

A STUDY ON JOB SATISFACTION AND EMPLOYEE LOYALTY

AUTHOR : Dr L. MADAN MOHAN

ASSOCIATE PROFESSOR

VISHWA VISHWANI SCHOOL OF BUSINESS

BOSTON HOUSE, HYDERABAD, TELANAGANA, INDIA.

Abstract:

This study examines the relationship between job satisfaction and employee loyalty within an organizational context. Through a comprehensive literature review and empirical analysis, the research aims to elucidate the impact of job satisfaction on employee loyalty and explore the factors that contribute to both constructs. Data will be collected through surveys and analyzed using statistical methods. The findings will shed light on the significance of fostering job satisfaction to enhance employee loyalty, ultimately aiding organizations in developing strategies to retain and engage their workforce effectively.

Keywords: Job satisfaction, employee loyalty, survey, organizational commitment, factors influencing employee loyalty.

INTRODUCTION

The modern business landscape places a strong emphasis on employee satisfaction and loyalty as key indicators of organizational success. Job satisfaction, a multifaceted construct encompassing an individual's contentment with various aspects of their work, has been widely acknowledged as a crucial factor in influencing an employee's commitment and loyalty to their organization. In an era of increasing talent mobility and competitive labor markets, organizations are recognizing the significance of understanding the intricate interplay between job satisfaction and employee loyalty. This study aims to delve into this relationship, investigating how levels of job satisfaction impact employee loyalty and exploring the underlying mechanisms that foster or hinder such loyalty. By

exploring these dynamics, this research seeks to offer valuable insights for businesses to cultivate a motivated and dedicated workforce, thus contributing to enhanced organizational performance and longevity.

NEED OF THE STUDY:

- The study helps the organization to understand the factors that influence job satisfaction with their work and their commitment towards the organization.
- The purpose of the study is to identify Employee Loyalty.

SCOPE OF THE STUDY:

- The study is confined to Employee Loyalty and Job Satisfaction.

OBJECTIVES OF THE STUDY:

- To know the factors influencing job satisfaction.
- To study employee loyalty.
- To study the relationship between Job Satisfaction and employee loyalty.

RESEARCH METHODOLOGY:

SOURCES OF DATA

The research is based on both primary and secondary data.

PRIMARY DATA:

Primary data is collected through a structured questionnaire

SECONDARY DATA:

Secondary is collected from the company website, Articles, Journals.

TOOLS AND TECHNIQUES:

Tools

- 1) Pie charts
- 2) Bar graphs
- 3) Tables

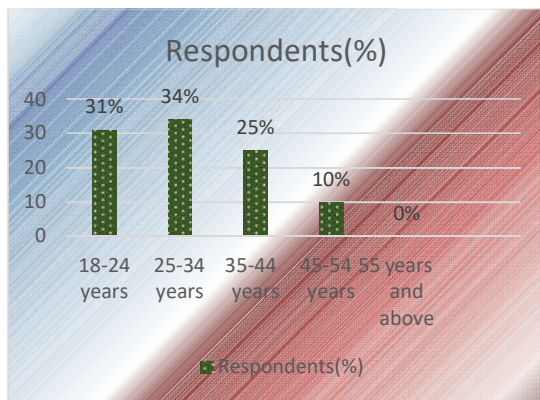
Techniques

- 1) Likert scale

DATA ANALYSIS AND INTERPRETATION

1. AGE ANALYSIS

Age	No. of Respondents	Respondents (%)
18-24 years	28	31%
25-34 years	30	34%
35-44 years	22	25%
45-54 years	10	10%
55 years and above	0	0%
Total	90	100%

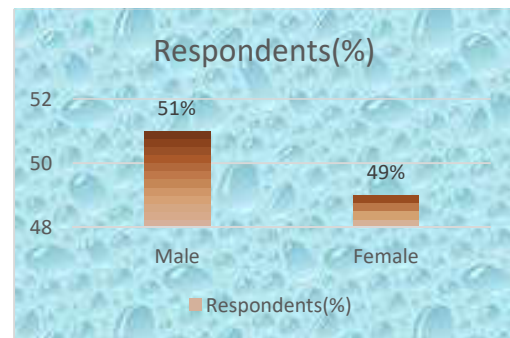


INTERPRETATION:

From the above table, it is clear that 31% of the respondents are between the age group of 18-24 years. So, it is clearly stated that the age group 18-24 years youngsters are working in the company. 34% of the respondents are between the age group of 25-34 years and 25% of the respondents are between the age group of 35-44 years and also 10% of the respondents are between the age group of 45-54 years.

