

An Organizational Study and a Study on Employee Job Satisfaction in Amirthaa Dairy Private Limited, Erode

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Abstract – Milk is a widely consumed beverage that is essential to the diet of several millions of people worldwide because it provides important macro-and micronutrients. Milk is recognized as being useful during childhood and adolescence because of its composition; however, its relatively high saturated fat proportion raises issues of potential detrimental effects, namely on the cardiovascular system. Job satisfaction is the measures of promoting the efficiency of employee. The various job satisfaction measures provided by the employer will have immediate impact on the health, physical and mental efficiency, alertness, morale and overall efficiency of the worker and thereby contributing to the higher productivity. The basic propose of employee job satisfaction is to enrich the life of employees and to keep them happy and conducted. The objective of the study was to find out the factors which influence the job satisfaction level of employees. The design used in the project is descriptive type. The analytical tool used in the survey is percentage analysis. From the finding the research conclude that the job satisfaction are provided properly, in addition to that the research suggested some ideas to improve the provide counselling program for an employees. Some of the employee's suggestions are to improve the medical facilities and promotion and hygienic rest room. Thus, Researcher conclude that amirthaa dairy is one of the best organizations in providing facilities to employees and have taken up a study on employee job satisfaction in AMIRTHAA DAIRY PVT LTD,ERODE. Here, Researcher hope that this study will be useful to my research and to the industry for satisfying their employees in the future period.

Index Terms – Milk, Beverage, Macro and Mictonutrients.

1. INTRODUCTION

Satisfaction is one of the important factors that makes a worker stay in an organization and encourages the process of transforming labour power into productive labour. Job satisfaction varies directly and proportionately with the extent to which the needs of the individual's worker can be satisfied in a job situation. Job satisfaction is often determined by how well outcomes meet or exceed expectations. Satisfaction in one's job

means increased commitment in the fulfilment of formal requirements.

Job satisfaction is different from motivation and morale. Motivation refers to the willingness to work. Satisfaction on the other hand, implies a positive emotional state. It's an appraisal of the perceived job characteristics and emotional experience at work. Satisfied employees have a favourable evaluation of their job, based on their observations and emotional experience.

2. REVIEW OF LITERATURE

Aristovnik (2014) discusses influence of organizational and environmental factors on employee job satisfaction. The police employees rated salary and security as the least motivator and support from the management as high. Police employees rate trust and belongingness as the key factor to job satisfaction.

Nir (2012) studies the importance of teachers' perceived organizational support on Job Satisfaction. There are two aspects to satisfaction mainly intrinsic and extrinsic. Earned status and respect are those of the extrinsic factors which plays an important role in employee satisfaction. Self-efficacy as an intrinsic factor helps as it promotes individual self-fulfilment. When organization value its employees contribution, cares about their well-being then employees are satisfied intrinsically and extrinsically.

3. OBJECTIVES

- To identify the factors which influence the job satisfaction level of employees
- To give valuable suggestion to improve the job satisfaction level of employees.

**4. RESEARCH METHODOLOGY
RESEARCH DESIGN**

To study and describe the satisfaction level of various employee job satisfaction provided to employee Amirthaa dairy pvt limited is Descriptive Research. Descriptive research includes surveys and fact finding enquires of different kinds. The major purpose of descriptive research is descriptive of the state affairs as it exists at present.

DATA COLLECTION METHOD

The data was collected from the both primary and secondary sources.

Primary data collection:

The primary data has been collected directly from the employees through interview method.

Secondary data collection:

The secondary data has been collected from various public sources, books, journals and various website.

SAMPLING SIZE AND TECHNIQUE:

Size of the sample

It refers to the number of items to be selected from the universe to constitute as a sample. In these study 50 employees of AMIRTHAA DAIRY PVT LTD IN ERODE was selected as size of sample.

Sample design

The sampling technique used in this study is simple random sampling method. This method is also called as the method of chance selection. Each and every item of population has equal chance to be included in the sample.

QUESTIONNAIRE:

The questions are arranged logical sequence. The questionnaire consists of a variety of questions presented to the employees for the response. Multiple choice questions, rating scale questions were used in constructing the questionnaire.

STATISTICAL TOOLS USED:

To analyze and interpret collected data the following statistical tools were used.

