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A Study on Employee Job Satisfaction with Special Reference to A'STAR Jewellery Ltd

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Abstract. *Job satisfaction is one of the important factors which have drawn attention of managers in the organization as well as academicians. Various studies have been conducted to find out the factors which determine job satisfaction and the way it influences productivity in the organization. Though there is no conclusive evidence that job satisfaction affects productivity directly since productivity depends on so many variables, it is still a prime concern for managers. Job satisfaction is the mental feeling of favorableness which an individual has about his job. It is often said that "A happy employee is a productive employee." Job satisfaction is very important because most of the people spend a major portion of their life at their working place. Moreover, job satisfaction has its impact on the general life of the employees also, because a satisfied employee is a contented and happy human being. A highly satisfied worker has better physical and mental well-being. The study tries to evaluate how human resource factors affect the satisfaction level of employees in A'STAR JEWELLERY. 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.*

KEY WORDS: *Job Satisfaction, Employee Turnover, Job Security, Job Rotation*

1. INTRODUCTION

Human resource is considered to be the most valuable asset in any organization. It is the sum-total of inherent abilities, acquired knowledge and skills represented by the talents and aptitudes of the employed persons who comprise executives, supervisors and the rank-and-file employees. It may be noted here that human resource should be utilized to the maximum possible extent, in order to achieve individual and organizational goals. It is the employee's performance, which ultimately decides the attainment of goals. "Satisfaction refers to the level of fulfilment of one's need, wants and desires. satisfaction depends basically upon what an individual wants and what he gets".

2. LITERATURE REVIEW

Wright, T.A. & Cropanzano, R. (2007) outlines that happy employees exhibit higher levels of job related performance behavior's than do unhappy employees. They operationalized happiness as job satisfaction, as the presence of positive effect, as the absence of negative effect, as the lack of emotional exhaustion, and as psychological wellbeing. Some of these measures exhibit appreciable associations with job performance. According to Marshall, C. (2020) extrinsic and intrinsic job satisfaction combined is what overall job satisfaction in the workplace. Intrinsic job satisfaction is the actual work employee's do on daily basis. Extrinsic job satisfaction is what an employee considers about their working conditions, such as pay, co-workers, the environment in the office building and their managers. His Research shows staying healthy increases a person's overall mindset which plays a factor in employee's overall job satisfaction. Having a wellness program is going to impact the employee's thoughts about the working conditions and the office environment. Paul V, M.T. et al, (2021) says that the concept of emotional intelligence (EI) and servant leadership (SL) are two variables that have been essential for the organization leaders to ensure a healthy and happy work-life for their subordinates. The purpose of this study to be conducted was for leaders understand the role EI and SL play in maintaining employee job satisfaction and help them to create engaging environment and bring effectiveness in the work productivity of the assets. Quantitative method was used and a total of 150 people were taken as a sample which consisted of several leaders and their subordinates and an emotional intelligence questionnaire by NHS and SL. The result was

analyzed using SPSS, Pearson correlation and regression was used to understand the significance level and reliability of all the independent and dependent variables, respectively. The study revealed that family incivility has a positive spillover effect on burnout, subsequently leading to lowered levels of job satisfaction.

3. PROFILE

A'Star Jewellery's state-of-the-art manufacturing facilities are spread across 44,000sq.ft area at MIDC - Mumbai, Hosur - Tamil Nadu and Surat - Gujarat, and can deliver an annual production. Their manufacturing facilities are equipped with world-class infrastructure and technologically advanced processes. All processes follow quality norms and their management systems are in conformance with ISO 9001:2015 certified by TUV NORD. Stringent multilevel quality checks, using international standards as a benchmark, are implemented to maintain their productivity levels and quality. Their diamond jewellery carries the BIS Hallmark certification for gold and is certified by recognized industry bodies such as IGI, SGL, DGLA. A'Star Jewellery is one of a division of Asian star in Mumbai. In 1951, when giant conglomerates like starbucks and NASDAQ were founded, another star was born in the city of Surat in India. Being fascinated with a product that could challenge its own shine, its purpose was to reveal the true brilliance of a diamond to the world. The foundations stone of the Asian star groups was laid on strong ethics in 1971. We began our journey as a small diamond manufacturing unit in the city of Surat, India, taking consistent steps towards learning and growing, unswerving in our passion to excel. This is under the insightful leadership of three generations of the family. Asian star has evolved to become one of the world's leading diamantairses with complete control of its mine-to market supply chain. As a respected name in the diamond industry today, we have earned a sterling reputation for both the exceptional quality of our diamonds and our collaborative working culture.

