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RESEARCH ARTICLE

**PERCEPTION TOWARDS JOB SATISFACTION AMONG WOMEN
EMPLOYEES IN PRIVATE SECTOR BANKS**

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ABSTRACT

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A study entitle “**PERCEPTION TOWARDS JOB SATISFACTION AMONG WOMEN EMPLOYEES IN PRIVATE SECTOR BANKS**”, in Tamil Nadu concluded that in women Employees tend to love their job if they get what they believe is an important attribute of a good job. Chi-Square Test of each such attribute based on in-depth survey has been calculated. Age, Perception, Job satisfaction and level of income study of job satisfaction has provided consistent picture with respect to distribution of data set analyzed showed that most of the women employees in private sector are satisfied with their job. Total job satisfaction level of males is found to be higher than that of woman. The results of the study show the feelings of job satisfaction contributing variables experienced by women employees occur in quite high levels. Furthermore, there is quite a strong impact on the variables on age, level of income, educational qualification and number of family members. However, further investigation was carried out in the Indian population, so that the phenomena of job satisfaction and related variables are well studied and promoted.

INTRODUCTION

The concept of job satisfaction has been developed in many ways by many different researchers and practitioners. One of the most widely used definitions in organizational research is that of Locke (1976), who defines job satisfaction as “a pleasurable or positive emotional state resulting from the appraisal of one's job or job experiences”. Others

have defined it as simply how content an individual is with his or her job; whether he or she likes the job or not. It is assessed at both the global level (whether or not the individual is satisfied with the job overall), or at the facet level (whether or not the individual is satisfied with different aspects of the job). Spector (1997) lists 14 common facets: Appreciation,

Communication, Coworkers, Fringe benefits, Job conditions, Nature of the work, Organization, Personal growth, Policies and procedures, Promotion opportunities, Recognition, Security, and Supervision. A more recent definition of the concept of job satisfaction is from Hulin and Judge (2003), who have noted that job satisfaction includes multidimensional psychological responses to an individual's job, and that these personal responses have cognitive (evaluative), affective (or emotional), and behavioral components. Job satisfaction scales vary in the extent to which they assess the affective feelings about the job or the cognitive assessment of the job. Affective job satisfaction is a subjective construct representing an emotional feeling individuals have about their job. Hence, affective job satisfaction for individuals reflects the degree of pleasure or happiness their job in general induces. Cognitive job satisfaction is a more objective and logical evaluation of various facets of a job. Cognitive job satisfaction can be one-dimensional if it comprises evaluation of just one facet of a job, such as pay or maternity leave, or multidimensional if two or more facets of a job are simultaneously evaluated. Cognitive job satisfaction does not assess the degree of pleasure or happiness that arises from specific job facets, but rather gauges the extent to which those job facets are judged by the job holder to be satisfactory in comparison with objectives they themselves set or with other jobs. While cognitive job satisfaction might help to bring about affective job satisfaction, the two constructs are distinct, not necessarily directly related, and have different antecedents and consequences. Job satisfaction can also be seen within the broader context of the range of issues which affect an individual's experience of work, or their quality of working life. Job satisfaction can be understood in terms of its relationships with other key factors, such as general well-being, stress at work, control at work, home-work interface, and working conditions.

REVIEW OF LITERATURE

Arunima Shrivastava and Pooja Purang., (2009) in their study entitled "Employee perceptions of job satisfaction: Comparative study on Indian banks",

