An Empirical Study on Employees Satisfaction towards Information Technology (IT) Industry in Coimbatore District

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ABSTRACT
To face the upcoming challenges and to maintain productivity it is very important that employees in the organization are motivated. This can only happen when the employees are satisfied with their job and have a positive attitude towards job and work assigned to them. In the era of globalization, demands of consumers are changing rapidly which acts as pressure on the employers, to satisfy them and take competitive advantage. To maintain employee job satisfaction and motivate them to work beyond expectation, it is vital to maintain work–life balance. The behaviour of workers in the organization is determined by employee attitude. It is usually said that, “A satisfied worker is a productive worker”. If employees are satisfied they create conducive environment to work in efficient manner, therefore, job satisfaction in reference with organizational performance has become a major topic for research studies. Intrinsic as well as extrinsic reward plays a major role for employee satisfaction and performance. It is studied that influence of dimensions such as goal, job, environment (physical and social), communication, leadership, welfare, reward, recognition, training and development, company profile of employees have major impact on job satisfaction.

Keywords: Attitude, Employees Performance, Employee Satisfaction, Motivation, Satisfaction.

INTRODUCTION
Coimbatore, also known as Kovai, is a city in India. It is the second largest city and urban agglomeration in the Indian state of Tamil Nadu, after Chennai and the sixteenth largest urban agglomeration of India. It is one of the fastest growing tier-II cities in India and a major textile, industrial, commercial, educational, information technology, healthcare and manufacturing hub of Tamil Nadu. It was the capital city of the historical Kongu Nadu and is often referred to as the Manchester of South India. Coimbatore is the 4th largest metropolis in South India and the administrative capital of Coimbatore district. Coimbatore has been ranked 4th among Indian cities in investment climate by CII and ranked 17th among the top global outsourcing cities by Tholons.

With more than 25,000 small, medium and large industries, the city's primary industries are engineering and textiles. Coimbatore is called the "Manchester of South India" due to its extensive textile industry, fed by the surrounding cotton fields. The city has two special economic zones (SEZ), the Coimbatore Hi-Tech Infrastructure (CHIL) SEZ at Saravanampatti and the TIDEL Park near Peelamedu, and at least five more SEZs are in the pipeline. The city is the second largest software producer in Tamil Nadu, next only to Chennai. IT and BPO industry in the city has grown greatly with the launch of TIDEL park and other planned IT parks in and around the city. It is ranked at 17th among the global outsourcing cities. Companies like Tata Consultancy Services, Cognizant Technology Solutions, IBM, Robert Bosch GmbH, Ford, Cameron International Corporation, Dell, Wipro having a presence in the city. Coimbatore is already the second largest hub in India for Cognizant Technology Solutions as it employs around 5000 people in its Coimbatore centre and is planning to double its capacity here. Software exports stood at INR 710.66 Crores (7.1 billion) for the financial year 2009–10 up 90% from the previous year. Apart from this, there are also lots of healthcare BPOs (Medical Transcription, Coding and Billing) in and around Coimbatore serving the US Healthcare industry.

STATEMENT OF THE PROBLEM
In the era of globalization, demands of consumers are changing rapidly which acts as pressure on the employers, to satisfy them and take competitive advantage. To maintain employee job satisfaction and motivate them to work beyond expectation, it is vital to maintain work–life balance. To understand the satisfaction level of the customer regarding the service provided by the IT
Organization, it is important to understand what are the customer requirements and improvement required by them in service.

**OBJECTIVES OF THE STUDY**

To ascertain the employees satisfaction towards IT Industries in Coimbatore district.

**METHODOLOGY OF THE STUDY**

The following methodologies are used in the study:

**Area of Study**

The study on employees’ satisfaction towards IT Industry and has been limited to the consumers located in Coimbatore city.

**Sampling Technique**

The researcher has adopted convenient sampling method for this study. The sample size of the study is 100.

**Sources of Data**

The study was mainly based on primary data. Considerable data has also been tapped from secondary sources.

**Statistical tools used**

For analyzing the research problem, the Multiple Regression analysis has been made by the researcher.

