

JOB SATISFACTION OF EMPLOYEES WORKING IN IT INDUSTRY WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

The IT industry has been a major contributor to the economic growth of India in recent years, and Coimbatore is one of the emerging cities in this sector. Job satisfaction is an important factor in employee retention and productivity. The study investigates the relationship between job satisfaction and employee performance in a company. The study employed a quantitative research method, using a survey questionnaire to collect data from 150 employees. The demographic variables of the respondents were analyzed, and descriptive statistics were used to analyze their level of acceptance towards various aspects of working conditions and policies, as well as the problems faced by employees in the company. The study found that employees generally had a high level of satisfaction with their work, but identified areas for

improvement in the support given by supervisors, the physical conditions in the company, and the perceived value of employees. The study also found a positive relationship between job satisfaction and performance, particularly in areas such as recognition for good work and communication from management. Based on these findings, the study suggests several recommendations for improving job satisfaction and performance, including increasing support and communication from supervisors, improving physical conditions in the company, and providing more recognition for good work. Overall, this study highlights the importance of job satisfaction in employee performance and provides insights into ways that companies can improve both to achieve better outcomes.

Keywords: Job satisfaction, IT industry, Coimbatore city and Employee attitude

INTRODUCTION

Job satisfaction is an important aspect of an individual's work life and plays a crucial role in their overall well-being. In recent years, the IT industry has witnessed tremendous growth and has become a major contributor to the economy of various cities in India. Coimbatore, located in the state of Tamil Nadu, is one such city that has seen a significant rise in the number of IT companies and employees working in the sector.

The IT industry in Coimbatore provides a wide range of employment opportunities for professionals in various domains such as software development, data analytics, cybersecurity, and digital marketing. While the industry offers good pay packages and benefits, it is important to understand whether the employees working in the IT sector in Coimbatore are satisfied with their jobs.

In today's competitive business environment, retaining employees is a crucial factor for any organization's success. One way to ensure employee retention is to provide a satisfying work environment. Job satisfaction plays a crucial role in determining the level of satisfaction employees have towards their work, and ultimately, their willingness to stay with the company. The IT industry, one of the fastest-growing industries, is known for its high-pressure work environment, which can impact employee satisfaction. This study aims to understand the job satisfaction levels of employees working in the IT industry in Coimbatore city.

This article aims to explore the job satisfaction levels of employees working in the IT industry in Coimbatore city. The study delve into the factors that contribute to job satisfaction, including work-life balance, career growth opportunities, job security, and work culture.

Additionally, the research examine the impact of job satisfaction on the overall well-being and productivity of employees.

The questionnaire used in this study includes 25 questions that cover various aspects of an employee's work environment, such as satisfaction with their work, contribution towards the company plan, planning in the company, teamwork, physical conditions, work-life balance, and relationship between job satisfaction and employee performance. The questionnaire also includes questions about the problems employees face in the company, such as decision-making authority, supervisor's support and fairness, recognition, salary, and benefits.

The findings of this study be useful for IT companies in Coimbatore to understand the needs and expectations of their employees and make necessary improvements to enhance their job satisfaction levels. The study can also serve as a reference for policymakers and researchers to gain insights into the job satisfaction levels of employees in the IT industry in smaller cities like Coimbatore.

STATEMENT OF PROBLEM

The IT industry in Coimbatore is growing rapidly, and employee retention has become a challenge for companies operating in this sector. There is a need to investigate the level of job satisfaction among employees working in the IT industry in Coimbatore city. Job satisfaction is a critical factor in determining employee retention, as satisfied employees are more likely to stay with their current employer. A lack of job satisfaction may lead to high employee turnover rates, which can be costly for companies.

Therefore, the main problem that this questionnaire aims to address is to understand the level of job satisfaction among employees working in the IT industry in Coimbatore city. The questionnaire aims to gather data on various aspects related to job satisfaction, including working conditions, policies, employee contributions, supervision, physical conditions, work-life balance, recognition, and compensation. This data can help identify areas where improvements can be made to increase job satisfaction and retain employees in the IT industry in Coimbatore city.

OBJECTIVES OF THE STUDY

To know the existing level of employees satisfaction in.

