

JOB SATISFACTION OF EMPLOYEES IN TELECOM INDUSTRY

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Abstract: Job satisfaction is derived from the Latin words “Satis” and “facere”, which means “enough and to do” respectively. Job satisfaction survey can give the most valuable information the perceptions and causes. For satisfaction/dissatisfaction among the employees attitude towards job satisfaction may be either positive or negative. This positive feeling can be re-in forced and negative feelings can be rectified. This survey can be treated as the most effective and efficient way, which makes the workers to express their inner and real feelings undoubtedly. For any future course of action/ development, which involves employee’s participation, is considered. The management will get a picture their employee’s acceptance and readiness. This survey also enables to avoid misinterpretations and helps management in solving problems effectively. It is observed that during study some of the employees accepted the proposal survey research. A perfectly contentment and satisfaction motivates an employees to be confident with a high morale, it is an asset to organization as a whole.

Keywords: Job satisfaction, Employees, Telecom industry.

1. INTRODUCTION

Human resource is considered to be the most valuable asset in any organization. It is the sum-total of inherent abilities, acquired knowledge and skills represented by the talents and aptitudes of the employed persons who comprise executives, supervisors and the rank and file employees. It may be noted here that human resource should be utilized to the maximum possible extent, in order to achieve individual and organizational goals. It is thus the employee’s performance, which ultimately decides, and attainment of goals. However, the employee performance is to a large extent, influenced by motivation and job satisfaction

The term relates to the total relationship between an individual and the employer for which he is paid. Satisfaction does mean the simple feeling state accompanying the attainment of any goal; the end state is feeling accompanying the attainment by an impulse of its objective. Job satisfaction does mean absence of motivation at work. Research workers differently described the factors contributing o job satisfaction and job dissatisfaction.

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The survey made regarding the job satisfaction in telecom industry will facilitate and enables the management to know the perceptions and inner feelings regarding the job they are performing on day-to-day basis. The term job satisfaction reveals and focuses on the likes and dislikes of the employees of telecom industry. In this particular study, the researcher tries to identify the causes for satisfaction and dissatisfaction among the employees. So this is the most effective and selective instrument for diagnosing and peeping into the employee's problems.

Thus, the high motivation and morale of an employee make him to remain in the organization and encourage him to face cut throat competition and gives him enough dynamism to face challenges.

Every human being possess him own unique resource, if properly channels it by supportive and supplement, ultimately for achieving organization goals.

As proper breathing and diet is necessary to healthy human being so as is contentment to the job satisfaction. This contentedness ultimately acts as a key factor to human resource development.

Definition

Job satisfaction refers to a person's feeling of satisfaction on the job, which acts as a motivation to work. It is not the self-satisfaction, happiness or self-contentment but the satisfaction on the job.

Hoppock describes job satisfaction as "any combination of psychological, physiological and environmental circumstances that cause and person truthfully to say I am satisfied with my job.

Job satisfaction is defined as the, "pleasurable emotional state resulting from the appraisal of one's job as achieving of facilitating the achievement of one's job values.

Objectives of the Study

The main aim of the study is to analyze and examine level of job satisfaction among the TELECOM INDUSTRY employees and to know the problems faced by the employees of the various categories. The specific objectives are as follows:

- To present a profile of TELECOM INDUSTRY and organizational structure etc.,
- To observe the level of satisfaction among of employees relating to the nature of the job and other factors.
- To identify the extent of job satisfaction in the TELECOM INDUSTRY employees and its impact on the job performance of the employees.
- To evaluate the working environment in TELECOM INDUSTRY.

- To examine satisfaction regarding the salary and other benefits of its employees.
- To suggest suitable measures to improve the overall satisfaction of the employees in the organization.

Scope of the Study

In the survey, an attempt has been made to analyze the job satisfaction of employees of TELECOM INDUSTRY.

The study tries to understand the level of satisfaction among the employees of TELECOM INDUSTRY. It further explains the area on which employees are mostly dissatisfied.

Job satisfaction of the employees has been analyzed on the basis of the following seventeen job related factors.

- Salary and monetary benefits
- Job security
- Promotion policy
- Working environment
- Employees participation in management
- Freedom of expressions
- Nature of job
- Interest taken by superiors
- Superiors and sub-ordinate relationship
- Medicare
- Loans
- Conveyance
- L.T.C.

