RESEARCH ARTICLE

A STUDY ON EMPLOYEE SATISFACTION IN HR PRACTICES AT UBITECH PVT LTD., MUDUGUR, THIRUVALLUR DISTRICT

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Abstract: Employee satisfaction is a crucial HR metric that serves as an indicator of an organization's overall health. It significantly impacts productivity, performance, and turnover rates. The primary objective of this study is to assess the effectiveness of current HR practices in meeting employee needs and to evaluate overall employee satisfaction within the organization. A simple random sampling method was used to collect data through questionnaires from 120 respondents. The results indicate that 48% of the respondents are satisfied with the feedback and support provided by HR. Additionally, effective HR practices contribute to enhancing the company's reputation as a corporate citizen.

Keywords: *Employee satisfaction, HR practices, productivity, Performance.*

INTRODUCTION

Introduction to HR Practices

We've identified the top HR practices that can give you the most bangs for your buck. Focusing on those areas sounds like a solid plan for optimizing HR practices. Each of those aspects plays a crucial role in shaping a positive work environment and maximizing employee satisfaction and productivity. These areas include recruitment and selection, training and development, transparency, employee benefits, employee incentives, compensation and evaluations, compliance, and terminations [Ali, 2019].

HR definition

HR stands for Human Resources. HR considers humans as a business resource, a resource that needs to be correctly managed and supported. As stated by Anne M. Mulcahy, "Employees are a company's greatest asset - they're your competitive advantage. You want to attract and retain the best; provide them with encouragement, stimulus, and make them feel they are an integral part of a company's mission" – Anne Mulcahy, Business Wire [Khan *et. al.,* 2019]

HR Practices

Effective Human Resource (HR) practices are the cornerstone of any successful organization. In today's dynamic and competitive business landscape, organizations must prioritize their approach to managing their most valuable asset: their people. HR practices encompass a wide range of strategies, policies, and procedures aimed at attracting, retaining, and developing a talented workforce while fostering a positive work culture [Zschockelt, 2008].

From recruitment and selection to performance management and employee development, HR practices play a pivotal role in shaping the employee experience and driving organizational success. This introduction sets the stage for exploring the key components and benefits of implementing effective HR practices within an organization [Hauret *et. al.,* 2022].

RECRUITMENT AND SELECTION

Recruitment and selection are critical components of HR practices, as they involve identifying, attracting, and ultimately choosing the most qualified candidates to fill open positions within an organization.

TRAINING AND DEVELOPMENT

Training and development are crucial aspects of HR practices aimed at enhancing employee

skills, knowledge, and capabilities to improve individual and organizational performance.

TRANSPARENCY

A crucial HR practice is to always maintain transparency and be open with employees regarding the success and failures of the business. Organizations that foster an open environment of feedback and communication make employees feel trusted, respected, and valued [Badre, 2021].

EMPLOYEE BENEFITS

There is a myriad of benefits you can offer employees, but which ones provide the greatest value. The best benefit plans take a strategic approach to accomplishing company goals and retaining great employees as well as ensuring your employees understands their benefits.

EMPLOYEE INCENTIVES

Incentives have their pros and cons. For incentives to be effective, this HR best practice must be implemented in the correct manner, or you risk demotivating your employees instead of motivating them. Here are some HR best practices for providing effective employee incentives.

COMPENSATION

If you want great employees, you need to have great compensation plans in place. Above-average employees deserve above-average compensation, and you want to show your employees that you value them and the work they do.

COMPLIANCE ISSUES

The best way to handle compliance issues is to avoid having them in the first place. It can be very difficult to juggle the complexities of compliance issues with the daily tasks of running other human resources practices in the workplace. Here are some human resource practices to prevent compliance issues.

TERMINATIONS

This is probably the toughest place to implement HR best practices because it will always be difficult for those involved. HR best practices include learning from employees who are terminating their employment as well as understanding which topics to be sensitive of for legal reasons.

Summary of Best Human Resource Practices

Using these types of human resource practices in the workplace can increase employee retention and happiness. This is good news for your company because engaged employees have been found to be up to 20 percent more productive than unhappy ones. If your employees are in sales, happiness can increase their sales by up to 37 percent.