found that the job satisfaction level of a public sector and private sector bank employees in India. The sample consisted of 340 bank employees from both sectors. Job Diagnostic Survey by Hackman and Oldham (1975) was used to ascertain the level of job satisfaction. This study used independent samples t-test and qualitative analysis to study the differences in employee attitudes. Results indicated that the means of the public and private banks were significantly different from each other. It was found that private sector bank employees perceive greater satisfaction with pay, social, and growth aspects of job as compared to public sector bank employees. On the other hand, public sector bank employees have expressed greater satisfaction with job security as compared to private sector bank employees. The findings of the study highlight important satisfiers and dissatisfiers present in the job and suggest both the banks to take performance initiatives in the areas where employees have reported reduced satisfaction. Shallu Sehgal., (2012) in her study entitled "Job satisfaction of bank employees in Shimla - A comparative study of Private and Public sector bank (Axis bank and UCO bank)", found that the success of an organization depends not merely on its technical efficiency, updated machinery, good plant layout and dynamic organization etc; but also depends upon its human resources. A satisfied, happy and hardworking employee is the biggest asset of any organization, including banks. Workforce of any bank is responsible to a large extent for its productivity and profitability. So, for the success of banking, it is very important to manage human resource effectively and to find whether its employees are satisfied or not. Meena., (2012) in her study entitled "Analysis of Employee Satisfaction in Banking Sector", found that the employee satisfaction in banking sector. Employee need and satisfaction have been identified, elements have been established and analyzed. The results show differences in employee satisfaction with the office environment between employees in public sector banks and private sector banks, many of which were statistically significant. Differences between employee's satisfactions with their banks with regard to health, wellbeing, improvement in employee productivity,

best services, good behaviour between staff, socially, economically, improvement in banking sector and job satisfaction are analyzed. Hind A. M. Bader., (2013) in his study entitled "Job Satisfaction among Bank Employees in Eastern Libya", found that the level of job satisfaction among 536 employees of a major bank from four cities in eastern Libya. The Minnesota Satisfaction Questionnaire (MSQ) was used to assess employees' job satisfaction. Participants unanimously reported high level job satisfaction. They were a mixture of widowed, divorced and a basic level of education from the Al Beida city. Most have long term employment with satisfactory levels of job satisfaction. It was found, however, that gender, age and their type of occupation was not necessarily related to job satisfaction. Findings are discussed within the specific context of Libyan society in relation to previous and relevant studies. Pushpa Rani., (2014) in her study entitled "A study on job satisfaction among state bank of India (SBI) employees in Tiruchirappalli", found that the future of any business enterprise depends upon the level of satisfaction of its workforce. Dissatisfied workforce causes immediate problem to their business. If the problems are left unattended they have a tendency of spiralling out to other business, or industry and even to other region. Hence in course of time it could become a serious threat to the growing economy. In the recent scenario especially after globalization customer attrition is very high especially from public sector banks to private sector banks. One of the reasons for the higher attrition is the poor banking services. Hence every commercial bank attempts to make their employees satisfied in their job and tries to attract more customers. Ankita Sharma., (2014) in his study entitled "Job satisfaction among bank employees -A study on District Hamirpur (H.P.)", found that the level of job satisfaction of Public Sector Bank employees in District Hamirpur (H.P.) identifying the satisfaction level of employees, various factors influence satisfaction of employees and to study the relationship between personal factors of employees. Based on a survey, the paper attempts to gain insights into the satisfaction level from the perspective of the Bank employees. Factors including

salary of employees, performance appraisal system, promotional strategies, employee's relationship with management and other co- employees, training and development program, work burden and working hours are found important for improving job satisfaction of bank employees in banks. Increase in level of these factors improves overall satisfaction of employees. Nawab Ali Khan., (2014) in his study entitled "A comparative study of job satisfaction of employees in Public and Private sector banks in India with reference to U.P. state", found that the level of job satisfaction and contributing variables experienced by bank employees in India. It finds out the basic reason of satisfaction and dissatisfaction among the employees of public and private sector banks in UP state through a questionnaire which is based on Five point Likert's Scale. Questionnaires validity was confirmed by masters and specialists and questionnaires reliability was computed through the cronbach's Alpha. The method which was preferred in the frame of the study was the quantitative research method. The sample of the present study consisted of 425 employees of banks. Analysis of data was performed by SPSS software in with t-test and multiple regressions. The results of the study show the feelings of job satisfaction contributing variables experienced by bank employees occur in quite high levels. Furthermore, there is quite a strong impact on the variables. However, further investigation was carried out in the Indian population, so that the phenomena of job satisfaction and related variables are well studied and promoted. Suhaila Sikeen Khan., (2015) in his study entitled "Measuring Job Satisfaction Level of Employees using Demographics: A Study of HDFC Bank", found that the job satisfaction level of employees in HDFC bank in Kashmir division. The study also focused on the impact of different demographic factors like, age, gender, income, education, position and marital status on the overall job satisfaction level of employees. The study used independent student t-test and one-way ANOVA to unearth the variation, if any, between overall job satisfaction level and control/demographic variables. Based on the data gathered from two hundred respondents, the results showed that employees are satisfied with their jobs in