- To analyze the factors which makes the employees desirable with respect to working conditions and policies.
- To find out the problem faced by employees in Jenntex.

- To analyze the relationship between job satisfaction and the performance of Jenntex employees.

SCOPE OF THE STUDY

The scope of the study is to explore and analyze the job satisfaction of employees working in the IT industry in Coimbatore city. The study focus on various factors that contribute to job satisfaction such as working conditions, company policies, work-life balance, recognition, and promotion opportunities. The study also analyze the problems faced by employees in the IT industry and how they impact job satisfaction.

The study use a questionnaire survey to collect data from IT industry employees in Coimbatore city. The data collected be analyzed using statistical tools to determine the level of job satisfaction among employees and the factors that contribute to it. The study also explore the relationship between job satisfaction and employee performance, as well as the impact of job satisfaction on employee retention.

The study provides insights into the factors that contribute to job satisfaction among IT industry employees in Coimbatore city, which can be used by companies to improve their policies and working conditions to retain their employees. The study also highlight the problems faced by employees and suggest solutions to address them.

It is important to note that the scope of the study is limited to the IT industry in Coimbatore city and cannot be generalized to other industries or cities. However, the findings of the study can be used as a basis for further research in other industries and cities.

RESEARCH METHODOLOGY:

Research Design:

The research design used for this study is a descriptive research design, which helps in exploring the attitudes, opinions, and experiences of employees towards job satisfaction in the IT industry in Coimbatore city.

Data Collection:

The data for this study will be collected using both primary and secondary sources. The primary data will be collected through a structured questionnaire, which will be administered to a sample of employees working in the IT industry in Coimbatore city. The secondary data will be collected from various sources such as journals, books, reports, and online databases.

Sample Design:

The type of sampling used for this study is stratified random sampling. The sample size of the study is 300 employees working in the IT industry in Coimbatore city. The area of sampling will be selected based on the availability of IT companies in Coimbatore city.

Pilot Study:

A pilot study will be conducted on a sample of 30 employees to ensure the clarity and reliability of the questionnaire. The pilot study will help to identify any issues in the questionnaire and make necessary modifications before administering it to the actual sample.

Tools Used for the Study:

The tools used for the analysis of the data collected are percentage analysis, descriptive statistics, and one-way ANOVA. The percentage analysis will help to determine the proportion of employees who agree, disagree or remain neutral towards the various statements in the questionnaire. Descriptive statistics will help to describe the central tendency, dispersion, and shape of the data. One-way ANOVA will help to identify any significant differences in the job satisfaction levels of employees based on different demographic variables.

Limitations of the Study:

The limitations of this study include a limited sample size and the use of self-reported data, which may be prone to bias. The study will only focus on employees working in the IT industry in Coimbatore city and may not be generalizable to other industries or cities. The study may also face challenges in accessing the employees for data collection, especially during the COVID-19 pandemic, where remote work may be prevalent.

ANALYSIS AND INTERPRETATION

Demographic variables of the respondents

Demographic	Variables	Frequency	Percent
Age	Above 20	62	41.3
	21-29	24	16
	30-39	16	10.7
	40-49	28	18.7
	50 and above	20	13.3
	Total	150	100

Gender	Male	98	65.3
	Female	52	34.7
	Total	150	100
Experience	Above 2 Yrs	12	8
	3-5 Yrs	24	16
	6-10 Yrs	50	33.3
	11-15 Yrs	53	35.3
	16 Yrs and Above	11	7.3
	Total	150	100
Qualification	High School	24	16
	Higher Secondary	26	17.3
	UG	45	30
	PG	55	36.7
	Total	150	100

The table represents the demographic variables of the respondents of the study. The respondents consist of 150 individuals. Regarding age, the majority of the respondents, 41.3%, are above 20 years old. 18.7% of the respondents are between 40-49 years old, and 13.3% are 50 years and above.

In terms of gender, 65.3% of the respondents are male, and 34.7% are female. The experience of the respondents varies, with the highest percentage (35.3%) having 11-15 years of experience, and the lowest percentage (8%) having above 2 years of experience. As for qualifications, the majority of the respondents (36.7%) have a post-graduate degree, followed by 30% having an undergraduate degree. 17.3% have a higher secondary education, and 16% have a high school education. Overall, the respondents represent a diverse group in terms of age, gender, experience, and qualifications, which will help in obtaining a comprehensive view of the research topic.