Employees feel happy when they receive necessary training, use their skills and abilities to do their best work, and feel appreciated and valued. All of these are good indicators that your HR team is on the right track [Jeet and Sayeeduzzafar, 2014].

IDENTIFICATION OF PROBLEM

- Unhealthy work environment.
- Low compensation and benefits.
- Poor work life balance.
- Lack of employee recognition.
- Lack of standardized communication protocols in the flexible job arrangement.

NEED OF THE STUDY

- This study is needed to enhance organizational performance.
- It is needed to learn about talent management and retention.
- It helps to know about Legal Compliance and Risk Management
- This study helps in Adapting to Changing Workforce Dynamics
- This research is essential for informing strategic decision-making.

OBJECTIVES OF THE STUDY

- To study the employee satisfaction in human resource practices at UBITECH PVT. LTD company.
- Assess employee satisfaction with training and development programs.
- Evaluate overall employee satisfaction within the organization.
- Assess the effectiveness of current HR practices in meeting employee needs.
- Recommend improvements to HR practices based on identified areas of dissatisfaction.

LIMITATIONS OF THE STUDY

- This study is confined to a single organization.

- Study is restricted to limited only. No comparison is made between other similar companies in the industry.

- The study expresses only the general view of the employees.

- Data collected through questionnaire is limited.

- A shorter period is a major limitation constrained by the study's time frame, affecting the depth of observation.

- The sample size is constrained by its limitations, with a minimum requirement of 120 participants.

COMPANY PROFILE

Ubitech Private Limited - Ubitech PVT Ltd is proud to state that we are a part of the Ubitech PVT Ltd Group under its canopy led by the Managing Director, O. P. Pandey and the Director, Raaj Pandey. The Company was established in 1945 and starts work in name of Prakash Electricals and since its inception, has been involved heavily in Electrical Contractor activities. Ubitech PVT Ltd is in business from fourth generations now. Ubitech PVT Ltd was established in 1983.

VISION

To be competitive & best metal forming manufacturer in Chennai region achieve 300 Cr. turnover by 2020.

MISSION

To be a preferred auto aggregate suppliers to OEM by enhancing the in-house metal forming capability.

RESEARCH METHODOLOGY

Research methodology is a set of systematic technique used in research. This simply means a guide to research and how it is conducted. It describes and analysis methods, throws more light on their limitations and resources, clarify the pre-suppositions and consequences, relating their potentialities o the twilight zone at frontiers of knowledge.

METHODS OF DATA COLLECTION

Data were collected through Primary and Secondary sources.

Primary Data

Primary data means first-hand information collected by an investigator.

Secondary Data

Secondary data refers to second-hand information.

STATISTICAL TOOLS

The analysis was done with the help of the following statistical tools. Simple percentage analysis

SAMPLE DESIGN AND SIZE

The technique used in this research is descriptive research design. The sample size of the research is 120.

ANALYTICAL TOOLS FOR THE STUDY

The relevant statistical tools used for the analysis of survey data are

- Percentage Analysis
- Descriptive statistics

PERCENTAGE ANALYSIS

Percentage analysis shows the entire population in terms of percentage. It releases the number of belongings in a particular category or the number so people performing a particular thing etc.

$$\text{Percentage of Respondents} = \frac{\text{Number of Respondents}}{\text{Total No. of Respondents}} \times 100$$

