

A Study on Factors Influencing Work Satisfaction and Employee Loyalty with Special Reference to IT Employees at Chennai City

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Abstract

Work Satisfaction and loyalty important attributes for employee retention. The paper investigates the factors that would affect satisfaction and loyalty amongst the employees in ITES industry. Review of literature highlighted the factors. Based on this a structured questionnaire was designed and administered to 230 respondents. KMO and Bartlett's test highlighted the adequacy of sample size. Factor analysis was carried out to find out the important factors. The results revealed that training and development, organizational culture, career prospects, rewards and recognition played a very important role in determining Work Satisfaction and employee Loyalty to the organization.

Keywords: Work Satisfaction; Employee Loyalty; Job Satisfaction; Employee Engagement.

INTRODUCTION

Work Satisfaction

Work satisfaction is defined as the extent to which an employee feels self motivated, content & satisfied with his/her job. Job satisfaction happens when an employee feels he or she is having job stability, career growth and a comfortable work life balance. This implies that the employee is having satisfaction at job as the work meets the expectations of the individual.

Employee Loyalty

Employee loyalty is when an employee remains with a company for a lengthy period because they feel valued, appreciated and believe in the company's overall mission. Employees who are loyal to a company are likely more invested in the company's success and work towards meeting organizational goals.

Benefits of work satisfaction

- Better work output
- Reduced absenteeism
- Better work life balance for employees
- Better quality of work done by employees
- Good culture in the company

Benefits of Employee Loyalty

- Reduced employee turnover rate
- Good reputation for the company
- Reduced overall cost of human resources
- Long term association between the company and its employees.

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Employee Loyalty and Satisfaction matrix

	High	Key Drivers	Hidden Drivers
Employee Loyalty	Low	Invest in areas to increase employee loyalty	Recruiting to attract candidates
		Weak drivers	Visible Drivers
		Monitor as lowest priority for investment	Consider including in recruiting collateral
		Low	High
	Employee Satisfaction		

SCOPE OF THE STUDY

This study aims to find out the various factors that influence the work satisfaction and loyalty of the employees and to identify the relationship between those factors.

- To determine how much influence the factors off satisfaction and loyalty have on employees
- To identify the reasons for employee turnover
- To suggest measures for companies to reduce employee turnover.

OBJECTIVES OF THE STUDY

- To find out the factors that influence the work satisfaction and loyalty of employees
- To analyze the relationship between the factors that influence the work satisfaction and loyalty of employees

REVIEW OF LITERATURE

Shoukun Chen, Kaili Xu & Xiwen Yao(2022)¹ in their study entitled, "Empirical study of employee loyalty and satisfaction in the mining industry using structural equation modeling" have found

FACTORS AFFECTING WORK SATISFACTION AND EMPLOYEE LOYALTY



out that Work quality indirectly affects employee loyalty through satisfaction, while switching costs have no significant impact on employee loyalty.

Manisha S. Saxena (2020)² in her study titled, "Job Satisfaction and Employee Loyalty" has found out that Leadership in the organization is a key factor that affects the job satisfaction of employees. A work environment with good culture, recognition learning opportunities, etc. increase the job satisfaction of the employees.

Ha Jing, Trung Thanh and Phong Thanh (2020)³ in their study entitled, "Factors Affecting Employee Loyalty: A Case of Small and Medium Enterprises in TraVinh Province, Vietnam" conclude that effective colleague relationship, good remuneration policy for employees, good organizational culture, good working environment are all factors that ensure work satisfaction and loyalty of employees in companies.

Usama Najam, Sadia Ishaque, Saadia Irshad, Qurat-ul-ainSalik, Maria Shams Khakwani and Malka Liaquat (2020)⁴ in their study entitled, "A Link Between Human Resource Management Practices and Customer Satisfaction: A Moderated Mediation Model" Suggest that the company should come up with the best steps to make their staff members satisfied with their job, which will ultimately resolve the issues of low motivation at work and high absenteeism. They say that employee's job satisfaction acts as a boosting factor in their performance enabling them to perform better, thus yielding high customer satisfaction with organization's products and services.

