

JOB SATISFACTION OF DISTRICT CO-OPERATIVE BANK EMPLOYEES – An Empirical Evaluation of the District Cooperative Bank of East Godavari

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Abstract- Job satisfaction is one of the major elements that have brought to the awareness of administrators and researchers in the organization. Different studies were carried out to determine the variables that impact job satisfaction and the way that it impacts organizational efficiency. Although there is no definitive proof that job satisfaction specifically impacts efficiency since productivity relies on so many factors, managers are also mainly concerned about job satisfaction. Jobs happiness is an individual's mental sense of favorableness. Job satisfaction also affects employees' general lives because a satisfied employee is a motivated and loyal person. A highly contented worker provides greater emotional and physical support. The study tries to evaluate how human resource factors affect the satisfaction level of employees in district cooperative bank of East Godavari district. It assesses how far welfare and financial factors motivate the employees in the company. The study also attempts to analyze the opinion of employees towards the working life in the company.

Keywords –Job Satisfaction, organizational efficiency, and productivity

I. INTRODUCTION

Job satisfaction is one of the key challenge's administrators face today in handling their employees. In their study, several studies have shown the great influence of workplace satisfaction on employee engagement, while the motivation level influences efficiency and thus the overall success of company organisations. Employees are a crucial resource for all organisations, particularly since they are a big expenditure in location, recruitment and training and not to mention wages, health care policies, incentives etc. The governance of several companies, depending on their company strategy, establishes training courses, reward systems, performance evaluations and job processes. These strategies are typically intended to grow trustworthy personnel and this translates to a longer term. The more time an employee works for an organisation, the more precious it is.

Job Satisfaction:

The term Job satisfaction was brought to limelight by Hoppock (1935). Hoppock described 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 happiness simply refers to the feeling of an individual to work, which serves as an incentive to work. Job contentment is a person's sense of his/her job. There can be a particular aspect affecting it. The satisfaction of jobs is determined by a variety of factors, including purpose of job, pay, and prospects for advancement, managers, work groups and working conditions. Job happiness is a mixture of positive or bad emotions for staff. In the meantime, an employee who is working in a company takes with him the needs, expectations and experiences he has refused. Job happiness reflects the degree of which actual prizes meet standards. The happiness of the employer is directly related to the actions of the employee. Employment happiness is an output and success of the workforce. It is considered to be related directly to competitiveness and personal wellbeing. Work happiness includes doing a job you like, doing it well, and being praised for your efforts. Furthermore, job fulfilment means excitement and pleasure in our jobs. Working happiness is the main component contributing to the acknowledgment, revenue, promotion and accomplishment of other objectives (Kaliski, 2007). Job satisfaction can be defined as an employee's amount of reward from their employment, especially because of their motivation. (Statt, 2004). Satisfaction with jobs refers to people's perceptions and emotions towards their job. Strong and favourable working habits demonstrate happiness at work. Negative and unfavourable attitudes towards the job indicate job dissatisfaction (Armstrong, 2006). Job satisfaction is a series of people's thoughts and opinions about their new job. People's satisfaction levels can vary from intense satisfaction to extreme unfulfillments. Besides having attitudes towards their work in general. Individuals may also take a stance on different aspects of their employment, such as jobs, co-workers, managers or

assistants and their compensation (George et al., 2008). Job satisfaction is a dynamic and complex term that could mean multiple things for various individuals. Job satisfaction is generally related, but the essence is not clear. (Mullins, 2005).

II.LITERATURE REVIEW

Abeer Imam, et al., (2014) aimed in their study to find the way of Job Satisfaction impact and influence Organizational Commitment. The aim of this research was to examine empirically the effects of job satisfaction on the corporate engagement of employees in the banking sector in Punjab, Pakistan. The interviewees were chosen via a convenience sample. This research used sampling conveniences to pick respondents from Pakistan's banking industry. Both males and females' employees of different banks in Dera Ghazi Khan, Okara and Lahore were selected. The statistical techniques like cronbach's Alpha, descriptive test, correlation analysis and regression analyses were applied for analysis. The study indicates that the association between job satisfaction and organizational engagement was important. The study found that job satisfaction of workers in the bank sector has a substantial positive influence on corporate engagement.

Yoganandan and Sathya, (2015) examined in their research that the employees' job satisfaction in State Bank of India in Namakkal district. The focus of this paper was to study employee satisfaction with working conditions, to find the degree of satisfaction, to detect an overall employee relationship with colleagues, management and employees and to recommend that the level of employee satisfaction should be improved. This analysis revealed a sample size of 139 employees from Namakkal district's SBI India and picked respondents based on the simple random sampling methodology. Simple percentage analysis and Chi-square analysis were applied for analyse the collected data. It has been noticed that most men employed in SBI in the district of Namakkal are not happy with their salaries. The study also showed that workers are well acquainted with their employees and high-level executives. It has been noticed that most men employed in SBI in the district of Namakkal are not happy with their salaries. The study also showed that workers are well acquainted with their employees and high-level executives.