Table 1: Employee awarness

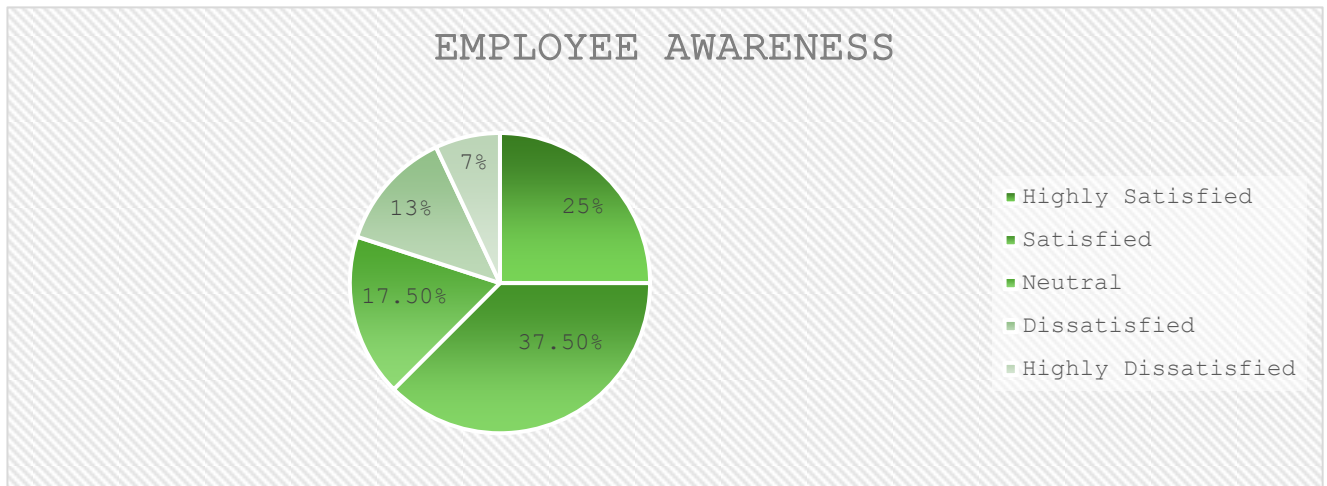| S.NO	Particulars	NO of Respondents	Percentage
1	Highly Satisfied	30	25 %
2	Satisfied	45	37.5 %
3	Neutral	21	17.5 %
4	Dissatisfied	16	13 %
5	Highly Dissatisfied	8	7 %

Figure 1: Employee awarness

Inference: The above table shows that, 37.5% of the respondents are satisfied about the employee awareness, 25% of the respondents are highly satisfied, 17.5% of the respondents are neutral, 13% of the respondents are dissatisfied, and 7% of the respondents are highly dissatisfied about the employee awareness in the organization.
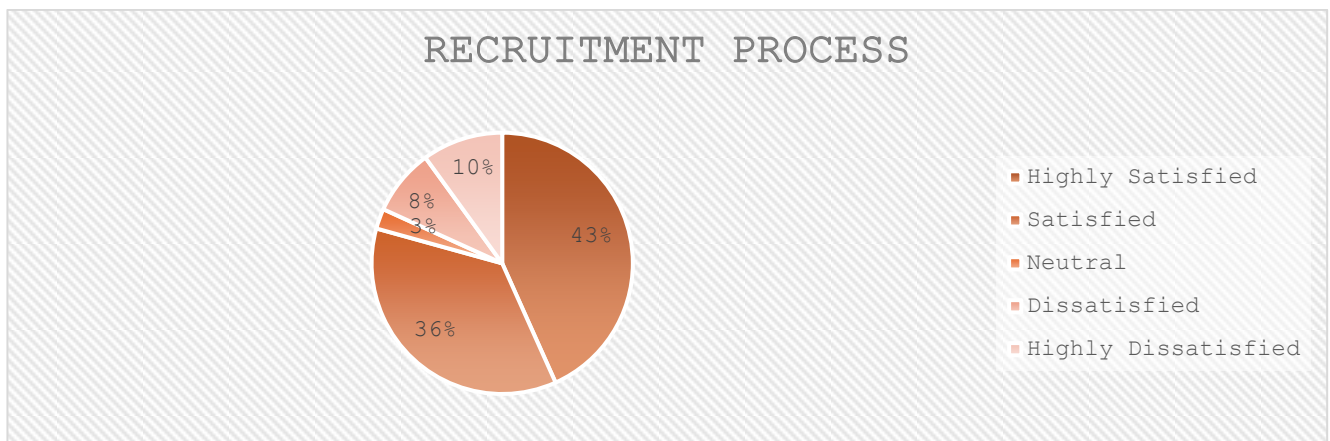

Figure 2: Recruitment process

Table 2: Recruitment process

S. No	Particulars	No of Respondents	Percentage
1	Highly Satisfied	52	43%
2	Satisfied	43	36%
3	Neutral	3	3%
4	Dissatisfied	10	8%
5	Highly Dissatisfied	12	10%

Inference: The above table shows that, 43% of the respondents are highly satisfied, 36% of the respondents are satisfied, 10% of the respondents are highly dissatisfied, 8% of the respondents are dissatisfied, and 3% of the respondents are neutral about the recruitment process in the organization.