Hypothesis

It is known fact to all that keeping a employee happy is management's responsibility as to get the work done perfectly. However, to feel happy is employee's perception. Therefore, a satisfied employee is essential element for improving efficiency and effectiveness.

- Job satisfaction is great motivator, which keeps the employees always in high morale.

- Job satisfaction among employees result in increasing the perception of the organization.
- Job satisfaction reduces the resistance among employees for the new implementations.

Research Methodology

In the preparation of this report, the researcher the data from different sources. The sources of data as follows:

Primary data: This data is gathered from first hand information sources by the researcher, this data collection from employees, managers, clerks etc., by administrating the questionnaire having face to face interaction with employees.

Secondary data: This will give the theoretical basis required for the report presentation which can be available from various sources such as magazines, office files, inter office manual and web site.

Data Processing and Analyzing

Data, which is gathered by administering questionnaires, was processed in simple manner to determine the level of satisfaction among employees. Every response was assigned some score based on this overall satisfaction level was determined.

Data collected is carefully tabulated and analyzed by using satisfaction methods and also various graphs are used.

Definition of Job Satisfaction

“I am satisfied with the job” is one way to define job satisfaction.

Limelight on job satisfaction was brought by Hop pock in 1935. He reviewed 32 studies on job satisfaction. Prior of 1933 the job satisfaction is combination of psychological, physiological and environmental circumstances that course to say truthfully, “I am satisfied with my job.”

The success of any organization depends on the effective utilization and motivation of human resources.

Job satisfaction is an integral of the organizational climate and importance element in management and employee relationship.

Job satisfaction is derived from the Latin words “Satis” and “facere”, which means “enough and to do” respectively. Job satisfaction refers to an employee’s general attitude towards his job.

- Situational Factor.
- Individual Characteristics.
- Group and social relationship outside the job.

Job satisfaction is the ultimate function of all these and many individual attitudes put together. Many thinkers consider it a collective force and not an unitary phenomenon.

Every individual has some needs and desires that need to be fulfilled. Any job, which fulfils these needs, provides satisfaction. Satisfaction is one's contentment job that induces motivation and interest in work, which creates pleasure or happiness from job. Hence satisfaction plays a vital role in every aspect of individual's life, without satisfaction in life it becomes very difficult to survive.

Meaning of Job Satisfaction

The term job satisfaction refers to an employee's general attitude towards his job.

- Job satisfaction is the favorableness or un-favorableness with which employees view their work.
- In order to understand job satisfaction, perhaps the first step should be to demarcate the boundaries among such terms as attitudes motivation and morale.
- A job is an important part of life. Job satisfaction influences one's general life satisfaction.
- The result is that satisfaction arises from a complex set of circumstances in the same way the motivation does.

Job Satisfaction Leads To

- Motivates towards high productivity.
- Want to remain with organization.
- Act effectively in crisis.
- Accept necessary changes without resentment or resistance.
- Promotes the interest of the workers in the organization.

2. THEORIES ON JOB SATISFACTION

There are vital differences among experts about the concept of job satisfaction. There are four approaches/theories of job satisfaction. They are as follows:

1. Fulfillment theory
2. Discrepancy theory

3. Equity theory
4. Two-factor theory

1. Fulfillment theory

The main aim of this theory is to measure satisfaction in terms of rewards a person receives or the extent to which his needs are satisfied. Job satisfaction cannot be regarded merely as a function of how much a person receives from his job but it is the strength of the individual's desire of his level of aspiration in a particular area.

The main difficulty in his approach as observed by Willing is that job satisfaction is not only a function of what a person receives but also what he feels he should receive, as there would be considerable difference in the actual and expectations of persons.

2. Discrepancy Theory

The proponents of this theory is that satisfaction is the function of what a person actually receives from his job satisfaction and what he thinks receives or expects to receive.

This approach does not make it clear whether or not over satisfaction is a part of dissatisfaction and if so, how it differs from dissatisfaction.

3. Equity Theory

The proponents of this theory are of the view that a person's satisfaction determined by his perceived equity which in turn is determined by his input-output balance when compared to others input-output balance. Input-output balance is the perceived ratio of what a person received from his job relative to what he contributes to the job.

4. Two-Factor Theory

This theory was developed by Herzberg, Mausner, Paterson and Capwell who identified certain factors as satisfiers and dissatisfiers.

Factors such as achievement, recognition responsibility etc., are satisfiers, the presence of which causes satisfaction but their absence does not result in dissatisfaction on the other hand the factors such as supervision salary, working conditions etc are dis-satisfiers the absence of which cause dissatisfaction however their presence does not result in job satisfaction.