Adikaram and Lakmini V.K. Jayatilake, (2016) intended to examine employees experience of the work life balance linkage in private commercial banks in Sri Lanka. The main purpose of this analysis was to decide the balance of jobs among employees of private commercial banks in Sri Lanka. The specific goal was to evaluate the factors impacting work-life balance and job satisfaction for employees. Among the employees of various commercial banks, the survey 150 respondents were chosen. The statistical techniques such as correlation and regression data were analyzed using SPSS. The study analysed the balance of work life on satisfaction at work through five work hour causes, working hours, work pressure, career improvement and WLB programmes, without taking account of the number of demographic and technical variables. The results have found that equilibrium in work life in the commercial private sector banks of Sri Lanka has an important effect on employee happiness.

Thangaswamy, (2016) analysed in the research on job satisfaction of bank employees to State Bank of India, Kanyakumari District. The key aim of the analysis was the assessment of bank employees' work satisfaction. A pre-structured questionnaire was used by the researchers to gather primary data on workers who work at the State Bank of India. The research required a straightforward percentage analysis. Analysis of job satisfactoriness frequency by means of mathematical instruments such as mean and standard deviation has also helped to examine task satisfaction further. The survey showed that most workers have the highest degree of work satisfaction. Furthermore the majority of the State Bank of India officers were moderately satisfied with the workplace and most of the clerical staff were moderately satisfied with the jobs. Furthermore, most sub-employees had a lower degree of happiness than the officers and clerics.

Prerana, (2017) investigated that the factors that affect the happiness of the employees in a Delhi public sector corporation. The goal was to define the factors that influence the happiness of employees in the Indian public sector organisation. In the report, 30 workers were chosen from a leading public bank. To analysis the collected data, exploratory factor analysis was conducted. Principal component analysis was performed for the calculation of the underlying systems of the 20 work fulfilling objects by Varimax rotation and Kaiser normalization. The findings have been found to increase the satisfaction of employees by work stability and supervisory assistance, gratitude and salary, engagement in employment and autonomy, career development, empowerment and job enhancement.

Junumoni Das and Jain (2018) identified the factors that play an important role in the overall work satisfaction of private-sector banks in Guwahati. The analysis aims to assess employee satisfaction in different banks in Guwahati by comparative analyses between high-ranking private sector banks and some other low-ranking banks. Data is evaluated using mathematical definitions, factor analysis and the Pearson correlation. From the analyses, the degree of satisfaction discrepancies between Guwahati's different private sector banks were noticed. YES Bank employees were found to be very happy. Following were HDFC. Yet banks such as ICICI, AXIS and INDUSIND are reasonably

happy. It may thus be inferred that a bank may hold the highest position, while the happiness of its workers in the workplace does not be equivalent.

Jisha and Veerakumaran (2019) in their study focused on public and private sector bank workers job satisfaction after the digitalization in the banking sector. While it was known as an individual, digitization and job satisfaction had become somewhat different. However, since digitization in the financial industry, there has been a high association between digitalization and job satisfaction. A central banking interface was developed for digitalization in the banking industry and the digitalization boundary has since been broadened. This research seeks to examine the fulfilment of the employees after digitization of the banking sector. After digitization, the banking manual transfers were minimized and a cable between banks and customers was made intangible. This research covered banks in the Kerala public and private sectors. Public sector SBI is carefully chosen, and private sector Federal Bank was selected. The samples of the analysis contained a total of 544 workers. The learning is facilitated by the use of a questionnaire on primary information. The composed primary data was examined with the help of MS Excel and SPSS 25th version. The findings of the analysis were that workers in the private sector of the banks were more pleased with digitalization of the banking sector than the employees in the public sector.

III. OBJECTIVES OF THE STUDY

- To find out the various factors underlying Job satisfaction
- To study the impact of management related aspects on job satisfaction of employees in district cooperative bank, East Godavari region.
- To study the impact of interpersonal related aspects on job satisfaction of employees in district cooperative bank, East Godavari region.

IV. HYPOTHESIS OF THE STUDY

The following hypothesis were formulated to find the significance of the study.

Null Hypothesis (H_{0A}): There is no significant impact of management related aspects and job satisfaction on employees of district cooperative bank of East Godavari district.

