

# A Study on Employees' Job satisfaction in GDS Hyper Mart

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## Abstract

In today's world, the human resource is important parts of the organizations. How to recruit the right person for the right position is one parts of the staffing, but how to keep them happy, how to motivate them and how to cause them to be more productive is another essential parts of organizations activities. The main thing that all manages and business owner should understand about motivating the employees and making them happy and causing them to work efficiently is to be familiar with all factors of employee's job satisfaction. There are organizational factors (working environment, working hours, working relationship, working security, salary and promotion, leaving policy, insurance policy, rewards and working location) and personal factors (age, gender, qualification, skills and working experience). Each factor may cause that an employee being satisfied with his/her jobs and work happily in the organization or dis-satisfied that not only do not work efficiently but also try to leave the organization. That is why I tried to do a very specified and centric quantitative research at GDS Hyper Mart to know whether there is significant relationship between organizational and personal factors with employee's jobs satisfaction or not and to understand which factor has more impact on sales person's job satisfaction and a Hyper Mart.

**Keywords:** Employees , Job Satisfaction, Organizational Factors, Personal Factors, Productive

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## Introduction

We all know that employee's job satisfaction has a key role in organizational performance. In today's world it is saying that if you want to satisfy the customers, first you should have satisfied employees. As some research showed that more satisfied employees you has the more chance will be there to perform the entire task effectively and efficiently. That is why it is necessary for all companies to focus on their employees and pave the way to make them happy and cause them to enjoy from what they are doing.

There are many factors that affect the employee's job satisfaction. Organizational factors like working environment, working hours, working relationships, working security, salary and promotion, leaving policy, insurance policy, reward and working location and personal factors like age, gender, qualification and skills and working experience.

The level of satisfaction may vary in different sectors. The factors will work in educational sectors to make the employees happy will not work in mining sectors. So, according to each sector and nature of the work, the companies and top level managers should focus to consider the factors that make the employees happier.

By considering the above factors, I have done a research in GDS Hyper Mart to understand which factors has more impact to make the employees happy and engage to the daily activities. There are about 200 employees and I have selected 50 of them on randomly bases, gave them the questionnaires and according the analyzing the questionnaire found that many factors influence the performance of employees and motivate them to work better.

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The details that which factor has more impact on GDS Hyper Mart are explained in the following parts of this paper.

### Problem statement

In contemporary era, employees can be the capital (Human Capital). Their knowledge, skills and experience help any company to perform the task effectively and efficiently. But this is the question that how to motivate them and how to cause them to work happily at the company. One thing can help us. That is job satisfaction. It means there are many factors that cause to make the employees happier and create a joyful work environment. As it is clear the more the employees feel happier at company the more they will be encouraged to work better.

Experience showed the happier people are the more productive one. In most of the organization the performances of employees depend on employees' feeling about their job. So, it is needed to study about factors affecting employee's job satisfaction and to understand how to increase the level of employee's job satisfaction and how to make the employees happier.

That is why I selected GDS Hyper Mart to do my research and find out which factors causes to make the employees of the GDS happier and which factors make them not satisfied. According to result of this research we will be able to set our own strategies and policies to make the employees happier and create an enjoyment work environment.

### Objectives of the Study

This research is focusing to achieve these objectives:

- [1]. To identify and understand the factors that affect positively on employees performance at GDS Hyper Mart
- [2]. To measure the level of Employee's Job Satisfaction at GDS Hyper Mart
- [3]. To help GDS leadership for creating enjoyment work environment for all their employees.
- [4]. To measure all the factors that effect on employees' job satisfaction in GDS.