Said Abdi Mohamud, Abdiaziz Ahmed Ibrahim and Jamal Mohamud Hussein(2017)⁵ in their study entitled, "The effect of motivation on employee performance case study in Homeud Company in Mogadishu Somalia" suggested that the company should come up with uniform salaries of their staff, develop an effective performance measurement system, and develop an atmosphere where

employees are well satisfied with their jobs and cooperative with each other. In this way employees will be in position to utilize their full potential in their jobs.

RESEARCH DESIGN

- Descriptive research describes the present state of affairs as it exists without having any control over variables. The researcher can only report what has happened or what is happening and it does not answer what, how and when, in this study, the researcher has adopted purely descriptive research in nature.
- Convenience sampling method is adopted for selecting respondents. Convenience sampling is a non-probability sampling technique. In this method, the ample units are chosen primarily on the basis of the convenience of the researcher.
- A Sample of 230 respondents was taken into consideration for my study and the data was collected.

DATA ANALYSIS

Correlation Test

H₀: There is positive relationship between the number of years the employee are working and rewards and recognition given to the employees.

H₁: There is negative relationship between the number of years the employee are working and rewards and recognition given to the employees.

INFERENCE

There is positive relationship between the number of years the employee are working and rewards and recognition given to the employees.

		Correlations					
		Yrs	R & R1	R & R2	R & R3	R & R4	R & R5
Yrs	Pearson Correlation	1	.407**	-0.062	-0.050	.260**	.209*
	Sig. (2-tailed)	-	0.000	0.506	0.591	0.004	0.023
	N	118	118	118	118	118	118
R & R1	Pearson Correlation	.407**	1	.511**	.309**	.728**	.725**
	Sig. (2-tailed)	0.000	-	0.000	0.001	0.000	0.000
	N	118	118	118	118	118	118
R & R2	Pearson Correlation	-0.062	.511**	1	.836**	.563**	.560**
	Sig. (2-tailed)	0.506	0.000	-	0.000	0.000	0.000

	N	118	118	118	118	118	118
R & R3	Pearson Correlation	-0.050	.309**	.836**	1	.528**	.387**
	Sig. (2-tailed)	0.591	0.001	0.000	–	0.000	0.000
	N	118	118	118	118	118	118
R & R4	Pearson Correlation	.260**	.728**	.563**	.528**	1	.763**
	Sig. (2-tailed)	0.004	0.000	0.000	0.000	–	0.000
	N	118	118	118	118	118	118
R & R5	Pearson Correlation	.209*	.725**	.560**	.387**	.763**	1
	Sig. (2-tailed)	0.023	0.000	0.000	0.000	0.000	–
	N	118	118	118	118	118	118

Test Statistics								
	Dept	(I am satisfied with my job)	(I do not feel bored at my work)	(I do not plan to change my job)	(I feel happy to come to work everyday)	(My work-life balance is good)	(My working hours are reasonable)	(My salary compensation is as expected)
Chi-Square	10.559 ^a	31.915 ^a	23.525 ^a	14.119 ^a	53.017 ^a	24.034 ^a	21.237 ^a	47.169 ^a
Df	4	4	4	4	4	4	4	4
Asymp. Sig.	0.032	0.000	0.000	0.007	0.000	0.000	0.000	0.000

CHI-SQUARE TEST

Null Hypothesis (H_0): There is no significant relation between the department of working and job satisfaction of employees

Alternate Hypothesis (H_1): There is a significant relation between the department of working and job satisfaction of employees.

INFERENCE

Since p value < 0.05, Null hypothesis is rejected.

Therefore, there is significant relation between the department of working and job satisfaction of

employees.