Null Hypothesis (H_{0B}): There is no significant impact of interpersonal related aspects and job satisfaction on employees of district cooperative bank of East Godavari district.

Alternative Hypothesis (H_{1A}): There is a significant impact of management related aspects and job satisfaction on employees of district cooperative bank of East Godavari district.

Alternative Hypothesis (H_{1B}): There is a significant impact of interpersonal related aspects and job satisfaction on employees of district cooperative bank of East Godavari district.

V. RESEARCH METHODOLOGY

Data Collection and Measurement Scale:

The study was based on bank employees of district cooperative banks located in East Godavari district. The main purpose of the study was to see the job satisfaction of employees working in the banks. For this purpose, data was collected from the bank employees. The research was based on primary data. The instrument for data collection was a self-designed questionnaire which was administered personally to the employees working in banks to collect data. The questionnaire was based on 5-point (Likert) scale ranging from 1= Strongly Disagree to 5= strongly agree. In this study, Judgmental (non-probability) sampling technique was used. A sample of 100 employees was selected for the purpose of this study.

Data Analysis and Interpretation Statistical Software SPSS version 22 has been used for data analysis. Cronbach's alpha was used to measure their liability of the measurement scale. Factor analysis was used to find out the factors underlying Job satisfaction.

VI. RESULTS OF THE STUDY

After studying the data of 100 employees by applying the statistical tools following results were found:

Consistency Measure:

Consistency of all the factors in the questionnaire was checked through item to total correlation. In this correlation of every item with the total was measured and the computed value was compared with standard value. Only those factors/statements were accepted whose value was more than the standard value.

Reliability Measure:

The data validity and reliability is calculated using Cronbach's alpha test. The values are very satisfactory to conduct data analysis.

Table 1.0: Cronbach's Alpha Values

| S No | Variables | Cronbach's Alpha |
|------|-------------------------------|------------------|
| 1 | Job Satisfaction | 0.802 |
| 2 | Management Related Aspects | 0.901 |
| 3 | Interpersonal Related Aspects | 0.841 |

Source: primary data

Hypothesis testing:

Table 2.0: showing Regression between Management related aspects and Job Satisfaction

| Model | Unstandardized Coefficients | | Standardized Coefficients | R ² | F | Sig. |
|------------------|-----------------------------|------------|---------------------------|----------------|-------|-------|
| | B | Std. Error | Beta | | | |
| (Constant) | 16.645 | 4.598 | | 0.918 | 4.982 | 0.000 |
| Job Satisfaction | 0.397 | 0.048 | 0.536 | | 5.485 | 0.000 |

Dependent Variable: Management Related aspects

Source: Primary data

The significance value of F is smaller than 0.05. Hence, Null hypothesis is rejected and conclude that there is a significant impact of management related aspects on job satisfaction. The table displays R squared 0.918 is the proportion of variation in the dependent variable explained by the independent variable in the regression model. It indicates a strong positive correlation between management related aspects and job satisfaction. The independent variable is good enough in explaining the variation in the dependent variable. The study reveals that, there is a significant relation between Management related aspects and Job satisfaction.

Table 3.0: showing Regression between Inter personal related aspects and Job Satisfaction

| Model | Unstandardized Coefficients | | Standardized Coefficients | R ² | F | Sig. |
|------------------|-----------------------------|------------|---------------------------|----------------|-------|-------|
| | B | Std. Error | Beta | | | |
| (Constant) | 14.184 | 5.285 | | 0.921 | 6.127 | 0.000 |
| Job Satisfaction | 0.753 | 0.0742 | 0.749 | | 3.128 | 0.000 |

Dependent Variable: Interpersonal related aspects

Source: Primary data

The significance value of F is smaller than 0.05. Hence, Null hypothesis is rejected and conclude that there is a significant impact of interpersonal related aspects on job satisfaction. The table displays R squared 0.921 is the proportion of variation in the dependent variable explained by the independent variable in the regression model. It indicates a strong positive correlation between interpersonal related aspects and job satisfaction. The independent variable is good enough in explaining the variation in the dependent variable. The study reveals that, there is a significant relation between Interpersonal related aspects and Job satisfaction.

IV.CONCLUSION

The objectives of the study were to find out the impact of management related aspects and interpersonal related aspects on job satisfaction among bank employees. The findings of the research conclude that there is a significant impact of management related aspects on job satisfaction among district cooperative bank employees and there is a significant impact of interpersonal related aspects on job satisfaction among district cooperative bank employees. There is a high positive correlation existed between management related aspects vs. job satisfaction and interpersonal related aspects vs. job satisfaction. The reliability test shows that, the data is highly reliable.

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