

## **STRATEGIES OF ESCALATING EMPLOYEE SATISFACTION AMONG THE EMPLOYEES OF ANKUR CHEMICALS, GANDHIDHAM, GUJARAT**

**HILPESH J. VYAS<sup>1</sup>, GAJENDRA S. PATEL<sup>2</sup> & ALPESH JOSHI<sup>3</sup>**

<sup>1</sup>Research Scholar & Associate Professor, S.C.A.P. Arts College, Sadhli, Vadodara, Gujarat, India

<sup>2</sup>Research Scholar & Associate Professor, Smt. H.C. Patel (Kandari) Arts and Commerce College, Miyagam Karjan,  
Vadodara, Gujarat, India

<sup>3</sup>Assistant Professor, Department of English, Atmiya Institute of Technology & Science, Rajkot, Gujarat, India

### **ABSTRACT**

Employee satisfaction is essential to ensure higher revenues for the organization. No amount of trainings or motivation would help, unless and until individuals develop a feeling of attachment and loyalty towards their organization. Employees waste half of their time fighting with their counter parts or sorting out issues with them. Trust me; employees who are satisfied with their jobs seldom have the time to indulge in nasty office politics. They tend to ignore things and do not even have the time to crib or fight with others. Satisfied employees are the happy employees who willingly help their fellow workers and cooperate with the organization even during emergency situations. Such employees do not think of leaving their jobs during crisis but work hard together as a single unit to overcome challenges and come out of the situation as soon as possible. For them, their organization comes first, everything else later. They do not come to office just for money but because they really feel for the organization and believe in its goals and objectives. Satisfied employees also spread positive word of mouth and always stand by each other. Instead of wasting their time in gossiping and loitering around they believe in doing productive work eventually benefitting the organization. They take pride in representing their respective organizations and work hard to ensure higher revenues for the organization.

**KEYWORDS:** Employee Morale, Ensuring generating higher revenues, Increased Work Productivity, Organized Work Culture, Harmonious Interaction with Stakeholders

### **INTRODUCTION**

Employee satisfaction is of utmost importance for employees to remain happy and also deliver their level best. Satisfied employees are the ones who are extremely loyal towards their organization and stick to it even in the worst scenario. They do not work out of any compulsion but because they dream of taking their organization to a new level. Employees need to be passionate towards their work and passion comes only when employees are satisfied with their job and organization on the whole. Employee satisfaction leads to a positive ambience at the workplace. People seldom crib or complain and concentrate more on their work. The first benefit of employee satisfaction is that individuals hardly think of leaving their current jobs. Employee satisfaction in a way is essential for employee retention. Organizations need to retain deserving and talented employees for long term growth and guaranteed success. If people just leave you after being trained, trust me, your organization would be in a big mess. Agreed you can hire new individuals but no one can deny the importance of experienced professionals. It is essential for organizations to have experienced people around who can guide freshers or individuals who have just joined.

Employee attrition is one of the major problems faced by organizations. I don't think an individual who is treated well at the workplace, has ample opportunities to grow, is appreciated by his superiors, gets his salary on time ever thinks of changing his job. Retaining talented employees definitely gives your organization an edge over your competitors as they contribute more effectively than new joiners. Moreover, no new individual likes to join an organization which has a high employee attrition rate. Employees who are not satisfied with their jobs often badmouth their organization and also warn friends and acquaintances to join the same.

Satisfied employees tend to adjust more and handle pressure with ease as compared to frustrated ones. Employees who are not satisfied with their jobs would find a problem in every small thing and be too rigid. They find it extremely difficult to compromise or cope up with the changing times. On the other hand, employees who are happy with their jobs willing participate in training programs and are eager to learn new technologies, softwares which would eventually help them in their professional career. Satisfied employees accept challenges with a big smile and deliver even in the worst of circumstances.

**Data Collection Unit – Ankur Chemicals, Gandhidham**

To validate the understanding about Levels of Employee Satisfaction we selected cluster of Ankur Chemicals, Gandhidham, 100 employees were taken help of, for collecting the primary data through structured questionnaire eliciting their views and opinions. We used the Non-Probability (Convenience) Sampling in the research. The collected data is duly analysed and presented in graphical form with its interpretation.