4. MAIN GOALS

1. **Integrity:** We uphold the highest level of integrity and honour our commitments by being reliable, trustworthy and open in our dealings; while displaying adherence to ethical standards.
2. **Teamwork:** We believe that our strength lies in collaborating to win as a team by empathizing and being transparent with one another.
3. **Customer value:** We believe in creating value for our customers by focusing on meeting their every need and providing them with respect, quality work and building a genuine relationship with them for life.
4. **Ownership:** We believe in taking ownership and being accountable for our actions, by being proactive and committed to what we deliver to our customers and the peoples in our organization.
5. **Innovative:** We believe in developing creative confidence by encouraging a culture of innovation, imagination and adaptability to bring valuable designs to life.

5. RESEARCH METHODOLOGY

1. To analyse the organization culture and HR practices among the employees of private sectors
2. To know the awareness about the culture and practices and study the important ways that helps to maintain relationships.
3. To investigate the various HRM Practices, i.e., planning, recruitment, selection, performance evaluation, training and development, career management and rewards in private sector organizations.
4. To study and examine the relationships between various aspects of HRM practices and organizational culture.
5. To find whether there is any difference in the organizational cultures of the under study.

6. DATA ANALYSIS AND INTERPRETATION

TABLE 1. Age Of the Respondent

		AGE			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	20-30	43	43.0	43.0	43.0
	31-40	43	43.0	43.0	86.0
	41-50	12	12.0	12.0	98.0
	Above 50	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Interpretation: Thus, the above tabulation show that 43% of the respondents age are 20-30, 43 of the respondent's age is in between 31-40, 12% of the respondents age is in Between 41-50, 2% of the respondent's age is above 50

