18. AN EMPIRICAL STUDY ON MEASUREMENT OF EMPLOYEE'S SATISFACTION WITH SPECIAL REFERENCE TO AREVA, ALLAHABAD

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ABSTRACT: This study has been done to measure the satisfaction level of employees with special reference to AREVA, Allahabad. Nowadays scenario has been changed to sustain in such a competitive market. It is very important to retain good employees that contribute towards the achievement of organizational goal and employee's satisfaction as well. The research papers highlight some of these problems and present a picture of level of job satisfaction among employees of AREVA Companies. It also identifies unique issues of job satisfaction in the company. In order to gain competitive advantage and adapt to the dramatic changing environment. It is important for them to achieve management efficiency by increasing employee satisfaction in the organization.

Key words: Salary, Security, empowerment and job rotation, working hours.

FULL TEXT

Introduction

The AREVA T&D,s successful and highly developed power transformer production plants. Globally, we have factory and technical centres dedicated to power transformers in nine countries spread across four continents. Incorporated in 1957, the Naini, transformer factory has more than 50 years of excellent operating experiences in manufacturing power and distribution transformers. Before 23rd September 2005, it was known as ALSTOM LTD. It is located 12 km from Allahabad in the state of Uttar Pradesh. The unit is spread over a total area of 87276 meter square and providing employment to nearly 700 people. The unit has the certification of IMS. The unit is engaged in the production of power transformers, distribution transformers and MV products line. It is the only unit in India producing the oil base transformers. The Naini, factory pioneers in manufacture of Shell type furnace transformers in India.

People management is a significant part of organisational processes. This emanated from the gratitude that the human resources of an organisation and the organisation itself are identical. A well-managed business organisation usually considers the normal employees as the primary source of efficiency gains. These organisations believe employees rather than capital as the core basis of the business and contributors to firm development. To make certain the attainment of firm goals, the organisation creates an impression of dedication and assistance for its employees through policies that make possible employee satisfaction. Satisfaction of human source gets close associates to highly enthused employees. Enthused employees then develop trustworthiness or promise to the firm resulting to greater efficiency and lower return rates. Staff well-being and their level of satisfaction and commitment have been created to directly contact on organizational performance and eventually organizational success. It is a noticeable statement but high employee satisfaction levels can reduce employee return. Dissatisfied employees be liable to perform below their capabilities, result in high return of staff and abscond their jobs relatively quickly, and are not very likely to advocate your company as an employer. Satisfied employees are liable to contribute more in terms of Organizational output and maintaining a assurance to customer satisfaction. Staff satisfaction surveys provide employees „a voice‟ and also allows the analytical of challenging areas, most important to the raising of staff

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satisfaction levels, developing and reviewing of staff management, and optimizing business infrastructure.

Researchers have instituted that for the growth of any organization employee satisfaction is very important. A few factors that were important to the employee satisfaction in the researches before were income, promotion, work atmosphere, associations with superior etc. We have also incorporated these variables in our study but two factors that were not incorporated by the above researchers in their study but had been incorporated by us Job Rotation and Employee Empowerment.

Objectives:

- ❖ To study the satisfaction of employees regarding their salary.

- ❖ To study the satisfaction of employees regarding their job rotation.

- ❖ To study the satisfaction of employees regarding their empowerment.

- ❖ To study the satisfaction of employees regarding their working hours for job.
- ❖ To study the satisfaction of employees regarding their securities.

Review of literature:

The study of job satisfaction is a topic of wide interest to both people who work in organizations and people who learn them. Job satisfaction has been directly related with many organizational phenomena such as motivation, performance, leadership, attitude, conflict, moral etc. Researchers have attempted to identify the various mechanism of job satisfaction, measure the relative importance of each part of job satisfaction and observe what sound effects these mechanism have on employees' output.

Dr. R.Anitha(2011). This study is based on the job satisfaction of paper mills employees with special reference to udumalpet and palani taluk. The main objective of this papers how many employees are satisfied within the organization. This study shows that only

44% employees are satisfied with the working condition and 31% employees are satisfied with welfare facilities and 52% employees are satisfied with rewards.