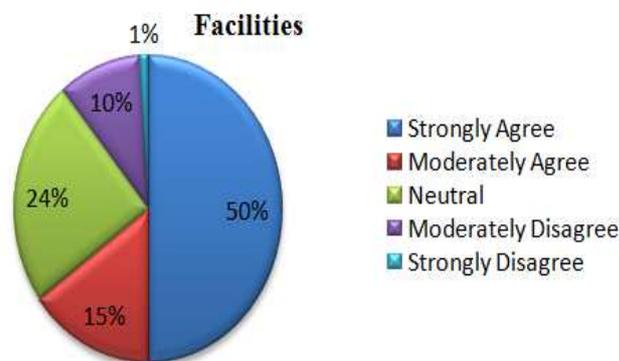
**Objectives of the Study**

The main aim of Research is to find out the truth which is hidden & which has not been empowering Employees discovered as yet. Each research study has own specific purpose. Objectives of this research are as follow:

- To study the present level of employee Job satisfaction.
- To identify reasons for Dissatisfaction among employees
- To offer the rationale suggestion augmenting the satisfaction level of the employees

**DATA ANALYSIS & INTERPRETATION**

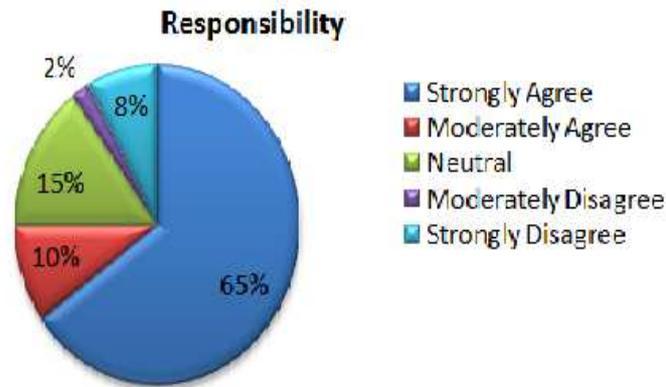
**Are you Satisfied with the Facilities Provided by the Company?**



**Figure 1**

**Analysis:** The above graph elucidates that 50% respondents are absolutely satisfied with facilities of the organization and 15% respondents have agreed to moderate reply. Only 11% respondents are not satisfied with the facilities of the organization.

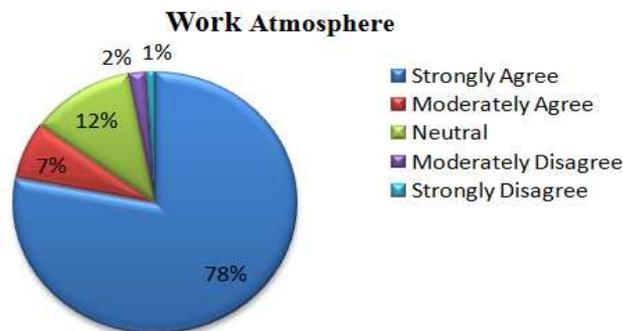
**Are you Satisfied with the Amount of Responsibility you Have in your Job?**



**Figure 2**

**Analysis:** It can be inferred that 65% of the employees strongly feel that they are quite happy with the responsibilities that they shoulder whereas only 10% respondents have given the negative answer.

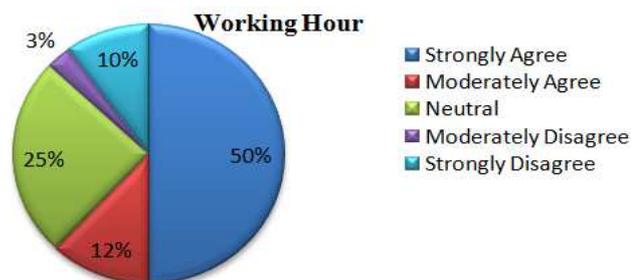
**Do you Believe that the Work Atmosphere is Friendly?**



**Figure 3**

**Analysis:** From the interpretation of the data, it can be concluded that the 78% of the employees strongly agree that they have been getting good atmosphere to work.

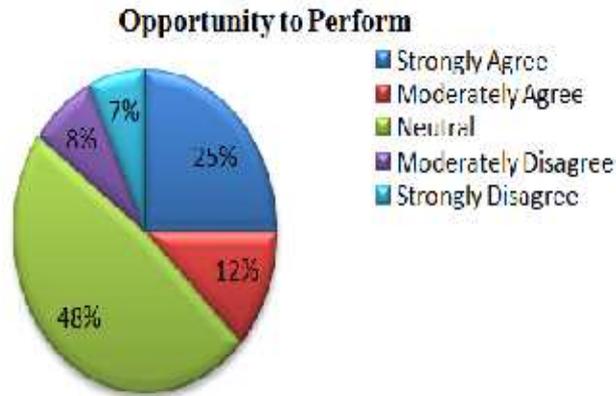
**Are you satisfied with the Working Hour Schedule?**



**Figure 4**

**Analysis:** The graphs show that 62% respondents agree with current work schedule of the company. And 25% have given their answer in neutral. Overall conclusion drifts toward the positive aspect of working hours in the organization.