2. GENDER ANALYSIS

Gender	No. of Respondents	Respondents (%)
Male	46	51%
Female	44	49%
Total	90	100%

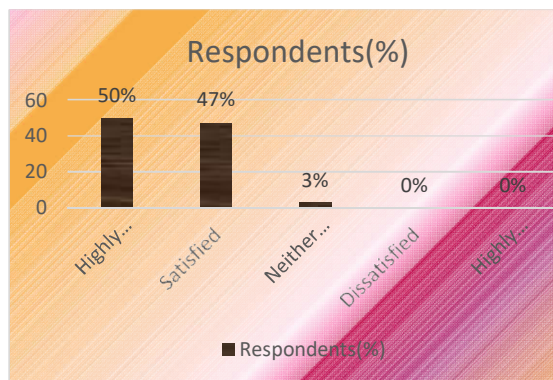


INTERPRETATION:

From the above table, it is clearly stated that 51% of the respondents are male employees and 49% of the respondents are female employees.

3.Satisfaction level with the Pay and benefits

Satisfaction level	No. of Respondents	Respondents (%)
Highly Satisfied	45	50%
Satisfied	42	47%
Neither satisfied nor dissatisfied	3	3%
Dissatisfied	0	0%
Highly dissatisfied	0	0%
Total	90	100%

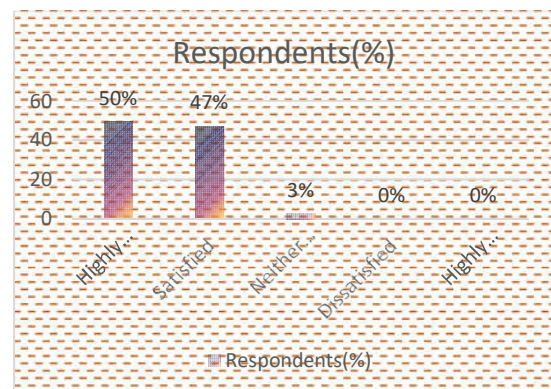


INTERPRETATION:

From the above graph, it is clearly stated that 50% of the respondents are highly satisfied with their present pay and benefits, 47% of the respondents are satisfied, and the remaining 3% of the respondents are neither satisfied nor dissatisfied.

4. Satisfaction level with the Training and development programs

Satisfaction level	No. of Respondents	Respondents (%)
Highly Satisfied	45	50%
Satisfied	42	47%
Neither satisfied nor dissatisfied	3	3%
Dissatisfied	0	0%
Highly dissatisfied	0	0%
Total	90	100%

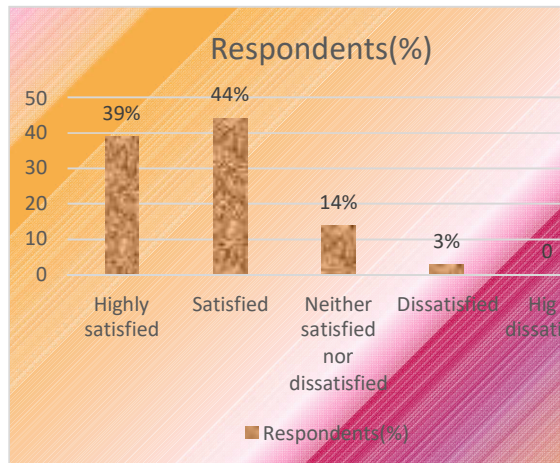


INTERPRETATION:

From the above graph, it is clearly stated that 50% of the respondents are highly satisfied with the training and development programs conducted by the company, 47% of the respondents are satisfied, and the remaining 3% of the respondents are neither satisfied nor dissatisfied.

5. Satisfaction level with their Job profile

Satisfaction level	No. of Respondents	Respondents (%)
Highly Satisfied	35	39%
Satisfied	40	44%
Neither satisfied nor dissatisfied	12	14%
Dissatisfied	3	3%
Highly dissatisfied	0	0%
Total	90	100%



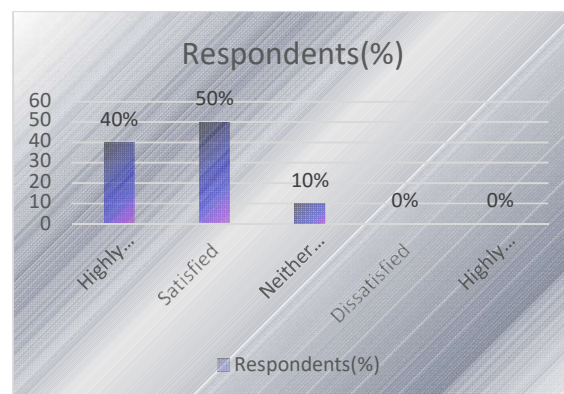
INTERPRETATION:

From the above graph, it is clearly stated that 39% of the respondents are highly satisfied with their Job profile, 44% of the respondents are satisfied, 14% of the respondents are Neither satisfied nor

dissatisfied, and 3% of the respondents are dissatisfied.