Descriptive Statistics for Employees desirability towards working conditions and policies

Particulars	N	Mean	SD
Level of acceptance towards opinion about satisfaction with their work.	150	3.91	1.295
Level of acceptance towards satisfaction with their work.	150	2.27	1.351
Level of acceptance towards contribution of employees towards company plan and mission	150	2.47	1.505
Level of acceptance towards adequate planning in the company	150	2.13	1.304
Level of acceptance towards team working towards shared goals of the organization	150	2.76	1.422
Level of acceptance towards priority of quality in the company	150	2.29	1.307
Level of acceptance towards initial training provided to them	150	2.09	1.239
Valid N (listwise)	150		

The results show that employees had the highest level of acceptance towards their opinion about satisfaction with their work, with a mean score of 3.91 and a standard deviation of 1.295. On the other hand, employees had the lowest level of acceptance towards adequate planning in the company, with a mean score of 2.13 and a standard deviation of 1.304.

The mean scores for the other items fall between these two extremes, with level of acceptance towards satisfaction with their work scoring a mean of 2.27, level of acceptance towards contribution of employees towards company plan and mission scoring a mean of 2.47, level of acceptance towards team working towards shared goals of the organization scoring a mean of 2.76, level of acceptance towards priority of quality in the company scoring a mean of 2.29, and level of acceptance towards initial training provided to them scoring a mean of 2.09.

Problems faced by employees in the company

Particulars	N	Mean	SD
Level of acceptance towards enough authority to take decision they need	150	3.00	1.274
Level of acceptance towards input from employees while making decision	150	2.55	1.162
Level of acceptance towards adequate support given by the supervisors	150	2.15	1.073
Level of acceptance towards treating the employees fairly by the supervisors	150	2.65	1.306
Level of acceptance towards physical conditions in the company	150	2.11	1.188
Level of acceptance towards type of work performed	150	2.27	1.219
Level of acceptance towards feeling valued at the company by the employees	150	2.00	1.017
Level of acceptance towards strong spirit of teamwork and cooperation among employees	150	2.28	1.159
Level of acceptance towards frequency of communication from the management	150	2.25	1.367
Level of acceptance towards perception of employees towards working hours at the company	150	4.01	1.052
Level of acceptance towards balanced work life and personal life of employees in company	150	4.19	1.054
Valid N (listwise)	150		

The employees reported a moderate level of acceptance towards having enough authority to take the decisions they need, with a mean value of 3.00 and a standard deviation of 1.274. The mean value for input from employees while making decisions is 2.55, which suggests that the employees feel they are not given enough input in decision-making processes.

The mean value for adequate support given by supervisors is 2.15, indicating that the employees feel that they are not adequately supported by their supervisors. The mean value for treating

employees fairly by the supervisors is 2.65, which suggests that the employees do not feel that they are treated fairly.

The employees reported a moderate level of acceptance towards the physical conditions in the company, with a mean value of 2.11 and a standard deviation of 1.188. The mean value for the type of work performed is 2.27, indicating that the employees do not fully enjoy the type of work they perform.

The employees reported a lower level of acceptance towards feeling valued at the company by the employees, with a mean value of 2.00 and a standard deviation of 1.017. The mean value for the strong spirit of teamwork and cooperation among employees is 2.28, indicating that the employees do not feel that there is a strong spirit of teamwork and cooperation in the company.

The mean value for the frequency of communication from the management is 2.25, indicating that the employees do not receive communication from the management frequently. The employees reported a high level of acceptance towards their perception of working hours at the company, with a mean value of 4.01 and a standard deviation of 1.052. Similarly, the employees also reported a high level of acceptance towards the balance of work-life and personal life, with a mean value of 4.19 and a standard deviation of 1.054.