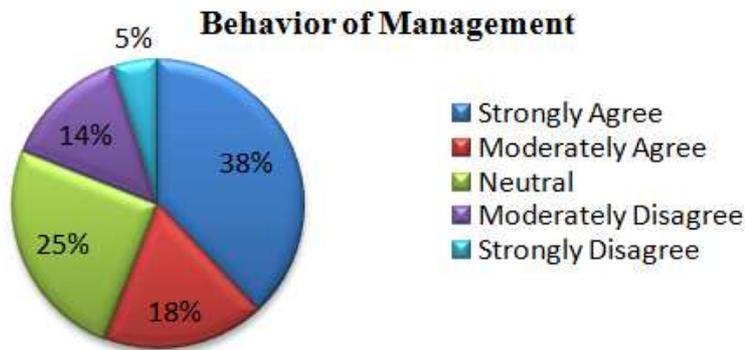
**Are you Satisfied with the Opportunity you get to Perform in Different Area?**



**Figure 5**

**Analysis:** The data reveals that only 37% respondents get the opportunity to perform in different areas while 15% have given the negative answer. Here also company can think of incorporating the views and opinions of the employees in its decision making process.

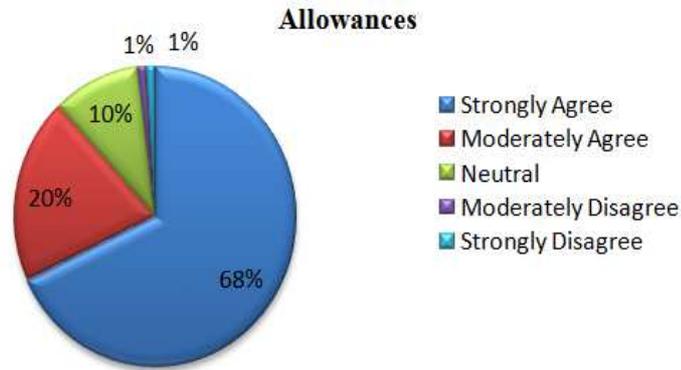
**Are you Satisfied with the Behavior of Managements toward Employee?**



**Figure 6**

**Analysis:** The graphical presentation signifies range of answers. Still 56% respondents are satisfied with the behavior of management whereas 19% respondents have given the answer in negative. This analysis also persuades the company to ponder over its behavioral pattern with employees.

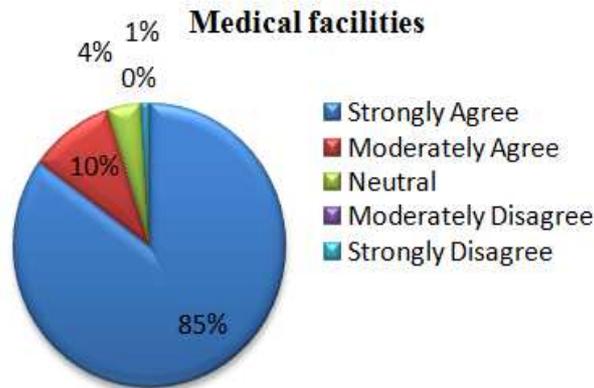
**Are you Satisfied with Various Allowances given to you by Organization?**



**Figure 7**

**Analysis:** The analyzed data in the above depiction shows that 88% employees are satisfied with the various allowances given by the organization. A few employees’ opinion also requests the company to work more on the other types of allowances.

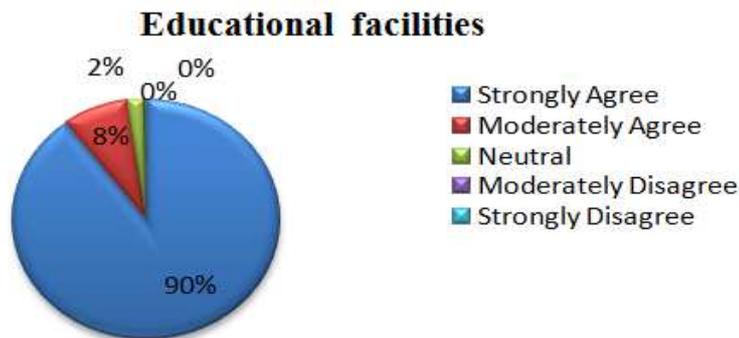
**Are you Satisfied with the Medical Facilities?**



**Figure 8**

**Analysis:** The opinions of the employees in context of the medical facility provided by the company also come in absolute affirmation i.e. 95%. Only 4% and 1% has given the answer in negation.