Prof.Adnan Ceylan(2009). This study has been focused on the analysis of employee's satisfaction in terms of organizational culture and spiritual leadership. The main objective of this paper is based on the satisfaction level of employees within the organization in terms of positively or negatively. It is inference that the employees are satisfied positively through the analysis of data.

Research methodology:

HYPOTHESIS (NULL HYPOTHESES):

1. Employees are not satisfied with their salary
2. Employees are not satisfied with their job rotation.

3. Employees are not satisfied with their empowerment

4. Employees are not satisfied with their working hours for job.

5. Employees are not satisfied with their securities.

Hypothesis testing: using t-test

Research Design: descriptive research has been applied, which is also known as statistical research, describes data and characteristics about the population or phenomenon being studied.

Sources of Data: I have used primary data (self prepared Questionnaire) as well as secondary sources of data (web sites, journals etc.)

Data Collection Tool: Structured questionnaire was prepared for interview. The employees of the organization on various parameters like: salary, job rotation, working

hours of job, empowerment of employees, security measures at the organization through Likert five point scales.

Sampling Method: Under the non-probabilistic sampling techniques, convenience sampling was done.

Sample Size: Sample sizes of 50 employees from various departments were taken for the research purpose.

Statistical Tools: We have used IBM SPSS 16 (Statistical Package for the Social Sciences), for data analysis.

Data analysis:

Data has been collected through several employees belonging to AREVA, Allahabad. The data was gathered from the sample respondents in the organisation. The collected data has been processed & analyzed according to the outline defined in Research Methodology chapter. Hypothesis testing is done through the t- testing. SPSS Package is used to perform t- test & to get the one simple t-test. The collected data has been edited & then coded to get the required result. Normality test is done through SPSS to check the data accuracy. Satisfaction with the overall value of the service is obtained through employee's survey. Based on the five-point-scale the researcher has obtained the Percent of gender, strongly dissatisfied, dissatisfied, undecided, and strongly satisfied, satisfied employees. Outcome of this study includes design of the quality metrics and calculation of the overall satisfaction index
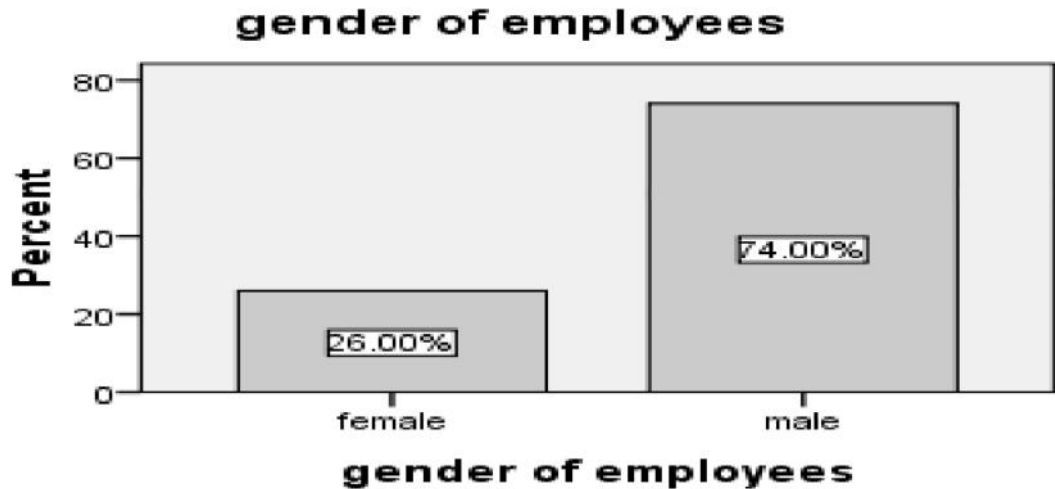
The above graph shows that 26% female respondent and 74% male respondents in this study.

Results:

Factor analysis is done to get the major parameters and chi-square test is done to test the hypothesis. It reveals that the salary, job rotation, empowerment of employees, freedom of decision making, and working hours of job emerges as major service parameters. Further these parameters have strongly agreed with these parameters. T-test was done on individual parameters rating and overall satisfaction.