6. Satisfaction level of resources and support available to you to do your job efficiently

Satisfaction level	No. of Respondents	Respondents (%)
Highly Satisfied	36	40%
Satisfied	44	50%
Neither satisfied nor dissatisfied	10	10%
Dissatisfied	0	0%
Highly dissatisfied	0	0%
Total	90	100%

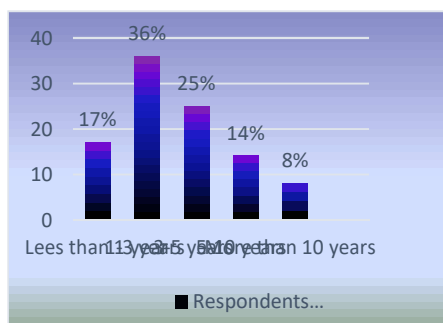


INTERPRETATION:

From the above graph, it is clearly stated that 40% of the respondents are highly satisfied with their resources to do their job efficiently, 50% of the respondents are satisfied, and the remaining 10% of the respondents are Neither satisfied nor dissatisfied.

7. Work Experience

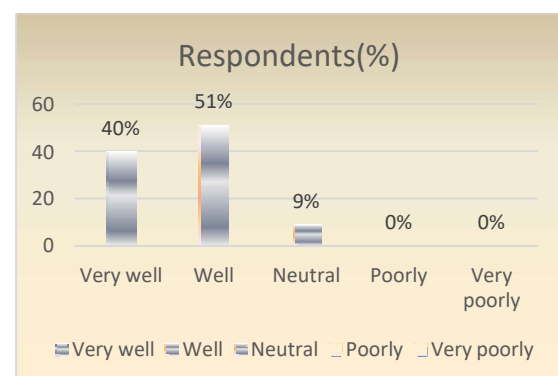
Particulars	No. of Respondents	Respondents (%)
Less than 1 year	15	17%
1-3 years	32	36%
3-5 years	23	25%
5-10 years	13	14%
More than 10 years	7	8%
Total	90	100%

**INTERPRETATION:**

From the above graph, it is clearly stated that 17% of the respondents are working less than 1 year in the company. 36% of the respondents having work experience 1-3 years, 25% of the respondents having work experience 3-5 years, and 14% of the respondents having 5-10 years of work experience and the remaining 8% of the respondents having more than 10 years of work experience.

8. Company communicate its goals and objectives

Very well	36	40%
Well	46	51%
Neutral	8	9%
Poorly	0	0%
Very poorly	0	0%
Total	90	100%

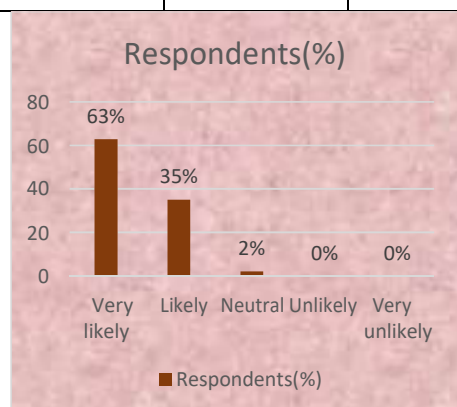
**INTERPRETATION:**

From the above graph, it is clear that 40% of the respondents are very well with their organizational goals and objectives, 51%

of the respondents are well, and the remaining 9% of the respondents are neutral.

9. Continue in the organization next 5 years

Particulars	No. of Respondents	Respondents (%)
Very likely	57	63%
Likely	31	35%
Neutral	2	2%
Unlikely	0	0%
Very unlikely	0	0%
Total	90	100%

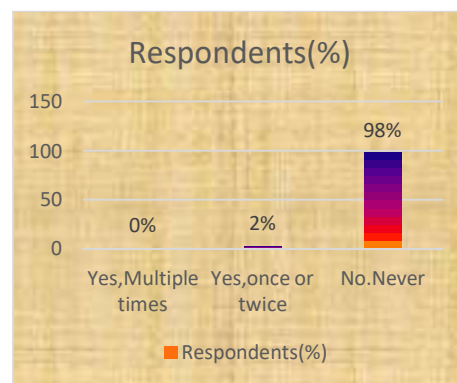


INTERPRETATION:

From the above graph, it is clear that 63% of the respondents are very likely to continue in the company next 5 years, 35% of respondents are likely, and the remaining 2% of the respondents are neutral.