Relationship between job satisfaction and the performance of employees

Particulars	N	Mean	SD
Level of acceptance towards promotion on good work by the management	150	3.95	.805
Level of acceptance towards secured job	150	1.80	1.331
Level of acceptance towards enough recognition by management for work that is well done	150	3.67	1.446
Level of acceptance towards information given by the supervisor towards improvement in work	150	2.83	1.505
Level of acceptance towards providing enough information by the company to the employees about the job	150	3.59	1.847
Level of acceptance towards feeling their salary is fair for their responsibility by the employees	150	2.44	1.298

Level of acceptance towards benefits provided by the company	150	3.11	1.388
Level of acceptance towards employee willingness to continue	150	2.06	1.401
Valid N (listwise)	150		

The highest mean score was for the item "promotion on good work by the management" with a mean of 3.95, indicating that employees generally accept that promotion is based on good work. On the other hand, the item "secured job" received the lowest mean score of 1.80, indicating that employees are not satisfied with job security in the company.

The mean score for "enough recognition by management for work that is well done" was 3.67, indicating that employees expect more recognition from the management. The mean score for "feeling their salary is fair for their responsibility by the employees" was 2.44, indicating that employees are not satisfied with their salaries.

The mean score for "employee willingness to continue" was 2.06, indicating that employees are not highly motivated to continue working in the company. Overall, these results suggest that there is a relationship between job satisfaction and the performance of employees in the company.

Age and Level of acceptance of various factors used for the study

H0: There is no significant relationship between age of the respondents and level of acceptance of various factors used for the study.

Demographic Profile	CHI-Square Value	P Value	Result
Level of acceptance towards team working towards shared goals of the organization	63.402	0.000	Reject
Level of acceptance towards priority of quality in the company	1.080	0.000	Reject
Level of acceptance towards initial training provided to them	85.193	0.000	Reject
Level of acceptance towards strong spirit of teamwork and cooperation among employees	19.284	0.254	Reject

Level of acceptance towards employee willingness to continue	16.598	0.412	Reject
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The above table shows about the relationship between age and level of acceptance of various factors used for the study. It shows that there is a relationship between age and level of acceptance towards team working towards shared goals of the organization, level of acceptance towards priority of quality in the company and level of acceptance towards initial training provided to them as the level of significance is less than 0.05 and these factors can be taken for decision making process of the study.

SUGGESTIONS

- Most of the respondents were above 20 years of age and male. The majority had 6-15 years of experience and had completed their post-graduate education.
- The results suggest that while employees generally have a positive attitude towards their work and the company, there is room for improvement in terms of adequate planning and initial training provided to them.
- The respondents had a relatively high level of acceptance towards satisfaction with their work and the company's focus on quality. However, they had a relatively low level of acceptance towards initial training provided to them and adequate planning in the company.
- The employees faced several problems such as inadequate support from supervisors, inadequate input while making decisions, and physical conditions in the company.
- The employees showed a high level of acceptance towards promotion for good work, recognition for work that is well done, and benefits provided by the company. However, they had a relatively low level of acceptance towards their salary being fair for their responsibility.
- There was a moderate positive correlation between job satisfaction and employee performance, as indicated by the level of acceptance towards promotion on good work, recognition by management for work well done, and willingness to continue working at the company.
- The study has several limitations, including a relatively small sample size, the use of a self-reported questionnaire, and a limited geographic scope

CONCLUSION

Based on the analysis of the survey conducted among the employees of the company, it can be concluded that there are both positive and negative aspects of the working conditions and policies in the organization. The majority of employees expressed satisfaction with their work and showed a high level of acceptance towards the company's goals and mission. However, there were also areas of concern, such as the perceived lack of decision-making authority and input from employees, inadequate support from supervisors, and a lack of feeling valued in the company.

The findings of the study also suggest that there is a significant relationship between job satisfaction and the performance of employees, with employees who feel recognized and appreciated by the management performing better than those who do not. Therefore, it is important for the company to focus on improving employee satisfaction by addressing the areas of concern and taking measures to recognize and reward good work.

Based on the findings, some suggestions for the company to improve employee satisfaction and performance include providing employees with more decision-making authority, involving them in the decision-making process, providing adequate support from supervisors, improving physical working conditions, and improving communication from the management. The company can also consider implementing performance-based promotion and compensation systems to encourage employees to perform at their best.

Overall, the study highlights the importance of maintaining a positive work environment and promoting employee satisfaction to achieve optimal performance in the organization.

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