FACTOR ANALYSIS

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.723
Bartlett's Test of Sphericity	Approx. Chi-Square	7055.654
	Df	630
	Sig.	0.000

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The KMO value is 0.723 and the Bartlett's test is 0.000 which states that there is a substantial correlation in the data.

Communalities		
	-	
	Initial	Extraction
1. Adequate training was provided at the time of joining	1.000	0.814
2. The training covered all aspects of my work	1.000	0.817
3. The training was given for adequate amount of time	1.000	0.797
4. All my doubts were cleared in the training	1.000	0.759
5. Training was given by a person with good knowledge and training skills	1.000	0.741
6. I felt confident in my work after training	1.000	0.812
7. My colleagues are very friendly and helpful	1.000	0.741
8. My superiors are treating me good	1.000	0.791
9. Conflict management in my company is good	1.000	0.634
10. My company's culture enhances my productivity at work	1.000	0.573
11. I am satisfied with my job	1.000	0.734
12. I do not feel bored at my work	1.000	0.785

13. I do not plan to change my job	1.000	0.802
14. I feel happy to come to work everyday	1.000	0.782
15. My work-life balance is good	1.000	0.720
16. My working hours are reasonable	1.000	0.758
17. My salary compensation is as expected	1.000	0.774
18. I like my company very much	1.000	0.744
19. I will not leave this company	1.000	0.760
20. I will stay with this company even if I am offered a higher salary in other companies	1.000	0.796
21. I will give positive review about my company	1.000	0.860
22. I will suggest others to join this company	1.000	0.765
23. My growth in this company is good	1.000	0.838
24. My company provides good opportunities for development	1.000	0.758
25. My company provides equal opportunities for everyone to grow	1.000	0.733
26. I value growth opportunities as a major factor in my job	1.000	0.822
27. Growth prospects lead to increase in my job satisfaction	1.000	0.867
28. When I do a good job, I receive the recognition from my company	1.000	0.803
29. I do not feel that the work I do is appreciated	1.000	0.795
30. I do not feel that my efforts are rewarded the way they should be	1.000	0.729
31. In my company, there is a mechanism to reward good work done by employees	1.000	0.806
32. Recognition and Rewards system practised in our company is fair and justified	1.000	0.735
33. I am highly motivated in my work	1.000	0.854
34. My level of motivation affects my job performance	1.000	0.822
35. There is significant improvement in my work when I am highly motivated	1.000	0.876
36. I tend to be more satisfied with my job when I do it with motivation	1.000	0.802

Total Variance Explained									
Comp	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Var	Cumulative %	Total	% of Var	Cum %	Total	% of Var	Cum%
1	21.031	58.419	58.419	21.031	58.419	58.419	7.956	22.101	22.101
2	2.252	6.255	64.675	2.252	6.255	64.675	7.645	21.235	43.336
3	1.960	5.446	70.120	1.960	5.446	70.120	4.586	12.738	56.074
4	1.615	4.486	74.606	1.615	4.486	74.606	4.581	12.724	68.798
5	1.142	3.172	77.777	1.142	3.172	77.777	3.232	8.979	77.777
6	0.966	2.685	80.462	-	-	-	-	-	-
7	0.923	2.563	83.025	-	-	-	-	-	-
8	0.817	2.270	85.295	-	-	-	-	-	-
9	0.686	1.906	87.201	-	-	-	-	-	-
10	0.610	1.694	88.895	-	-	-	-	-	-
11	0.500	1.389	90.284	-	-	-	-	-	-
12	0.439	1.218	91.502	-	-	-	-	-	-
13	0.401	1.115	92.616	-	-	-	-	-	-
14	0.350	0.972	93.588	-	-	-	-	-	-
15	0.299	0.831	94.420	-	-	-	-	-	-
16	0.290	0.806	95.226	-	-	-	-	-	-
17	0.261	0.724	95.949	-	-	-	-	-	-
18	0.238	0.661	96.610	-	-	-	-	-	-
19	0.200	0.555	97.165	-	-	-	-	-	-