10. Change for any other better opportunity

Particulars	No. of respondents	Respondents (%)
Yes, Multiple times	0	0%
Yes, once or twice	2	2%
No, never	88	98%
Total	90	100%



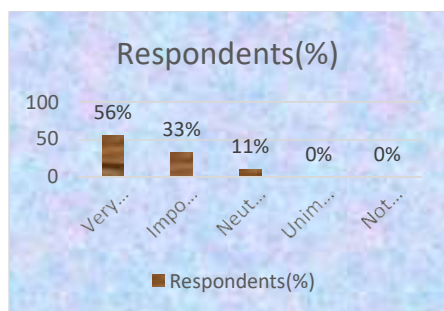
INTERPRETATION:

From the above graph, it is clear that 2% of the respondents left the organization for another better opportunity for once or twice, 98% of the respondents are never the organization for another better opportunity.

11. Importance of job satisfaction

Particulars	No. of Respondents	Respondents (%)
Very	50	56%

important		
Important	30	33%
Neutral	10	11%
Unimportant	0	0%
Not at all important	0	0%
Total	90	100%



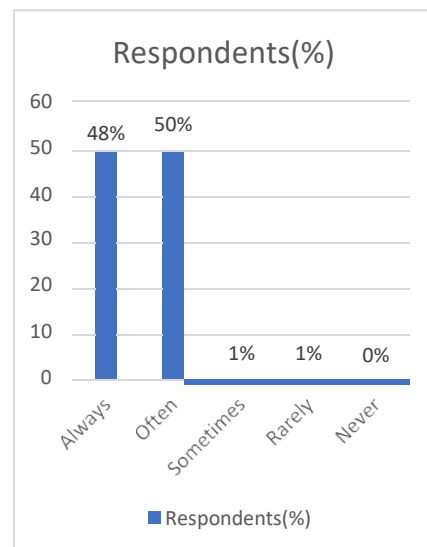
INTERPRETATION:

From the above graph, it is clear that 56% of the respondents have chosen job satisfaction as very important, 33% of the respondents have chosen job satisfaction as important, and the remaining 11% of respondents have chosen neutral.

12. Feel motivated to go above and beyond in your job

Particulars	No. of Respondents	Respondents (%)
Always	43	48%
Often	45	50%

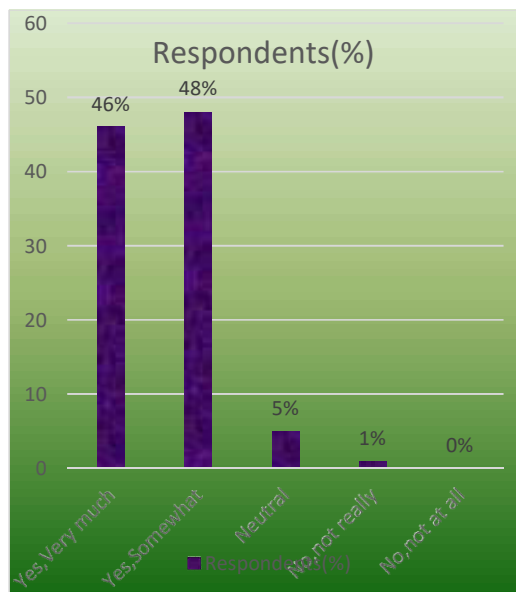
Sometimes	1	1%
Rarely	1	1%
Never	0	0%
Total	90	100%



INTERPRETATION:

From the above graph, it is clear that, 48% of the respondents are always motivated above and beyond in their job, 50% of respondents are often, 1% of the respondents are sometimes, 1% of the respondents are rarely.

13. Current organization make an effort to improve job satisfaction for its employees



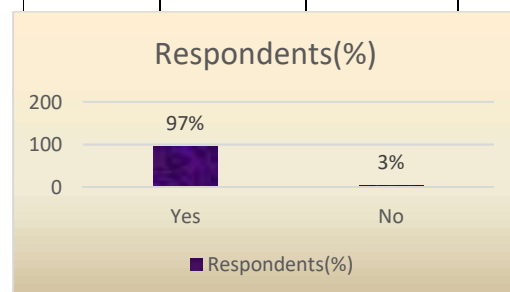
INTERPRETATION:

From the above graph, it is clear that 46% of the respondents are chosen yes, very much for their current organization make an effort to improve job satisfaction to their employees, 48% of respondents are chosen yes, somewhat, 5% of the respondents are chosen neutral, 1% of the respondents chosen no, not really.