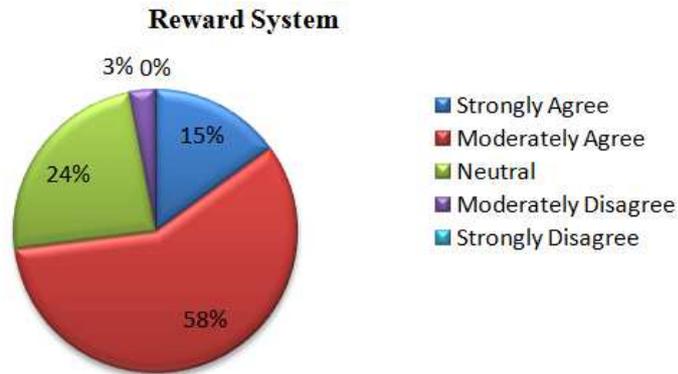
**How do you Feel about the Educational Facility Available for your Children?**



**Figure 9**

**Analysis:** The above representation of the graph shows absolute contentment of the employees from the company’s policy of offering education facilities to the children of the employees.

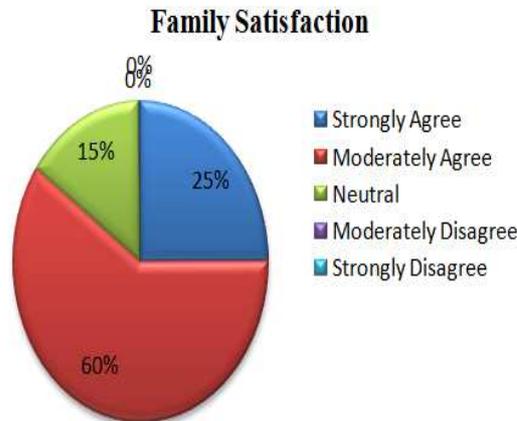
**Are you Satisfied with the Reward System (Monetary & Non-Monetary) of the Organization?**



**Figure 10**

**Analysis:** Monetary and Non Monetary rewards of the company also indicate the existence of the reward system but it is required to be strengthened, because 24 respondents have shown the disagreement to a moderate level. This indeed requires the attention of the HR Department to work on.

**Is your Family Satisfied with your Job or Position in the Organization?**



**Figure 11**

**Analysis:** The data of the graph shows absolutely favorable position of the employees in the organization with only 15 respondents taking neutral stand.

Are you Satisfied by the Amount of Salary you receive?



Figure 12

**Analysis:** The collected data in satisfaction level of salary quite ranges from strongly agree to moderately disagree. 60% respondents acknowledge their satisfaction level from the salary they are getting. Only 7% shows disagreement.

Are you Satisfied with the Technological Advancements Adopted Provided by the Company?

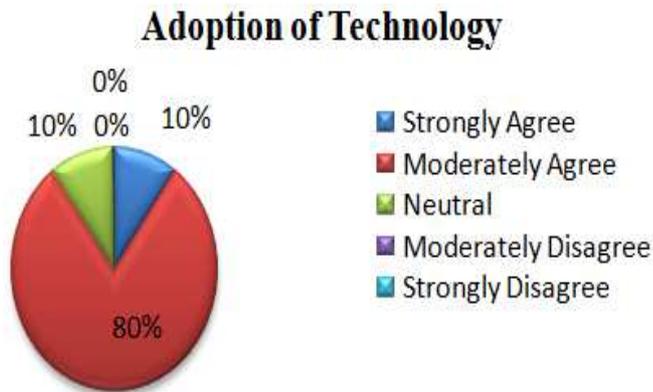


Figure 13

**Analysis:** From the research I can conclude that the 90% employees are contented with the usage of the technology in the industry. Moreover during the interaction we found that a few employees still need the training in use of technology.

Are you Satisfied with the Transportation Facility Provided by the Company?