20	0.176	0.489	97.654	-	-	-	-	-	-
21	0.151	0.419	98.074	-	-	-	-	-	-
22	0.135	0.374	98.448	-	-	-	-	-	-
23	0.128	0.355	98.803	-	-	-	-	-	-
24	0.111	0.307	99.110	-	-	-	-	-	-
25	0.078	0.217	99.327	-	-	-	-	-	-
26	0.057	0.159	99.486	-	-	-	-	-	-
27	0.054	0.149	99.635	-	-	-	-	-	-
28	0.042	0.116	99.751	-	-	-	-	-	-
29	0.029	0.079	99.830	-	-	-	-	-	-
30	0.016	0.046	99.876	-	-	-	-	-	-
31	0.016	0.044	99.920	-	-	-	-	-	-
32	0.012	0.034	99.953	-	-	-	-	-	-
33	0.008	0.021	99.975	-	-	-	-	-	-
34	0.005	0.014	99.989	-	-	-	-	-	-
35	0.004	0.010	99.999	-	-	-	-	-	-
36	0.000	0.001	100.000	-	-	-	-	-	-

INFERENCE

The Initial Eigen value of first five factors is greater than 1. Those five components explains 77.777% of the variance.

FINDINGS OF THE STUDY

- 10.2% of the respondents strongly disagree that they didn't feel confident after the attending training followed by 20.3% of the respondents disagrees to it. 28% of the respondents neither agree nor disagree, 23.7 of the respondents agrees and 17.8 of the respondents strongly agree with the statement.
- 15.3% of the respondents strongly disagree that the culture of their company is not good, followed by 15.3% of the respondents disagree with that. 20.3% of the respondents neither agree nor disagree, 30.5% of the respondents agree and 18.6% of the respondents strongly agree with that statement.
- 15.3% of the respondents strongly disagree that their company's culture does not enhance their productivity at work and 17.8% of the respondents disagree with that statement. 17.8% of the respondents neither agree nor disagree that their company's culture enhances their productivity at work, 31.4% of the respondents agree and 17.8% of the respondents agree with the statement.
- 12.7% of the respondents strongly disagree

that their salary compensation is not as expected, 10.2% of the respondents disagree with that and 43.2% of the respondents neither agree nor disagree with that statement. 23.7% of the respondents agree and 10.2% of the respondents strongly agree that their salary compensation is as expected.

- 10.2% of the respondents strongly disagree that their company does not provide good opportunities for development and 20.3% of the respondents disagree with that. 17.8% of the respondents neither agree nor disagree, 33.9% of the respondents agree and 17.8% of the respondents strongly agree with the statement.
- 10.2% of the respondents strongly disagree that their level of motivation does not affect their job performance, 12.7% of the respondents disagree with that statement. 12.7% of the respondents neither agree nor disagree, 36.4% of the respondents agree with that and 28% of the respondents strongly agree with that statement.
- There is a significant correlation between the no of years of work and the Rewards and Recognition in the company. The highest correlation is for the statement that the respondents do not feel that their efforts are rewarded the way they should be.
- There is significant relation between the department of working and employees' work satisfaction.

SUGGESTIONS

- Good training should be provided to candidates before they start to work.
- Try to maintain a good culture among the employees for better results.
- Maintain a good superior subordinate relationship.
- Try to provide a competitive salary.
- Provide opportunities for career growth for all levels of employees.
- Some respondents feel that their efforts are not rewarded the way they should be. Therefore establish and maintain a fair system for rewarding and recognizing employees.

CONCLUSION

Employees are the greatest and most valuable asset of any company. Their satisfaction about their work determines the success of the company. The loyalty they have to their company reflects the reputation of the company. Companies must consider their employees' well being as their utmost priority and ensure that they take all necessary steps to address their concerns in work.

When a company exerts such care on its employees and maintains a good relationship with them, it will definitely boost their loyalty and influence them to stay with that company for lifelong. This will guarantee the success of the company in both short term as well as in the long term.

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