### Conceptual frame work and development of Hypothesis

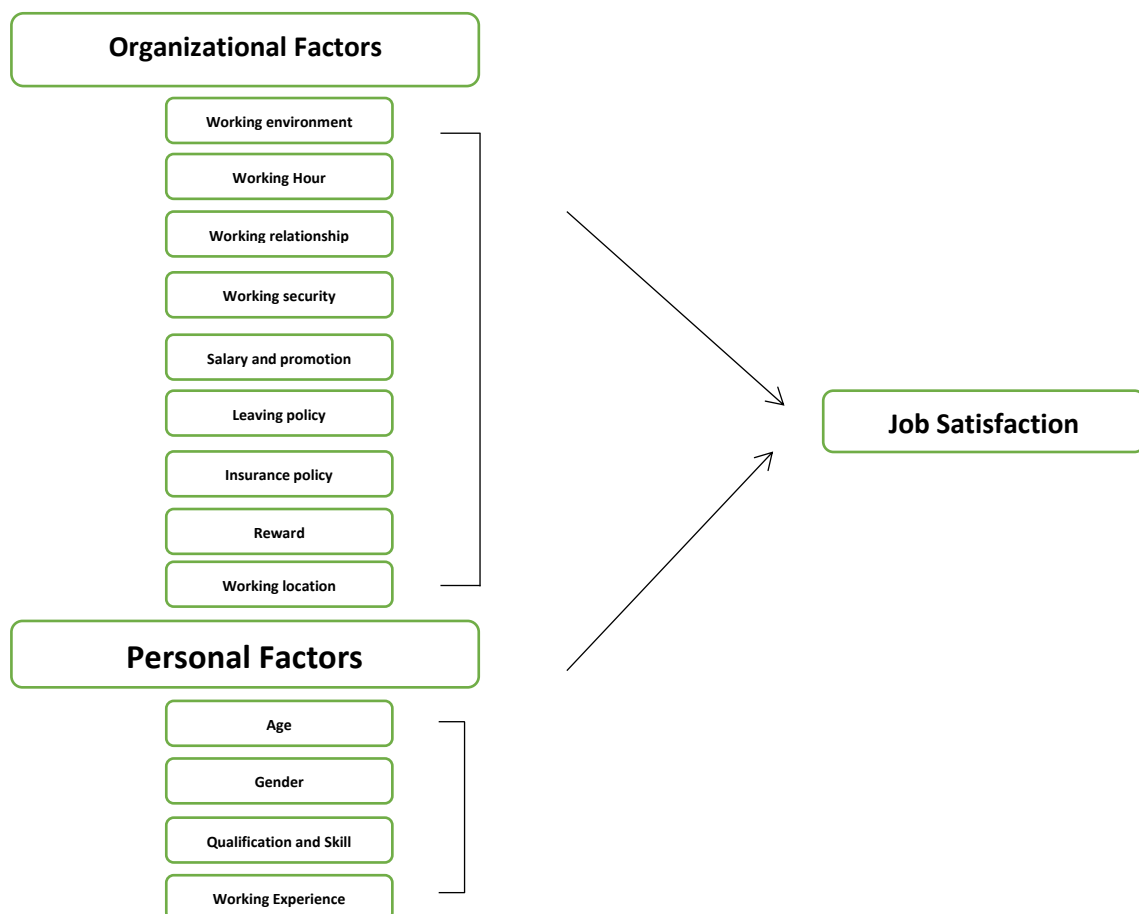


Fig 1: Conceptual Framework

### **Hypothesis**

Hypothesis 0: Between personal factors and GDS Employees Job satisfaction, there is not any meaningful relationship.

Hypothesis 1: Between personal factors and GDS Employees Job satisfaction, there is any meaningful relationship.

Hypothesis 0: Between organizational factors and GDS Employees Job satisfaction, there is not any meaningful relationship.

Hypothesis 1: Between organizational factors and GDS Employees Job satisfaction, there is any meaningful relationship.

### **Research Methodology**

**Data collection:** For this research two types of data are used. Primary data that is collected by questionnaires, direct observation and interview that is conducted with 50 employees at GDS Hyper Mart and Secondary data that is collected from some books, journals, GDS Hyper Mar website, Calicut University website.

**Research approach:** Survey method is the best approach for such types of research. By survey we can easily collect the data and information that is needed to achieve our objectives.

### **Literature review**

Though there is not any exact research about employee's jobs satisfaction in GDS Hyper Mart, but there are some similar research that are as follow:

The earliest studies on "Employee's Job Satisfaction" tried to identify and analyze the levels of employee's happiness and enjoyment among different organizations. I found some research papers titled under the name of "employee's job satisfaction" in library of DCMS and some published studies in internet. The results of those studies are as follow:

According to the Locke, 1969, it is long times that organizations can measure the levels of employee's job satisfactions and to make a better work environment. Up to 1950, the level of job satisfaction was measured by percentages of fulfilling the needs and expectations of the employees. It means the more we can fulfill the needs and expectations of the employees the more happy and satisfied employees we may have. According to this concept they considered that work environment also has positive impact on satisfactions of employees.

A research conducted by Shaju. M and Subhashini, D in 2017, explains that many factors can affect the level of employee's job satisfaction. According to their evaluation the employees job satisfaction has is correlated with the job performance at many employees groups of Automobile industry.

They found that personal factors like experience and skills has also positive impact in employee's job satisfaction. The employees who had more experience in their field were more satisfied in their jobs than the others who newly joined to Automobile industries in Punjab.