This theory is considered invalid as a person can get both satisfaction and dissatisfaction at the same time.

3. DETERMINANTS OF JOB SATISFACTION

According to Abraham A. Kumar there two types of variables, which determine the job satisfaction of an individual. These are:

1. Organization Variables
2. Personal Variables

1. Organization variables:

- **Occupational Level :** The higher the level of the job, the greater the satisfaction of the individuals. This is because, higher level of jobs carry greater prestige and self-control. This relationship between occupational level and job satisfaction stems from social reference group theory in our society values some jobs more than others. Hence people in values like them more than those who are in non-valued jobs. The relationship may also stem from the need fulfillment theory.
- **Job content:** Greater the variation in job content and less the repetitiveness with which the tasks must be performed, the greater the satisfaction of the individuals involved. Since job content in terms of variety and nature of tasks called for is a function of occupational level. The theoretical arguments given above apply here also.
- **Considerate Leadership:** People to be treated with consideration. Hence considerate leadership results in higher job satisfaction than in considerate leadership.
- **Pay and Promotional opportunities:** All other things being equal these two variables are positively related to job satisfaction.
- **Interaction among Employees:** Here the question is, when interaction in the work group is a source of job satisfaction and when it is not.

Interaction is more satisfying when:

- It results in the cognition that other persons attitudes are similar to ones own since, this permits are ready calculability of the others behavior and constitutes a validation of ones self.
- It results in being accepted by other and
- It facilitates and achievement of goals.

2. Personal Variables

For some people, it appears that most jobs will be dissatisfying irrespective of the organizational conditions, where for other most jobs will be satisfying personal variable for this difference. Age, Educational Level, Role perception, and Sex are

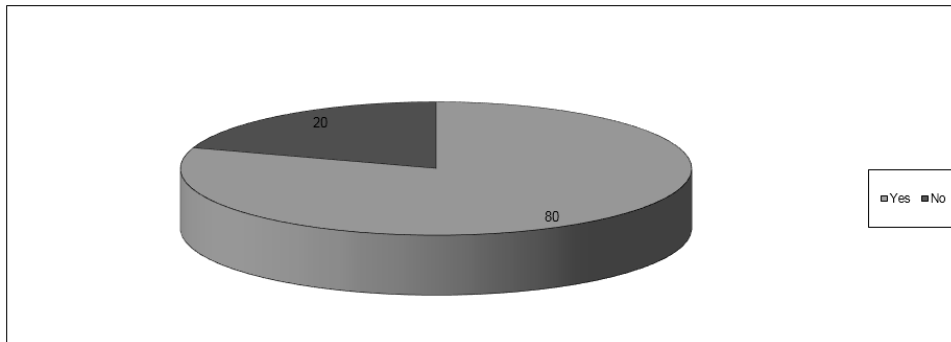
the personal variables.

Data Analysis and Interpretation

1. Are you Satisfied with the Wages Paid to You?

Yes	No
80	20

(Data in Percentage)

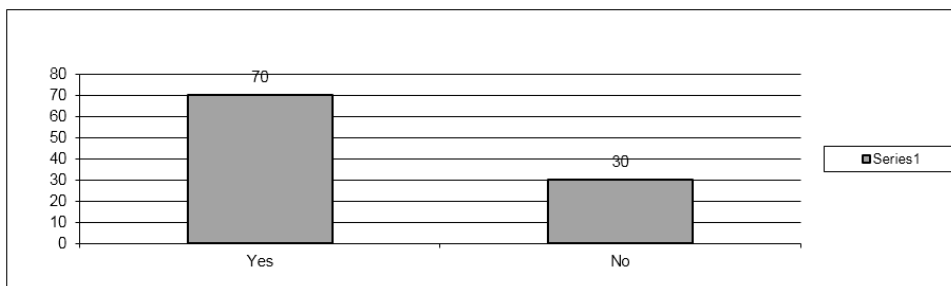


Interpretation: From the tabular and graphical representation of data, 80 percent of the employees are satisfied with the wages paid to them. Only 20 percent of the employees feel that there should be a hike in wages paid to them.

