

A Study on Verify the Welfare Measure provided in the Company with Regards to Employee Satisfaction in GK Sarees to Dindigul

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Abstract: Employee satisfaction research should be done with greatest care. Measuring Employee satisfaction must be a continuously, consistent, timely, accurate and reliable process. This is where a new employee satisfaction approach becomes a powerful strategic business development tool for organization.

Keyword: Performance appraisal, Job satisfaction, Employee motivation, Feedback performance

INTRODUCTION

Any organization has to listen to its external employee and stakeholders. A number of studies have shown that the long-term success of a corporation is closely related to its ability to create and maintain loyal and satisfied employee, adapt to customer needs and changing preferences. In order to monitor customer satisfaction, and to take action for improving it, a number of different methods have been developed and tested. Any organization could definitely take advantage of a proven systematic customer satisfaction model. The challenge for organizations is to implement and secure a standardized employee satisfaction process across their playing field; class of markets and geographic markets (countries). Customer satisfaction can be addressed as a strategic business development tool and it does have a positive effect on an organization's profitability. Satisfied employee form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. On the bases of my research I recommend organizations to implement a customer satisfaction model to enhance their business development and improve their overall level of quality.

REVIEW OF LITERATURE:

Vijay M. KUMBHAR(2011) This study evaluates major factors (i.e. service quality, brand perception and perceived value) affecting on employees' satisfaction in e-banking service settings. This study also evaluates influence of service quality on brand perception, perceived value and satisfaction in e-banking. Required data was collected through employees' survey. For conducting employees' survey likert scale based questionnaire was developed after review of literature and discussions with bank managers as well as experts in employee service and marketing. Collected data was analyzed using principle component (PCA) using SPSS 19.0. A result indicates that, Perceived Value, Brand Perception, Cost Effectiveness, Easy to Use, Convenience, Problem Handling, Security/Assurance and Responsiveness are important factors in employees satisfaction in e-banking it explains 48.30 per cent of variance. Contact Facilities, System Availability, Fulfillment, Efficiency and Compensation are comparatively less important because these dimensions explain 21.70 per cent of variance in employees' satisfaction. Security/Assurance, Responsiveness, Easy to Use, Cost Effectiveness and Compensation are predictors of brand perception in e-banking and Fulfillment, Efficiency, Security/Assurance, Responsiveness, Convenience, Cost Effectiveness, Problem Handling and Compensation are pred ictors of perceived value in e-banking.

Zohra Saleem and Kashif Rashid(2011) Mobile banking has marked itself as an emerging technology adopted by banks around the globe. The purpose of this research is to identify the key factors of mobile technology adoption which influence employee satisfaction in Pakistan. Questionnaires are used to conduct data collection and then analyzed using statistical techniques: regression analysis, correlation and factor analysis. The findings show that employee's concerns about security, authenticity and reliability of the technology are of significance.

The results imply that firms should focus upon IT application, innovative services, security, employee trust and risk as these are the key indicators of technology adoption.

Peter R. Scholtes (1993): the research is based on a comparison of total quality or performance appraisals. TQM and performance appraisal, according to the author, are incompatible. Customer awareness, systems thinking, a grasp of variance, teamwork A LITERATURE REVIEW ON PERFORMANCE APPRAISAL METHODS / TECHNIQUES PJAEE, 18(8) (2021) 4281 appreciation, mastery of improvement methodologies, and a comprehension of the process of personal motivation and learning are all required for TQM. TQM's very requirements are thwarted by performance appraisal. TQM necessitates that we comprehend, control, and improve processes in order to benefit the consumer. The goal of performance appraisal is to ensure that an individual's behaviour is controlled to the satisfaction of his or her boss. Managers must choose between the two approaches: one or the other, but not both.

Rocio de Andres (2010): looked into Distance function approaches are used to evaluate performance. Some companies use performance appraisal to analyse their employees' efficiency and production in order to plan their promotion, wage, and layoff policies, among other things. Initially, only the executive staff carried out this procedure, but it has since grown into an evaluation process based on the opinions of many reviewers, supervisors, collaborators, consumers, and the employees themselves (360-degree method). Reviewers analyse several signs connected to an employee's performance appraisal in such a process. The authors of this research proposed an evaluation system in which diverse groups of reviewers participate in the evaluation process

Rafiqul (2006): According to this notion, an effective performance evaluation system is a tool for evaluating employee performance and recommending ways to increase individual and organisational efficiency. Employee performance evaluations using the AHP (analytic hierarchy process) on ISMS personnel are the topic of this case study. AHP can be used to assess employee output in terms of quantity and quality of work, planning and organisation, initiative and commitment, collaboration and cooperation, communication, and external influences. The usage of AHP in the ISMS Company has a number of benefits, including the fact that it is quick and easy to adopt due to its standardisation, and it may meet subjective needs.