Employees are satisfied with salary

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
satisfaction of employees with salary	50	3.8800	.93982	.13291

One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
	T	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
satisfaction of employees with salary	6.621	49	.000	.88000	.6129	1.1471

Table-1

From the table-1 it may be seen that for 50 observed employees t value, for satisfaction for salary on the scale of **1 (strongly dissatisfied** to **5 (strongly satisfied)** against the mid-rating value (i.e. 3) as Test Value, is 6.621 with df (degree of freedom) of 49 and 95% Confidence Level. Therefore the **null hypothesis** that *'Employees are satisfied with salary in AREVA Company in Allahabad* is **Rejected'** as the **mean** is **3.88** and the **p-Value (.000)** is **less than .05** at **95% Confidence Level**

Employees are satisfied with job rotation

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
satisfaction of employees with job rotation	50	3.4400	1.01338	.14331

One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
satisfaction of employees with job rotation	3.070	49	.003	.44000	.1520	.7280

Table-2

From the table-2 it may be seen that for 50 observed employees t value, for satisfaction for job rotation on the scale of **1 (strongly dissatisfied to 5 (strongly satisfied)** against the mid-rating value (i.e. 3) as Test Value, is 3.070 with df (degree of freedom) of 49 and 95% Confidence Level. Therefore the **null hypothesis** that *'Employees are satisfied with Job rotation in AREVA Company in Allahabad is* **Rejected'** as the **mean** is **3.88** and the **p-Value (.003)** is **less than .05** at **95% Confidence Level**.

Employees are satisfied with empowerment

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
satisfaction of employees with empowerment of employees	50	3.7200	1.05056	.14857

One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
satisfaction of employees with empowerment of employees	4.846	49	.000	.72000	.4214	1.0186

Table-3

From the table-3 it may be seen that for 50 observed employees t value, for satisfaction for empowerment of employees on the scale of **1 (strongly dissatisfied to 5 (strongly satisfied)** against the mid-rating value (i.e. 3) as Test Value, is 4.846 with df (degree of freedom) of 49 and 95% Confidence Level. Therefore the **null hypothesis** that *'Employees are satisfied with empowerment of employees in AREVA Company in Allahabad* is **Rejected'** as the **mean** is **3.72** and the **p-Value (.000)** is **less than .05** at **95% Confidence Level**.

Employees are satisfied with working hours of job

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
satisfaction of employees with working hour for job	50	3.7400	1.00631	.14231

One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
satisfaction of employees with working hour for job	5.200	49	.000	.74000	.4540	1.0260

Table-4

From the table-4 it may be seen that for 50 observed employees t value, for satisfaction for working hours for job on the scale of **1 (strongly dissatisfied to 5 (strongly satisfied)** against the mid-rating value (i.e. 3) as Test Value, is 5.200 with df (degree of freedom) of 49 and 95% Confidence Level. Therefore the **null hypothesis** that *'Employees are satisfied with working hours for job in AREVA Company in Allahabad* is **Rejected'** as the **mean** is **3.74** and the **p-Value (.000)** is **less than .05** at **95% Confidence Level**.

Employees are satisfied security of job

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
satisfaction of employees with security	50	3.5600	1.07210	.15162

One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
	T	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
satisfaction of employees with security	3.694	49	.001	.56000	.2553	.8647

Table-5

From the table-5 it may be seen that for 50 observed employees t value, for satisfaction for security on the scale of **1 (strongly dissatisfied to 5 (strongly satisfied)** against the mid-rating value (i.e. 3) as Test Value, is 3.694 with df (degree of freedom) of 49 and 95% Confidence Level. Therefore the **null hypothesis** that *'Employees are satisfied with salary in AREVA Company in Allahabad* is **Rejected'** as the **mean** is **3.56** and the **p-Value (.001)** is **less than .05** at **95% Confidence Level**.

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Conclusion:

From the results obtained the study concludes that the employee's awareness and employees hope this research findings will provide some base to raise the employees satisfaction level by understanding the basic service parameters. Service providers have to put –up extra incentive to increase the satisfaction level of employees.

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