2. Do You Have any Incentives Wage Schemes for Efficient Work on Your Organization?

Yes	No
70	30

(Data in Percentage)

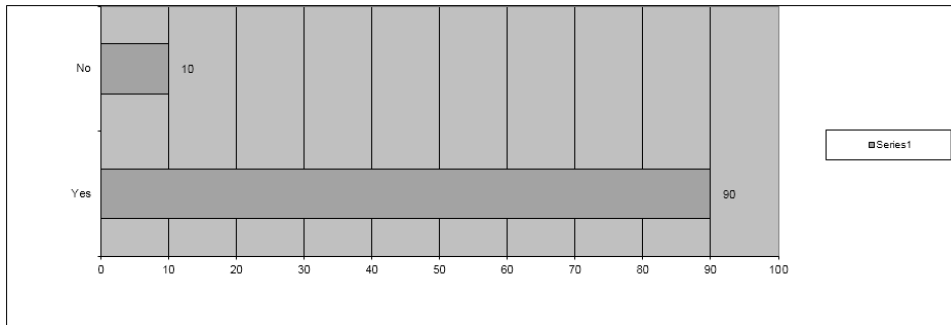


Interpretation: From the tabular and graphical representation of data, 70 percent of the employees feel that there should be an incentive wage scheme for efficient work in the organization.

3. Are You Satisfied with the Present Working Conditions and Environment?

Yes	No
90	10

(Data in Percentage)

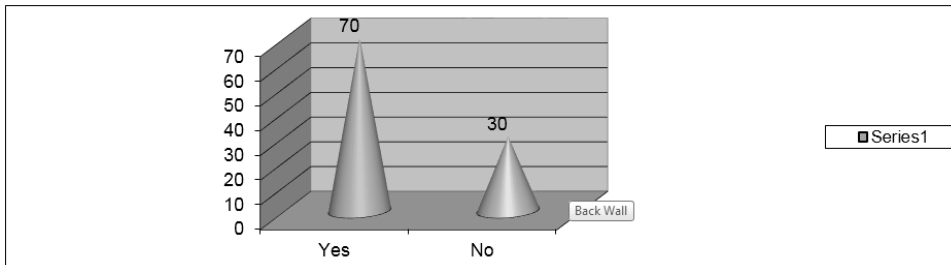


Interpretation: From the tabular and graphical representation of data, almost all the employees are satisfied with the present working conditions and environment.

4. Is the Management Helpful and Sympathetic to Your Problems in Workstation?

To Some extent	To Large extent
70	30

(Data in Percentage)

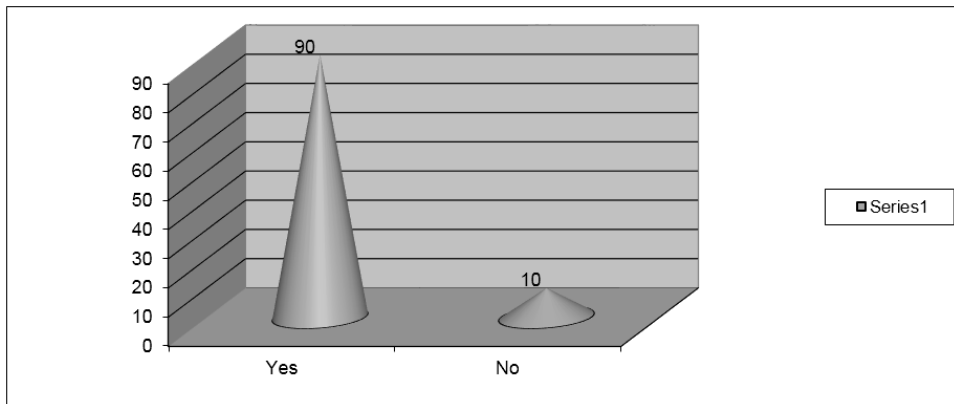


Interpretation: From the tabular and graphical representation of data, 70% of the employees feel that the management is sympathetic to some extent in their problems faced at workstation.