the said bank. JyotiVyasBajpai., (2015) in his study entitled “A Study of Impact of Work Stress on Job Satisfaction of Employees Working in Indian Banking Sector”, found that the economic recession of 2010 has been perhaps the biggest nightmare for many business organizations world over. There are many ways in which the recession has left its ugly scar on enterprises that are still struggling to regain their lost glory or some to barely make it through. Organizations are made of people, people who are humans, who get hurt the most when the organization is in trouble. Different organizations have tried to find out different ways to combat with the scenario. A few have even succeeded in doing so. But all this has come with a price. The price of downsizing, resulting in work overload, where terms like job security, promotions, increments, job satisfaction, career planning etc have become the corporate dinosaurs terms. Rendering them totally irrelevant. In such times, it becomes pertinent to actually understand the level of work stress and job satisfaction.

Socio-Economic Profile of the Respondents

In this study an analysis of job satisfaction of women employees of Private Sector Banks in Virudhunagar District is presented. For this purpose the researcher has measured the job satisfaction level of the women employees of the Private Sector Banks. The researcher has interviewed the various age, educational qualification, number of family members, income level and perception towards job satisfaction among women employees and the details are presented in the following table.

Age of the Respondents

From the above table it is clear that out of 123 respondents 34.15 per cent of the respondents are in the age group of below 25 years, 25.20 per cent of the respondents are between 25 and 35 years, 23.58 per cent of the respondents are between 35 and 45 years and the remaining 17.07 per cent of the respondents are above 45 years of age. It is found that majority of the respondents (34.15%) are in the age group of below 25 years.

Educational Qualification

It is clear from the Table that out of 123 respondents, 29.27 per cent of the respondents are studied up to Degree level, 24.39 per cent of the respondents are Professional Level, 23.58 per cent of the respondents are Diploma level and the remaining 22.76 per cent of the respondents are having post graduate level education. It is interesting to note that most of the respondents are degree holders.

Number of family members

From the table, it is clear that 30.08 per cent of the respondents are having three members in their family, 28.46 per cent of the respondents are having four members, 26.83 per cent of the respondents are having more than four members in their family and the remaining 14.63 per cent of them are having only two members in their family. It is understood that most of the respondents are having three members in their family.

Income Level

From the table it is clear that out of 123 respondents, 31.71 per cent of the respondents earn Rs. 10, 000 per month, 30.08 per cent of them earn between Rs 15, 001 and Rs 20, 000, 26.83 per cent of them earn above Rs 20, 000 and the remaining 11.38 per cent of them earn between Rs 10, 000 and Rs 15,000. It is found that, most of the respondents, Income is Rs.10, 000 per month.

Income Earners of the Respondents

From the table it is clear that 52.03 per cent of the respondents are having only one members under income earning capacity, 36.59 per cent of the respondents are having Two members and the remaining 11.38 per cent of the respondents are having more than two members in their family under income earning category. It is found that most of the respondent's family is having only one member under Income earning capacity.

Table 1.1.Socio Economic Profile of the respondents

Variables	Category	Frequency N=123	Percentage
Age	Below 25 Years	42	34.15
	25 – 35 Years	31	25.20
	35 -45 Years	29	23.58
	Above 45 Years	21	17.07
Educational Qualification	Degree level	36	29.27
	Post Graduate level	28	22.76
	Professional level	30	24.39
	Diploma level	29	23.58
Number of family members	Two members	18	14.63
	Three members	37	30.08
	Four members	35	28.46
	Above four members	33	26.83
Income Level	Up to Rs 10, 000	39	31.71
	Rs 10, 001 to Rs 15, 000	14	11.38
	Rs 15, 001 to Rs 20, 000	37	30.08
	Above Rs 20, 000	33	26.83
Income Earners of the Respondents	One	64	52.03
	Two	45	36.59
	More than Two	14	11.38
Perception towards job satisfaction among women employees	Highly Satisfied	40	32.52
	Moderately Satisfied	52	42.28
	Dissatisfied	31	25.20

Source: Primary Data

Perception towards job satisfaction among women employees

It is clear from the table that out of 123 respondents interviewed, 40 respondents have expressed that they are highly satisfied towards their job, 52 respondents are moderately satisfied towards their job and the remaining 31 respondents are dissatisfied with their job. It is found that, majority of the women employees are satisfied with their jobs in the Study area.