14. Feel loyalty towards your organization

Particulars	No. of respondents	Respondents (%)
Yes	87	97%
No	3	3%
Total	90	100%

Particulars	No. of respondents	Respondents (%)
Yes, very much	41	46%
Yes, somewhat	43	48%
Neutral	5	5%
No, not really	1	1%
No, not at all	0	0%
Total	90	100%

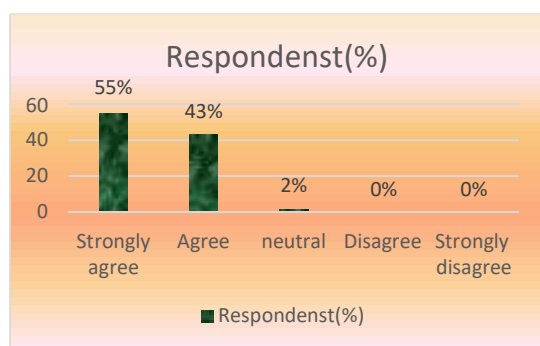


INTERPRETATION:

From the above graph, it is clear that 97% of the respondents says yes, I feel loyalty towards my organization and the remaining only 3% of the respondents says no.

15. I am proud to be associated with my organization and its values

Particulars	No. of respondents	Respondents (%)
Strongly agree	49	55%
Agree	39	43%
Neutral	2	2%
Disagree	0	0%
Strongly disagree	0	0%
Total	90	100%



INTERPRETATION:

From the above graph it is clear that, 55% of the respondents are Strongly agree with the statement “I am proud to be associated with my organization and its values”, 43% of the respondents are agree and the remaining 2% of the respondents are neutral.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS:

- 31% of the respondents are between the age group of 18-24 years. So, it is clearly stated that the age group 18-24 years youngsters are working in the company. 34% of the respondents are between the age group of 25-34 years.
- 51% of the respondents are male employees and 49% of the respondents are female employees.
- 50% of the respondents are highly satisfied with their present pay and benefits, and 47% of the respondents are satisfied
- 50% of the respondents are highly satisfied with the training and development programs conducted by the company, and 47% of the respondents are satisfied.
- 39% of the respondents are highly satisfied with their Job profile, and 44% of the respondents are satisfied.
- 40% of the respondents are highly satisfied with their resources to do their job efficiently, and 50% of the respondents are satisfied.
- 17% of the respondents are working less than 1 year in the company. 36% of the respondents have work experience of 1-3 years,

25% of the respondents have work experience 3-5 years.

- 40% of the respondents are very well with their organizational goals and objectives, 51% of the respondents are well.
- 2% of the respondents left the organization for another better opportunity for once or twice, 98% of the respondents are never the organization for another better opportunity.
- 63% of the respondents are very likely to continue in the company next 5 years, 35% of respondents are likely.
- 56% of the respondents have chosen job satisfaction as very important, 33% of the respondents have chosen job satisfaction as important.
- 48% of the respondents are always motivated above and beyond in their job, 50% of respondents are often.
- 46% of the respondents are chosen yes, very much for their current organization make an effort to improve job satisfaction to their employees, 48% of respondents are chosen yes, somewhat.
- 97% of the respondents says yes, I feel loyalty towards my

organization and the remaining only 3% of the respondents says no.

- 55% of the respondents are Strongly agree with the statement "I am proud to be associated with my organization and its values", 43% of the respondents are agree and the remaining 2% of the respondents are neutral.

SUGGESTIONS

- ❖ Employees can be more satisfied by recognizing them.
- ❖ The work environment can be more supportive and it can be more productive when the employees are satisfied.

CONCLUSION

- The study concluded that job satisfaction and employee loyalty revealed several key findings. Overall, the employees demonstrated a high level of job satisfaction, which positively correlated with their loyalty towards the company. The factors contributing to job satisfaction included a competitive salary structure, opportunities for career growth, a supportive work

environment, and recognition for their contributions.

PREFERENCES:

- Employee Loyalty and Its Impact
On Firm Growth
Slovenia Bostjan Antoncic,
University of Primorska,Slovenia.
- Job satisfaction and employee
loyalty: a study of working
professionals in Noida NCR
Manish Sharma Department of
Business Administration, St'Xavier
College, Jaipur, India.
- The Effect of Job Satisfaction and
Employee loyalty On Employee
Performance
Heru Kuncorowati, Heru Noor
Rokhmawati, Lalu Supardin.