentage |
|---|--------------------|------------|
| Strongly dis-agree | 5 | 4.3 |
| Dis-agree | 5 | 4.3 |
| Neutral | 15 | 13.0 |
| Agree | 50 | 43.5 |
| Strongly agree | 40 | 34.8 |
| Total | 115 | 100.0 |

Table 5: Respondent by their the level of stress laid by superior or the management

| The level of stress laid by superior or the management | No. of respondents | Percentage |
|--|--------------------|------------|
| Extremely satisfied | 43 | 37.4 |

| | | |
|-------------------------|-----|-------|
| Satisfied | 37 | 32.2 |
| Neutral | 30 | 26.1 |
| Dis satisfied | 2 | 1.7 |
| extremely dis satisfied | 3 | 2.6 |
| Total | 115 | 100.0 |

Table 6: Respondent by their satisfaction regarding safety provided by the company

| Satisfaction regarding safety provided by the company | No. of respondents | Percentage |
|---|--------------------|------------|
| Extremely satisfied | 29 | 25.2 |
| Satisfied | 46 | 40.0 |
| Neutral | 37 | 32.2 |
| Dis satisfied | 1 | 0.9 |
| extremely dis satisfied | 2 | 1.7 |
| Total | 115 | 100.0 |

SUGGESTION

- The company can conduct regular diversity and inclusion training for all employees to increase awareness and understanding, ensuring all staff feels valued and respected.
- The company can offer flexible work arrangements, such as part-time or temporary positions, to cater to the diverse needs of employees, enhancing job satisfaction and retention
- The company can provide specialized training on handling diverse customer groups effectively, improving customer service and satisfaction
- By establishing open channels for employees to share their experiences and suggestions regarding diversity and inclusion efforts can promote a more inclusive workplace environment.
- By regularly review and address any biases in hiring, promotion, and daily operations, can ensure fair treatment and opportunities for all employees

CONCLUSION

Employee satisfaction means a worker's sense of achievement and success is generally perceived to be directly linked to sales as well as to personal wellbeing job satisfaction implies doing a job one enjoys, doing well and being suitably rewarded for one's efforts. Employee satisfaction further implies enthusiasm and happiness with one's work. Employees are the most important resources of all companies.

The organization's success depends on employees performance is determined to

company's success. A study on employees satisfaction of employees at Anaamalais Toyota Coimbatore was done among 190 employees in a simple random sample method. From the study it was formed that the employees are Satisfied working in almost in all aspects. Some improvements are suggested by the employees for satisfaction organization can concentrate on that and make the employees fully satisfied. This will help to increase the morale of the employees.

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