Result of Chi-square Test

Chi – Square Test is a very strong tool for testing the significance between the observed and expected values. The following hypotheses are framed for the proposed study.

1. There is no significant association between the age and Job satisfaction level of the respondents.
2. There is no significant association between the age and Job Involvement level of the respondents.
3. There is no significant association between the Educational Qualification and Job satisfaction level of the respondents
4. There is no significant association between the Educational level and Job Involvement of the respondents.
5. There is no significant association between the Income level and Job satisfaction Level of the respondents.
6. There is no significant association between the Income level and Job involvement Level of the respondents
7. The following are the major result of chi-square test of the proposed study.

For 6 Degrees of freedom at 5 % level of significance is 12.59. The table value is less than the calculated value. Therefore the null hypothesis is rejected. Hence there is significant difference between the age and job satisfaction, job involvement of the respondents.

For 6 Degrees of freedom at 5 % level of significance is 12.59. The table value is less than the calculated value. Therefore the null hypothesis is accepted. Hence there is significant difference between the educational qualification, income level and job satisfaction, job involvement of the respondents.

Findings of the study

1. It is found that majority of the respondents (34.15%) are in the age group of below 25 years.
2. It is interesting to note that most of the respondents are degree holders.
3. It is understood that most of the respondents are having three members in their family.
4. It is found that, most of the respondents, Income is Rs.10,000 per month.
5. It is found that most of the respondents family is having only one members under Income earning capacity.
6. The table value is less than the calculated value. Therefore the null hypothesis is rejected. Hence there is significant difference between the age and job satisfaction, job involvement of the respondents.
7. The table value is less than the calculated value. Therefore the null hypothesis is accepted. Hence there is significant difference between the educational qualification, income level and job satisfaction, job involvement of the respondents.

Suggestion of the study

1. The women employees in Private sector banks are more concerned with relationships of other employees. The friendly and supportive colleagues lead to increased job satisfaction and higher productivity in banks.
2. Periodical meetings of women employees with supervisors should be conducted to make a peaceful and cordial relationship in the working place.
3. The study reveals that most of the bank employees are the dissatisfied with promotion policy of banks. Therefore, steps to be taken by the higher authorities to revise the existing promotion policy of the banks.

Table 1.2 Chi-Square Test

Hypothesis	Result	Degrees of Freedom	Table Value (5% level of Significance)	Calculated Value
There is no significant association between the age and Job satisfaction level of the respondents	Rejected	6	12.59	37.75
There is no significant association between the age and Job Involvement level of the respondents	Rejected	6	12.59	39.64
There is no significant association between the Educational Qualification and Job satisfaction level of the respondents	Accepted	6	12.59	11.14
There is no significant association between the Educational level and Job Involvement of the respondents	Accepted	6	12.59	7.56
There is no significant association between the Income level and Job satisfaction Level of the respondents	Accepted	6	12.59	5.12
There is no significant association between the Income level and Job involvement Level of the respondents	Accepted	6	12.59	9.95

Conclusion

A study entitle “PERCEPTION TOWARDS JOB SATISFACTION AMONG WOMEN EMPLOYEES IN PRIVATE SECTOR BANKS”, in Tamil Nadu concluded that in women Employees tend to love their job if they get what they believe is an important attribute of a good job. Chi-Square Test of each such attribute based on in-depth survey has been calculated. Age, Perception, Job satisfaction and level of income study of job satisfaction has provided consistent picture with respect to distribution of data

set analyzed showed that most of the women employees in private sector are satisfied with their job. Total job satisfaction level of males is found to be higher than that of woman. The results of the study show the feelings of job satisfaction contributing variables experienced by women employees occur in quite high levels. Furthermore, there is quite a strong impact on the variables on age, level of income, educational qualification and number of family members. However, further

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