Source: Primary Data

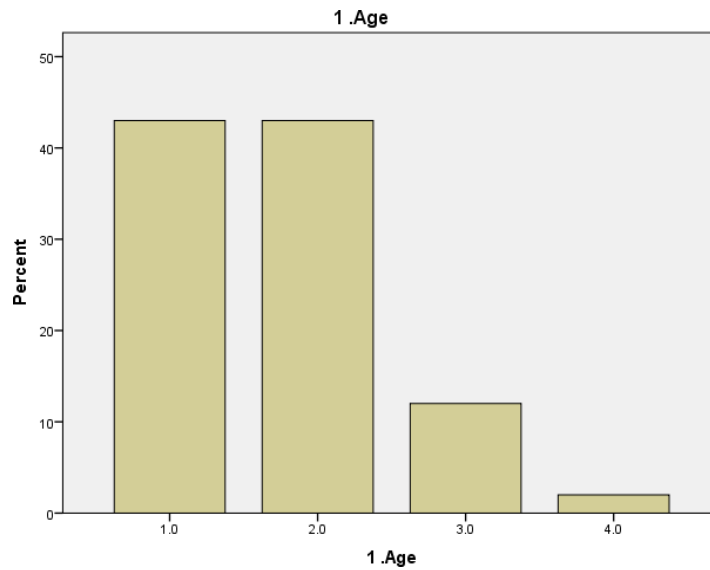


FIGURE 1. Age Of the Respondent

TABLE 2. ANOVA For Age of The Respondents

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
you have opportunities to interact with your senior manager	Between Groups	8.826	3	2.942	1.480	.225
	Within Groups	190.884	96	1.988		
	Total	199.710	99			
hygiene is maintain in the workplace	Between Groups	31.418	3	10.473	5.387	.002
	Within Groups	186.622	96	1.944		
	Total	218.040	99			
you feel a sense of personal accomplishment from your work	Between Groups	.344	3	.115	.568	.637
	Within Groups	19.366	96	.202		
	Total	19.710	99			
your company has the freedom to take up new work	Between Groups	.791	3	.264	1.812	.150
	Within Groups	13.969	96	.146		
	Total	14.760	99			
Your supervisor make recognise of your Performance	Between Groups	12.902	3	4.301	1.853	.143
	Within Groups	222.808	96	2.321		
	Total	235.710	99			

Interpretation: There was a statistical significant difference between age groups towards have opportunities to interact with your senior manager, whether hygiene is maintain in the workplace, Do you feel a sense of personal accomplishment from your work, Whether your company has the freedom to take up new work are skill, Your supervisor make recognise of your performance as demonstrate by one –way ANOVA $F=(2,160) =1.480, p=.225$

7. CORRELATION ANALYSIS

Relationship Between Does Your Supervisor Make Recognise Of Your Performance And Did You Opportunities To Interact With Your Senior Manager

TABLE 3. Correlations

		supervisor make recognise of your Performance	You have opportunities to interact with your senior manager
supervisor make recognise of your Performance	Pearson Correlation	1	.423
	Sig. (1-tailed)		.000
	N	100	100
you have opportunities to interact with your senior manager	Pearson Correlation	.423	1
	Sig. (1-tailed)	.000	
	N	100	100

Interpretation: Thus the above table interprets that the pearson correlation $p=0.423$, it is statistically significant ($r=0.000$), Hence there is a strong positive correlation in does your supervisor make recognise of your performance. Thus the above table interprets that the pearson correlation $p=0.1$, it is statistically significant ($r=0.00$), Hence there is a strongly positive correlation in did you have to interact with your senior manager.

8. FINDINGS OF STUDY

1. Thus the above tabulation show that 43% of the respondents age are 20-30, 43 of the respondent's age is in between 31-40, 12% of the respondents age is in Between 41-50, 2% of the respondent's age is above 50
2. Thus the above tabulation show that 43% of the respondents education is Degree/Diploma, 41% of the respondents is Post graduate, 16% of the respondents others.
3. Thus, the above tabulation shows the 17% of the respondent's experience is between 0-5 years, 53% of the respondent's experience between 6-10 years, 21% of the respondent's experience is above 11-15 years, 9% of the respondent's experience is above 15 years.
4. Thus, the above tabulation shows the 45% of the respondent's experience is between 0-5 years, 44% of the respondent's experience between 6-10 years, 11% of the respondent's experience is above 10 years.

9. SUGGESTIONS

1. The employees will be more satisfied when they get proper results for their work. The good work must be acknowledged in a way that the company problems must be considered as their own and they will be committed to the organization.
2. The employees will be fed up when they do the routine work which will be below their intelligence levels. So, they must be provided with career development opportunities for those who are eligible for it.
3. Management should take remedial measures to improve general working conditions of the firm there by employees will be satisfied in their job, proper guidance and counseling should be provided to the employees so that their mental satisfaction can be improved.

10. CONCLUSIONS

1. This study shows that the employee satisfaction and organizational commitment are closely connected. Organization would only need to increase and maintain variables (employee satisfaction and organizational commitment) to achieve positive results.
2. After going through analysis, it has been found that the employees of Kansai Nerolac Paints Limited . Ltd are considerably satisfied with their job, working conditions, supervision, teamwork, and benefits, career development and satisfaction level is high. At last the result shows the positive relationship between employee satisfaction and organizational commitment because if employees are satisfied then commitment is also high.

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