PERFORMANCE APPRAISAL

DEFINITION: Zohra Saleem and Kashif Rashid(2011) Mobile banking has marked itself as an emerging technology adopted by banks around the globe. The purpose of this research is to identify the key factors of mobile technology adoption which influence employee satisfaction in Pakistan. Questionnaires are used to conduct data collection and then analyzed using statistical techniques: regression analysis, correlation and factor analysis. The findings show that employee's concerns about security, authenticity and reliability of the technology are of significance. The results imply that firms should focus upon IT application, innovative services, security, employee trust and risk as these are the key indicators of technology adoption. The performance appraisal is an important stage in this process. It shows as per planning of objectives, performance standards and behaviour the communication, counseling, coaching, motivation and feedback have been given or not. Finally to see what is the impact of these planning and action on the performance of the employees. The performance standards regarding quality, quantity, cost and behaviour have been achieved or not. So it becomes necessary to carry out the performance appraisal of every one for smooth working of the organisation. As a basis of reward allocation such as salary increments, promotion and other rewards etc. In performance appraisal systems slow and fast working employees are identified. Under compensation, rewards and recognition plans the employees are given higher pay scales, higher incentives for better performance and appreciation for the work. Some time the cases of good performers are recommended for further promotion. It leads to development and motivation of employees.

Methods of Performance Appraisal

There are a number of methods that are used to evaluate employee's performance. It may be evaluated on the basis of his traits and attributes as well as on the basis of his work or results and objectives achieved by him. Thus his performance may be measured in terms of standards of his traits and general behaviour on the job or in terms of results and goals. Some of the common techniques are given below. Each method has its merits and demerits but one thing is clear that the technique employed has to evaluate mainly his job related performance. The appraisal methods can be classified as follows:

(a) Individual appraisal, group appraisal and other methods

HUMAN RESOURCE DEPARTMENT

Company target is to place the right person to right job, to evaluate efficiently our human resources, to contribute to training and development, to increase loyalty and pave the way to career opportunities. Equal opportunity policy we treat everybody equally regardless of religion, language, race, gender, age, ethnicity distinction. By providing equal opportunities to all candidates in our recruitment process, we aim to employ the right person for the right job.

Recruitment Policy: The recruitment policy is to provide equal opportunities to candidates and allow and process of the company and their process of the opportunity to accurate way to employee. Human resource management is very useful in this company of the organization.

Training and Development Policy: Education is an important element in the development of our employees and our company; we continuously invest in our human resources. Our education policy, our employees, is to support training needs to enable them to continue their task with high motivation and performance. With this approach personal development training and job.

SCOPE OF THE STUDY

- However, there are a number of limitations of employee satisfaction in terms of relying too heavily on this marketing metric. It is, therefore, important to understand the various job 4. It is to find out the opinion of respondents regarding performance appraisal system in the organization

AN IMPACTFUL APPRAISAL SYSTEM



OBJECTIVES OF THE STUDY

- The primary objectives of the research is to identify the study on employee performance appraisal system of king refinery private limited
- To identify the employee awareness of existing performance appraisal system
- To study the impact of a performance appraisal system towards the performance of employees in terms of commitment, skills and responsibility.

RESEARCH METHODOLOGY

Meaning

Research methodology is a way to systematically value the research problem. At may understood as of studying how research is scientifically done research and academic and a such the term should be used in technical sense.

Research design

A research design is the arrangement of conditions for collection and analysis of data manner that aims to combine relevance purpose with economy in procedure. The archer used descriptive research for this research study. The major purpose of study is description of this study is description of the state of affairs as it exist at present.

Source of data

- The sources are both primary and secondary sources. Primary data were collected by means of administered questionnaire.
- The questionnaire consists of particulars like recognition, opportunity, training, communication, etc.
- A great deal to primary and secondary data was limitations in order to utilize the results of CSat research/scores appropriately.

CHI -SQUARE ANALYSIS

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Chi-Square of $(\chi^2) = \sum \frac{(O_i - E_i)^2}{E_i}$ for degree of freedom

$(R-1)(C-1)$ A

O- Observed Frequency

E- Expected Frequency

Where,

E= row total X column total / grand total

Observed chi-square value is calculated by substituting the values of O_i , E_i , in the test statistics (A)

R= Number of Rows

C= Number of Columns

Expected chi-square value table for chosen level of significance to the $(r-1)$ $(c-1)$ degree freedom

Null Hypothesis (Ho)

Hypothesis is tentative solution provisionally suggested to explain observed facts (or) conditions and to guide in further investigation.

