

Key Drivers Of Job Satisfaction –An Empirical Analysis on Indian Information Technology Sector

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Abstract: *Entrepreneurs consider employee satisfaction to be a critical problem, and they make efforts and implement initiatives to address it. Absenteeism, low turnover, lower efficiency, making mistakes, and diverting resources for various forms of problems are all possibilities if an employee is dissatisfied with their job. With this in mind, all organisations are attempting to find places where satisfaction can be increased in order to avoid the dangers mentioned above. The aim of this research is to look at job satisfaction in companies that deal with information technology. Questionnaires are used to gather data from respondents, and they are the primary source of information. The secondary source of data is collected from the websites; internet and journals. The sample of 60 responses is obtained from the employees of different organizations to analyse their understanding towards job satisfaction.*

Keywords: *Job satisfaction, Information Technology companies*

1. INTRODUCTION

Since the Indian information technology sector is one of the most important revenue generators for our country, it is critical to retain the revenue-generating workforce and ensure their job satisfaction. Employee satisfaction is a broad concept that encompasses employee work satisfaction as well as their overall satisfaction with the company's policies, atmosphere, and other factors. As a result, in order to approach employee satisfaction, the organisation should strive to meet employee expectations. Employee satisfaction is a factor in employee motivation, goal accomplishment, and good employee morale in the workplace, according to several measures.

Need and Significance of the Study

This research was conducted in order to determine the most important factors that influence employee work satisfaction. The primary goal of this research is to recognise and understand the primary factors that influence satisfaction. Everyone from managers to retention agents to HR needs to understand employee engagement and happiness in order to determine how dedicated the workforce to the organisation and whether employees are satisfied with the way things are done in order to predict their likelihood of staying with the company. Employee satisfaction is one of the most important facets of Human Resource Management. Companies must ensure that their employees are satisfied, as this is a prerequisite for increasing efficiency, responsiveness, quality, and customer service.

Research Objective

- Understanding and identifying the factors that influence employee work satisfaction
- To determine the level of employee satisfaction with the policies and procedures in place at their workplace.
- To determine how transparent their processes and procedures are.
- To suggest the management to bring about a suitable approach that leads to employee satisfaction.

Review of Related Studies

Md. Murad Miah (2018) conducted a private sector-based study on the effects of employee satisfaction on organisational performance. In their research, they discovered that when employees are content with their jobs, it makes it easier for them to motivate themselves, and as a result, the business may achieve extraordinary results. **Samreen Naz and Hariom Sharma (2017)** carried out a study that looked at the literature focusing on workplace happiness in various working environments and concluded that further research is needed to understand the relative importance of the numerous identified aspects to workplace satisfaction in various working environments. **Subhasish Chatterjee and Smriti Priya (2016)** did a study on employee satisfaction – A multi-specialty hospital research. Employee happiness is one of the most important criteria for increasing an organization's efficiency, and employee job satisfaction has an impact on service quality, although the impact of employee job happiness on service quality cannot be determined by **Dorothea Wahyu Ariani (2015)**. **Krishna Sudheer (2019)** did research and discovered that industrial progress is dependent on employee participation.

4. METHODOLOGY

S.No	Methodology	Particulars
1.	Research	Descriptive Research
2.	Source of Data	Primary Data- Well-structured questionnaire developed
		Secondary Data – Information extracted from the books, published reports and articles.
3.	Sampling Procedure	Convenience sampling
4.	Sample Size	60 Information Technology professionals
5.	Data analyzed using tools	ANOVA
6.	Five Likert scale	Highly satisfied, Satisfied, Neither satisfied nor dissatisfied, Dissatisfied and Very dissatisfied

Data Analysis and Interpretation

One-Way Anova

Null hypothesis (H₀): There is no significant difference between personal and professional growth in the organisation and the level of satisfaction with the information shared by the management.

Alternate hypothesis (H₁): There is no significant difference between personal and professional

growth in the organization and satisfaction with the information shared by the management.

ANOVA

Table Personal and Professional Growth in The Organisation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	41.955	4	10.489	18.948	.000
Within Groups	30.445	55	.554		
Total	72.400	59			

Tabulated value = 2.54 Calculated value = 18.948 $F = F_{cal} > F_{tab}$
 $F = 18.94 > 2.54$ Hence, the alternative hypothesis $[H_1]$ is accepted.

Inference: Since the calculated value is greater than the tabulated value, accept the alternate hypothesis and hence there is a relationship between personal and professional growth in the organisation and satisfied with the information shared by the management.

Recommendations

- The management can concentrate on the promotional activity, because the promotion level is low.
- Motivate the employees towards work hard to become eligible and obtain the promotion.
- Advisable to motivate the employees to receive financial reward.
- Company can consider the employee's expectation.
- The company can provide the necessary training to improve the employee's skill level.
- Most of the employees feel the leisure time is too short, so the management can consider the employee's expectation and improve the level of satisfaction.
- The company should concentrate more and more in performance appraisal. It is also advisable to improve the canteen, and medical facility.

5. CONCLUSION

The majority of employees were satisfied with the nature of their work, a good wage, promotion, atmosphere, and the worth of their organisation. According to the researcher, it was also discovered and underlined that the majority of businesses have a well-structured employment analysis and appraisal process. Financial stability, proper training, personal commitments and entertainment time, and a transparent appraisal system were identified as the primary determinants of employee job satisfaction, particularly in the information technology industry. The management will take these facts into account in order to maintain a positive relationship with their staff in the future.

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