Percentage Method:

The percentage is used for making comparison between two or more series of data. It is used to classify the opinion of the respondent for different factors. It is calculated as,

$$\text{No. of respondents favourable}$$

$$\text{Respondents} = \frac{\text{-----}}{\text{Total No. of respondents}} \times 100$$

$$\text{-----}$$

RESPONDENTS VIEW ON EMPLOYEE JOB SATISFACTION :

HS - HIGHLY SATISFIED

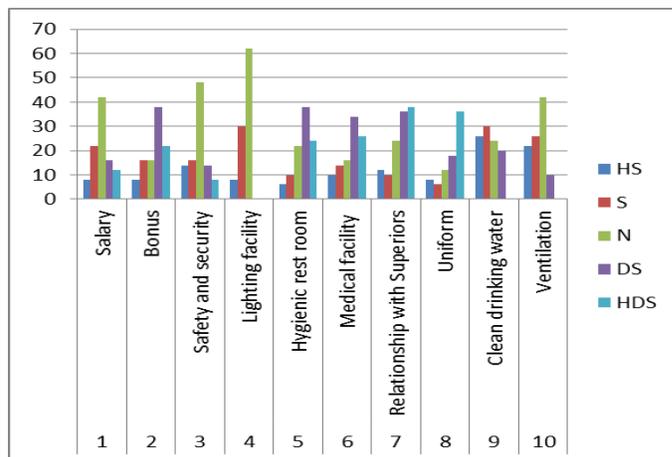
S - SATISFIED

N - NEUTRAL

DS - DISSATISFIED

HDS- HIGHLY DISSATISFIED

S.No	FACTORS	HS	S	N	DS	HDS
1	Salary	8	22	42	16	12
2	Bonus	8	16	16	38	22
3	Safety and security	14	16	48	14	8
4	Lighting facility	8	30	62	0	0
5	Hygienic rest room	6	10	22	38	24
6	Medical facility	10	14	16	34	26
7	Relationship with Superiors	12	10	24	36	38
8	Uniform	8	6	12	18	36
9	Clean drinking water	26	30	24	20	0
10	Ventilation	22	26	42	10	0



- Statement shown that they are married most of the respondents are educated and they are satisfied with the perfect working hours, from the study it is found that 62 % of the respondent are male and 38 % of the respondent are female, 24% of the respondent age are under 20, 30% of the respondents are between 21-30, 26% of the respondent age are between 31-40, 20 % of the respondent age are above 41, 28% of the respondents are SSLC, 22 % of the respondents are completed HSC, 26 % of the respondents are completed under graduate, 8 % of the respondents are post graduate and 16 % of the respondents are belongs to other category, 42 % of the respondents are earnings below 10,000, 30 % of the respondents are earning between 10,000-20,000, 16% of the respondents are earning between 20,001-30,000 and 12% of the respondents are earnings are above 30,001, 68% of the respondents are married and 32% of the respondents are belongs to unmarried category.
- From the study it is found that, 42% of the respondents are normally satisfied with the salary, 38 % of the respondents are dissatisfied with the bonus, 48 % of the respondents are normally satisfied with safety and security, 62 % of the respondents are normally satisfied with lighting facility, 38 % of the respondents are dissatisfied hygienic rest room, 34 % of the respondents are dissatisfied with medical facility, 38 % of the respondents are highly dissatisfied with relationship with superiors, 38 % of the respondents are dissatisfied with uniform, 30 % of the respondents are satisfied with clean drinking water, 42 % of the respondents are normally satisfied with ventilation.

5. SUGGESTIONS

- Employee working in the company are qualified below SSLC and HSC since they require additional training in the technical areas.
- The bonus provide for employees is too low the company can consider increase bonus.
- The company can provide uniform to all the employees.
- The company may provide counseling program for an employees.
- The company shall focus on promotion and medical facility and hygienic rest room etc. to increase the employee satisfaction.

6. CONCLUSION

The results of this study, presented in the preceding chapters, point to several larger factors relating to job satisfaction of employees as well as policy-related issues. Job satisfaction of employees is one of the key elements for success of any

company. In this study the performance is found to be satisfactory to a normal limit in all operation.

Suggestions and dissatisfactions have been identified and few suggestions are mentioned above which can be a tool to decrease the job dissatisfaction of the workers with the maximum handling of the given suggestions. The management can increase the self interest to the workers over the job and in turn can enhance the organizational effectiveness. The management can adopt the motivating factors to enrich the workers. If the worker is satisfied then their life will be in a better state which makes them to do better in their career.

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