5. Are you Satisfied with the Facilities Provided with the Organization?

To Some extent	To Large extent
90	10

(Data in Percentage)

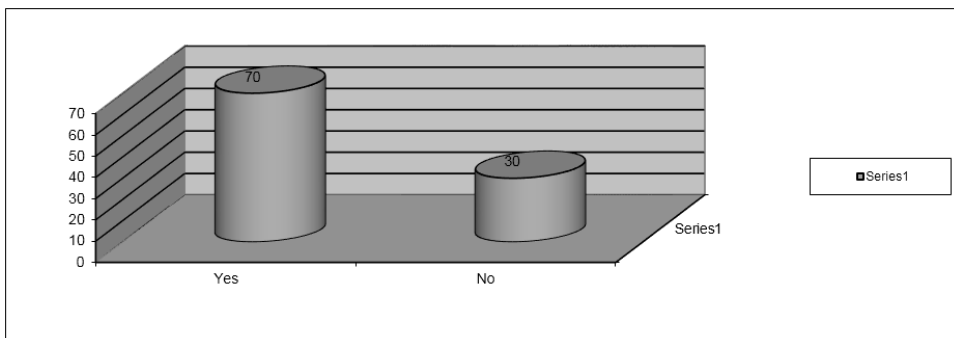


Interpretation: From the tabular and graphical representation of data, almost all the employees are satisfied with facilities provided with the organization.

6. Does the Management Have Good Relation with the Workers?

To Some extent	To Large extent
70	30

(Data in Percentage)

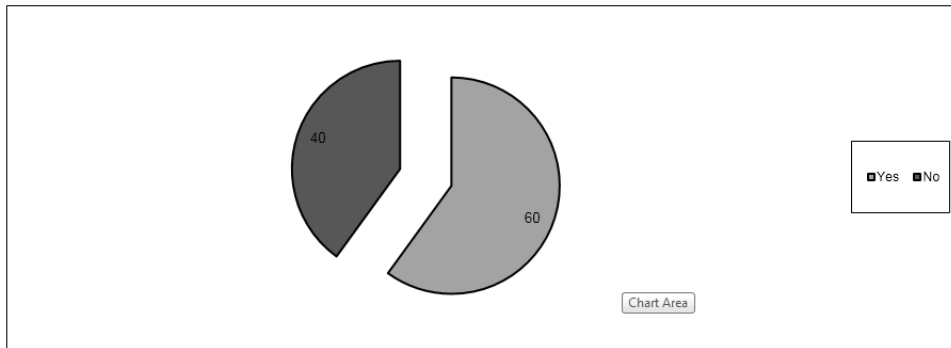


Interpretation: From the tabular and graphical representation of data, 70% of the employees feel that the management has a good relation with the workers and only 20% of them feel that the management should improve their relation with the workers.

7. Do you Feel that the Company Policies Really Protect Your Interest?

To Some extent	To Large extent
60	40

(Data in Percentage)

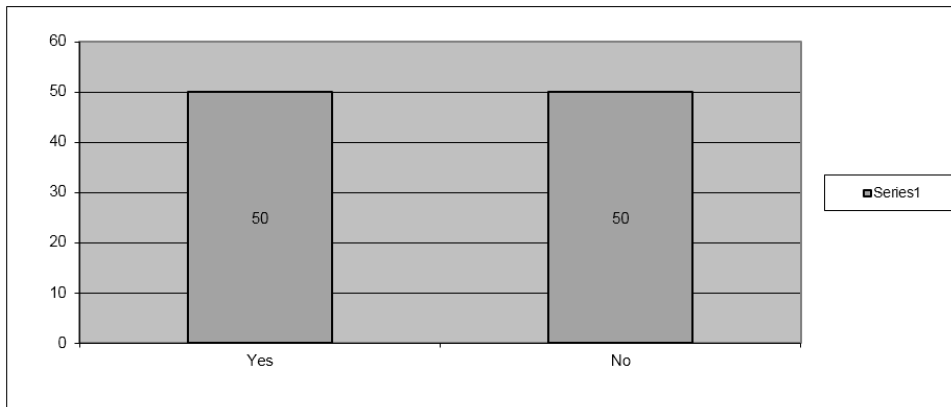


Interpretation: From the tabular and graphical representation of data, 60% of the employees feel that the company policies really protect their interest. 40% of them feel that their interests are not protected.

8. Do you Have any Problems with the Present Management Setup?

To Some extent	To Large extent
50	50

(Data in Percentage)