DESCRIPTIVE STATISTICS

Descriptive statistics refers to a set of

methods used to summarize and describe the main features of a data set, such as its central tendency, variability, and distribution.

These methods provide an overview of the data and help identify patterns and relationship.

DESCRIPTIVE STATISTICS IN SPSS

Table 3: Statistics

	Training and development	Performance management	Compensation and benefits	Work life balance	Employee recognition and rewards
N Valid	120	120	120	120	120
Missing	0	0	0	0	0
Mean	2.52	1.78	3.14	2.62	2.31
Median	2.00	1.00	3.00	3.00	2.00
Mode	2	1	4	3	1
Std. Deviation	1.223	1.063	1.292	1.298	1.136
Variance	1.496	1.129	1.669	1.684	1.291
Skewness	.634	1.386	-.197	.372	.311
Std. Error of Skewness	.221	.221	.221	.221	.221
Kurtosis	-.484	1.294	-1.017	-.781	-.921
Std. Error of Kurtosis	.438	.438	.438	.438	.438
Minimum	1	1	1	1	1
Maximum	5	5	5	5	5

Table 4: Training and development

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfied	25	20.8	20.8	20.8
	Satisfied	45	37.5	37.5	58.3
	Neutral	25	20.8	20.8	79.2
	Dissatisfied	13	10.8	10.8	90.0
	Highly dissatisfied	12	10.0	10.0	100.0
	Total	120	100.0	100.0	

Table 5: Performance management

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfied	65	54.2	54.2	54.2
	Satisfied	30	25.0	25.0	79.2
	Neutral	15	12.5	12.5	91.7
	Dissatisfied	6	5.0	5.0	96.7
	Highly dissatisfied	4	3.3	3.3	100.0
	Total	120	100.0	100.0	

Table 6: Compensation and benefits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfied	17	14.2	14.2	14.2
	Satisfied	21	17.5	17.5	31.7
	Neutral	30	25.0	25.0	56.7
	Dissatisfied	32	26.7	26.7	83.3
	Highly dissatisfied	20	16.7	16.7	100.0
	Total	120	100.0	100.0	

Table 7: Work life balance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfied	31	25.8	25.8	25.8
	Satisfied	24	20.0	20.0	45.8
	Neutral	40	33.3	33.3	79.2
	Dissatisfied	10	8.3	8.3	87.5
	Highly dissatisfied	15	12.5	12.5	100.0
	Total	120	100.0	100.0	

FINDINGS

- This analysis shows that 37.5% of the respondents are satisfied with employee awareness in the organization.

- It results that 43% of the respondents are highly satisfied with the recruitment process in the organization.

SUGGESTION

- The analysis shows that most of the HR executives are aware of business needs, but the organization can provide some clearer awareness about business needs and strategies.

- Most of the employees do not have knowledge about the Internet/career sites.

- Recommend improvements to HR practices based on identified areas of dissatisfaction.

CONCLUSION

In conclusion, the analysis of employee satisfaction with HR practices at Ubitect highlights both strengths and areas for improvement. The company's efforts to offer competitive wages, robust safety measures, and clear job expectations have been positively received by employees [Rahman, M. *et. al.,* 2013].

However, feedback indicates that there are significant opportunities to enhance satisfaction through flexible work arrangements, more compensation and benefits, and better work-life balance initiatives. Addressing these areas will be essential for fostering a more engaged and motivated workforce. By refining HR practices to better align with the needs and concerns of employees, the company can enhance job satisfaction, reduce turnover rates, and ultimately improve operational efficiency and productivity.

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