### **Research Analysis**

#### **Total average of Job satisfaction in GDS Hypermart:**

As we now there are many factors to employee's job satisfaction of an organization. Here in GDS the result of data analysis shows the percentage of satisfaction in many areas. Totally I found out the average of job satisfaction as below:

*Table 1: The average percentage of overall job satisfaction in GDS*

Factors	Completely Satisfied	Satisfied	No Idea	Dissatisfied	Completely unsatisfied	Total
Job satisfaction on Welfare	6%	68%	22%	4%	0%	100%
Job Satisfaction on Working Environment	4%	74%	14%	8%	0%	100%
Job satisfaction on Working location	16%	64%	12%	8%	0	100%
Job satisfaction on Working hour	6%	52%	24%	12%	6%	100%
Job satisfaction on Salary and Promotion	10%	42%	28%	14%	6%	100%
Job satisfaction on Working relationship	20%	50%	20%	8%	2%	100%
Job satisfaction on Job security	14%	64%	10%	12%	0%	100%
Job satisfaction on Leave policy	14%	44%	20%	16%	6%	100%
Job satisfaction on Insurance Policy	16%	52%	14%	16%	2%	100%
<b>Average level of employees job satisfaction at GDS Hyper Mart</b>	<b>12%</b>	<b>57%</b>	<b>18%</b>	<b>11%</b>	<b>2%</b>	<b>100%</b>

The above table is showing the average of key factors that affect employee’s job satisfaction at GDS Hyper Mart.

It shows that 12% of Employee strongly satisfied with their jobs, 57% satisfied, 18% Neutral, 11% dissatisfied and 2% strongly dissatisfied with their jobs.

As a result we can say that 12%+57% =69% of the Employees are satisfied with his job.

The table shows the percentage of total average of job satisfaction at all factors that cause job satisfaction in the organization.

Based on the above table among all factors, working environment, Job security, and working location are three factors that caused GDS employees to be more satisfied with. Salary and promotion and leaving policy are the two factors that the GDS employees are not satisfied on acceptable manner. If the GDS managers and owner do not focusing on these factors, the unsatisfied employees not only are not working efficiently, but one day may leave the organization.

*Table 2: Frequencies of overall job satisfaction in GDS*

	Frequency	Percent	Cumulative Percent
Completely Satisfied	6	12.0	12.0
Satisfied	29	58.0	70.0
No Idea	9	18.0	88.0
Dissatisfied	5	10.0	98.0
Completely Dissatisfied	1	2.0	100.0
Total	50	100.0	

Source of Data: Questionnaire

Following chart shows totally the percentage of jobs satisfaction in GDS Hyper Mart

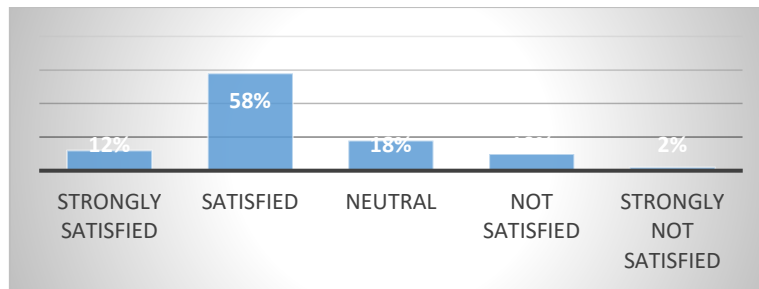


Fig 2: Average percentage of overall job satisfaction in GDS

### Limitation of the Study

- The primary data collection is a little bit difficult, no one will fill the questionnaires patiently.
- Language Barriers, some local employees are not able to fill the questionnaires in English format.

### Conclusion

It is found that many factors have positive and negative impacts on employees' job Satisfaction at GDS Hyper Mart.

The analysis of the data shows that most of the employees at GDS Hyper Mart is satisfied from their jobs. It means that the GDS leadership provide the ideal work environment for their employees.

The employees were divided to two parts (Low level of employees and Medium level of employees), but the final results shows that 12% of the respondents are completely satisfied with their works, 57% of respondents are satisfied, 18% had no idea, 11% were dissatisfied and 2% were completely dissatisfied with their jobs at GDG Hyper Mart.

The result shows that this factors (working environment, working hours, working relationships, working security, salary and promotion, leaving policy, insurance policy, reward and working location, age, gender, qualification and skills and working experience) can affect the level of job satisfaction at any company. If any company provide the ideal work environment for their employees, they can happily work for the organization and help them to achieve the organizational easily. But if the employees are not happy at work, not only they are not productive, but also they are thinking about leaving the company.

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### Conflict of Interest

The author declares no conflicts of interest. This study was conducted without any financial or institutional support, and there are no personal or professional relationships that could have influenced the research outcomes.

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