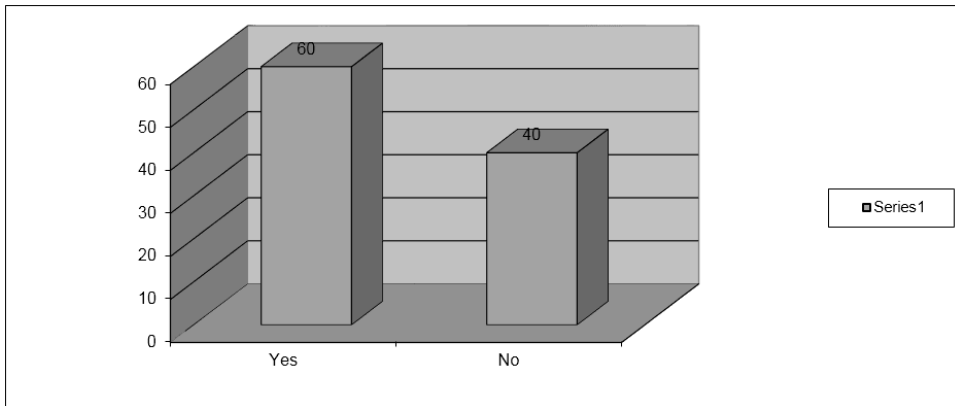


Interpretation: From the tabular and graphical representation of data, Only 50% of the employees are satisfied with the present management setup and the other 50% is not satisfied and feel that there should be change in the setup.

9. Does U Feel that Company Policies Need to be Changed?

To some extent	To Large Extent
60	40

(Data in Percentage)

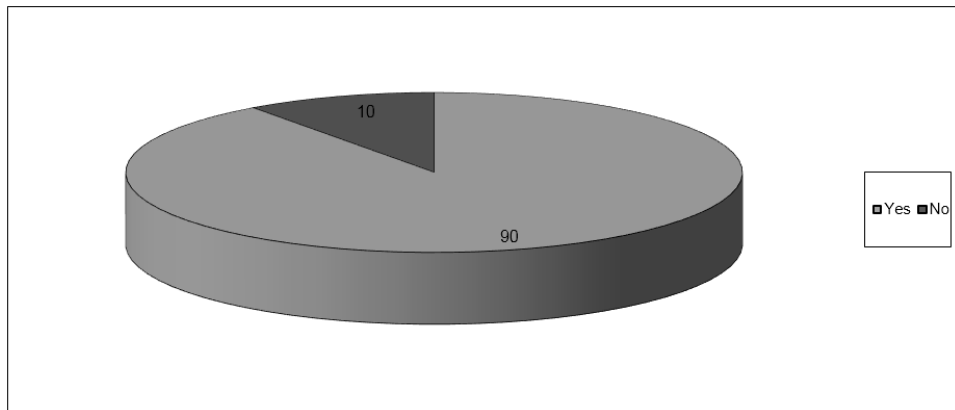


Interpretation: From the tabular and graphical representation of data, 60% of the employees feel that the company policies should be changed and 40% of them feel that the policies of the company are up to their satisfaction.

10. Does the Company Provide any Training to Improve your Performance? If Yes, are you Satisfied with the Training Provided?

To Some extent	To Large extent
90	10

(Data in Percentage)



Interpretation: From the tabular and graphical representation of data, almost all the employees are satisfied with the training provided by the company to improve their performance.

4. CONCLUSION

Besides several other factors, the economic development of a country depends upon the effective functioning of employees. In order to achieve this superiors and the

state should take necessary steps for the satisfaction of employees in their respective jobs.

- Almost all the employees are satisfied with the wages paid to them.
- 70% of the employees feel that there should be an incentive wages scheme for efficient work in the organization.
- Employees are satisfied with the present working conditions and feel secure about their job.
- 70% of the employees feel that the management is sympathetic to some extent in their problems faced at workstation,
- Management shares a very good relation with the workers.
- Employees are satisfied with the facilities provided to them and are free to express their views freely to the management.
- Supervisors are ready to clear the doubts and help in improving their performance.
- 70% of the employees feel that the company policies really protect their interests.
- 50% of the employees are satisfied with the present management setup.
- 60% of the employees feel that the company policies should be changed.
- Employees are satisfied with the training provided to them in improving their performance.
- Medical, educational and housing loans are the financial benefits provided to the employees by the organization.
- Expenses for the injured workers are borne by the organization.
- Medical compensation is also provided to the injured workers.

Overall, the employees of telecom industry are having a very high job satisfaction and hence they are working with great enthusiasm and zeal to achieve their organizations goal.

Suggestions

- 50% of the employees feel that the present management should be changed.
- 40% of the employees feel that the company policies should be changed.
- 30% of the employees feel that the company policies are not able to protect their interests and hence they should be changed.

- Majority of the employees feel that there should be an incentive wage scheme for efficient work in the organization.
- The management should be more helpful and sympathetic towards the problems faced by the workers at the workstation.

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