Alternative Hypothesis(H1)

There is significance relationship between work experience and promotion process

ANOVA TEST

1. Correction Factor (C.F) = $\frac{(\sum x)^2}{\text{No. of Observation}} = \frac{T^2}{N}$
2. Sum of Square of Total Variance: (SST) = $\sum x^2 - C_x$

3. Sum of Squares between rows (SSR) = $SSR^2 - CF$
4. Sum of Squares between the columns (SSC) = $SSC^2 - CF$
5. Error Sum of Squares = $SST - (SSR + SSC)$

CORRELATION TEST

$$X^2 = \sum (O_i - E_i)^2 / E_i$$

DATA ANALYSIS AND INTERPRETATION

TABLE - I THE TABLE SHOWING AGE WISE CALCULATION OF THE RESPONDENTS

Age	Frequency	Percentage
Up to 20 years	58	48
21-40 years	31	25
41-60 years	14	11
Above 60 years	17	14
Total	120	100

INTERPRETATION

Among the total number of respondents, 58% of the respondents are upto 20 years of employees respondents and 31% of the respondents are 21-40 years of employees, 14% of the respondents are 41-60 years of employees, 17% of the respondents are above 60 years of employees.

CHART-I

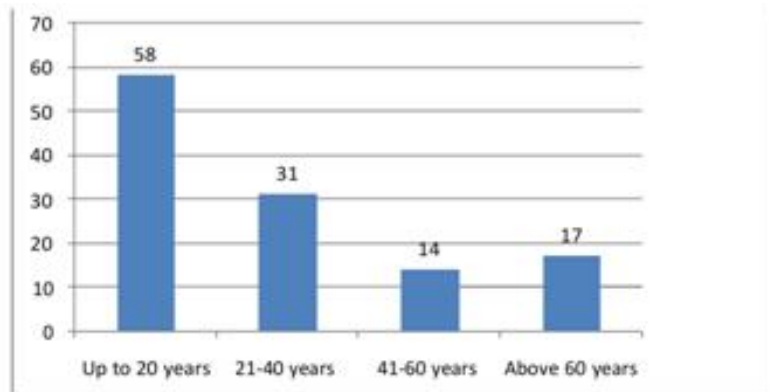


TABLE- 2: THE TABLE SHOWING WORK EXPERIENCE WISE CLASSIFICATION OF RESPONDENTS

GENDER	FREQUENCY	PERCENTAGE
Male	78	65
Female	32	35
Total	120	100

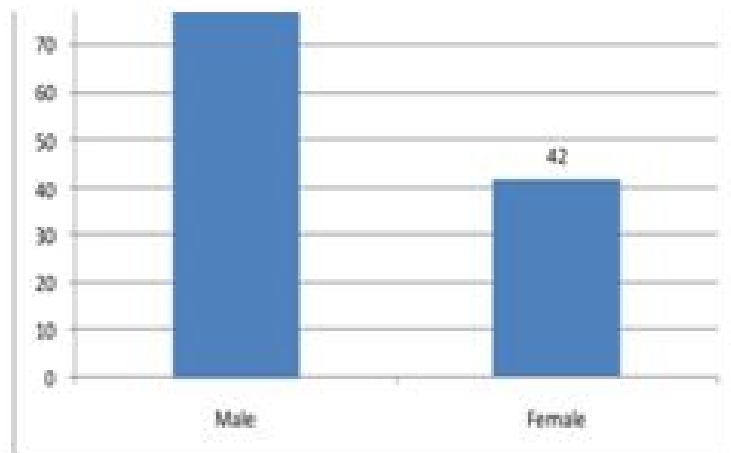
INTERPRETATION

Among the total number of respondents, 78% of the respondents are Male of employees respondents and 42% of the respondents are Female of employees.

FINDING

- Most of the employees inferred that they are owe their job is interesting
- Majority of the employees said that there is a scope for creativity in my job
- Most of the employees said that the workload given by organization is high
- 58% of the respondents are upto 20 years of employees
- Respondents are somewhat agree with you are satisfied with the stress of your current job.
- Respondents are somewhat neutral with my skill utilized.

CHART-2



SUGGESTIONS

- To give more training to the worker to realize their strength.
- To encourage the worker through prizes and awards for the performance improved.
- The comment is not known to the individual so that the individual has taken no steps to improve himself about his weakness.
- The appraisal system should be known to the individual for the purpose of self development , to eradicate the previous negative things and to improve the attitude in efficiency.
- Counselling programme for employees can be arranged after the completion of performance appraisal.

CONCLUSION

Employee satisfaction is addressed as a strategic business development tool. Ultimately it will lead to more loyal Employees and more profitable business. Employee satisfaction is most often related to purchase, loyalty and retention behavior with an effect on organizations profitability. Employee satisfaction is addressed as a strategic business development tool. Employee satisfaction does have a positive effect on an organization's profitability, satisfied employees form the foundation of any successful business as employee satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. Satisfied employees are most likely to share their experiences with other people to the order of perhaps five or six people. Equally well, dissatisfied employees are more likely to tell another ten people of their unfortunate experience. The challenge for organizations is to implement and secure a standardized employee satisfaction process across their class of markets and geographic markets (countries). Employee satisfaction is addressed as a strategic business development tool. Ultimately it will lead to more loyal employees and more profitable business

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