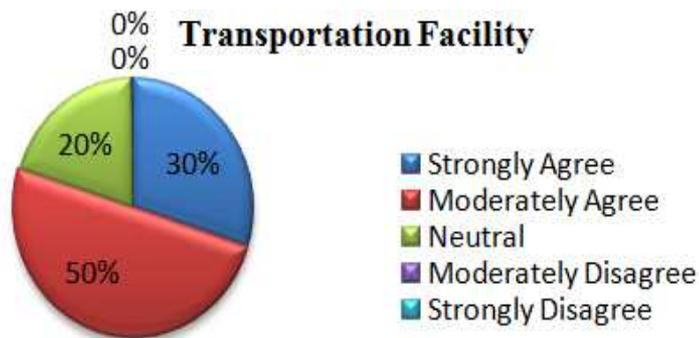
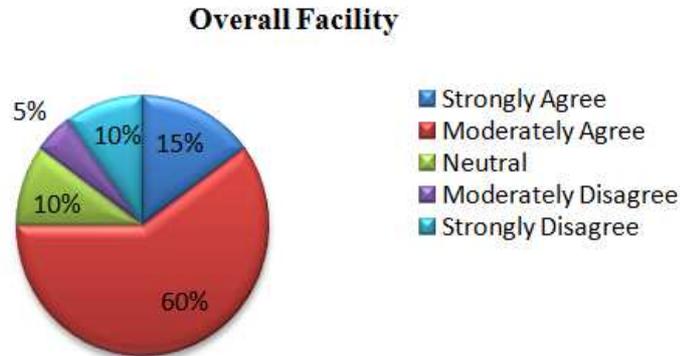


Figure 14

**Analysis:** The depicted data represents that satisfaction level of the employees from the transportation facilities of the company. 80% employees are quite happy with the transportation facility.

#### Are you Satisfied with the Overall Facilities you get from the Management?



**Figure 15**

**Analysis:** From the figure above we can conclude that the 75% the employees are satisfied with the facilities offered to them. Only 15% employees are not satisfied with the facilities of the company.

#### WAYS TO IMPROVE EMPLOYEE SATISFACTION

Employee satisfaction plays an essential role in motivating the employees to deliver their level best and also leads to a positive ambience at the workplace. Let us go through ways which improve employee satisfaction.

- Individuals should be assigned work as per their expertise, interest area and specialization. If you expect a marketing guy to do justice in an accounts profile, he is bound to get demotivated, which would eventually affect his performance. Discuss with the employees at the time of their joining only as to what profile would suit them the most to avoid confusions later on. Key responsibility areas should be communicated to the employees very clearly from day one. If employees work on something which they are best at, not only they would be happy and satisfied but also yield better results.
- No employee should be overburdened. Work has to be equally distributed among all. Why should only one employee do everything while others just come, enjoy and go back home? Favouritism and partialities have no place in the professional world. Please do not give less work to someone just because he is your friend and you like him. This way, others who actually end up doing more work eventually lose interest and start looking for better opportunities.
- Promote a healthy work culture. Encourage employees to talk to each other, discuss among themselves and work as a single unit not for themselves but for the organization. It is indeed the responsibility of the management to make their employees realize that they all are a part of a single family and it is foolish to fight amongst themselves and create unnecessary problems for each other. Let them have their lunch together or go out for small get togethers once in a while. This way, they seldom find office monotonous, are satisfied with their jobs and also work with full dedication.

- Employees are unsatisfied the most when their voices are not heard. It might be a small problem for you but for the other person, it can be a major cause of concern. Grievances need to be addressed on an immediate basis. It is the responsibility of the human resource professionals to sit with their employees on a regular basis and find out whether they are satisfied with their jobs or not? Let them come out with their problems.
- Give ample growth opportunities to employees. Employees lose interest in work, the moment they have nothing new to do. Give them new assignments, new challenges, new roles so that they get to learn something interesting every day. Do not unnecessarily pressurize them for unrealistic targets. Do not interfere much and let them work in their own way. Guide them whenever required.
- Not appreciating the employees when they have performed well leads to dissatisfaction and negativity in them. The credit should not always go to the top management and team leaders but to the employees as well.
- Bosses should not forget that their role is not to shout on their subordinates but to handhold them and stand by them even in the worst situations. Majority of the employees are frustrated because they do not have an understanding BOSS.
- Nothing works better than rewarding employees suitably and releasing their salaries on time. Most of the times, employees have a problem because they do not get their incentives and payments when they require the most. Why would an individual slog for an entire day if he does not require money? Do not create too much of a problem in clearing their bills.
- Do not exploit them. Treat them with utmost respect and care.

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