**LIMITATIONS OF THE STUDY**

The study has been restricted to 100 respondents only. The coverage of this study is limited to Coimbatore city only and may not apply the findings and suggestions to other areas.

**REVIEW OF LITERATURE**

1. **Halpern (1966)** in his study entitled “Relative contributions of motivation & hygiene to overall job satisfaction” matched subjects for equal satisfaction on motivator and hygiene aspects of their jobs. He found that work itself and opportunity for advancement accounted for nearly all the variance in overall job satisfaction.

2. **Centers and Bugental (1996)** in their study entitled “Intrinsic and Extrinsic Job Motivations among different aspects of working population” interviewed a cross-section sample of workers as to the importance of intrinsic and extrinsic job characteristics in determining the job satisfaction. It was found that higher occupational levels assigned more value to intrinsic characteristics such as interesting work, self-expression as important and the lower level tended to value pay, security and co-worker-the extrinsic factors.

3. **Kumar and Singh (2011)** in their study entitled “Job Satisfaction and its correlates” examined the relationship between job satisfaction and some significant variables such as job characteristics, job expectations and work motivation. The data pertaining to the study has been collected from 100 employees of Tata Consultancy Services. The obtained results reveal that the employees are highly motivated however they are moderately satisfied with their job. They prefer jobs which provide the opportunities to satisfy their need for achievement, recognition, personal growth, autonomy. Further they put emphasis on the characteristics of the job especially task significance. They do consider task variety and autonomy as motivating factors. The findings of the study reveal that the employees in TCS are highly motivated and are moderately satisfied with their jobs.

**MULTIPLE REGRESSION ANALYSIS**

Multiple regression analysis is widely used to measure the dependence of one variable on one or more independent variables. It is a powerful forecasting tool. The dependent variable is generally expressed, as a linear combination of independent variables. For single time series, multiple regression is not as efficient a forecasting procedure as the autoregressive-moving average schemes. However, it has the advantage that it can be augmented to include other factors in addition to time and seasonality, thus combining some of the advantages of both time series and explanatory approaches to forecasting. The objective of the step wise multiple regression analysis is to identify the variables that influence the level of satisfaction towards IT Industries in Coimbatore.

The general form of multiple Regression equation is,

\[ Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \ldots + b_nX_n + u \]
Where $a, b_1, b_2, b_3, \ldots, b_n$ are the regression coefficients. $Y$ is the dependent variable. $X_1, X_2, X_3, \ldots, X_n$ can be any factors which affect the dependent variable $Y$. These are the independent variables. The residual term, $u$ is that portion of $Y$ that cannot be explained by the independent variables. Once $a, b_1, b_2, b_3, \ldots, b_n$ are estimated, the values of $Y$ can be predicted for specific values of $X_1, X_2, X_3, \ldots, X_n$. Multiple regression assumes a linear relationship (or any relationship that can be transformed to linear) and then determine values for $a, b_1, b_2, b_3, \ldots, b_n$ in such a way that the mean squared error between the actual and the forecasted figures is as small as possible.

After obtaining various values, coefficients of correlation, regression coefficients, ‘t’ values for regression coefficients and $R$ square values, the inference of the analysis has been carried out. The following variables have been selected for Regression analysis. 

Level of Satisfaction ($Y_1$) = Dependent variable

The Independent variables are, Age group($x_1$), Gender($x_2$), Marital Status ($x_3$), Designation ($x_4$), Family Type($x_5$), Income($x_6$), Family Size($x_7$), Experience($x_8$), Size of the organization($x_9$), Wealth position($x_{10}$).

### REGRESSION ANALYSIS
LEVEL OF SATISFACTION TOWARDS IT INDUSTRY IN COIMBATORE DISTRICT

#### MODEL SUMMARY

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
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</thead>
<tbody>
<tr>
<td>Regression</td>
<td>26.603</td>
<td>10</td>
<td>2.660</td>
<td>6.764</td>
<td>.000*</td>
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<tr>
<td>Residual</td>
<td>392.884</td>
<td>999</td>
<td>.393</td>
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<td></td>
</tr>
<tr>
<td>Total</td>
<td>419.486</td>
<td>1009</td>
<td></td>
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</tbody>
</table>

#### Regression Co-efficient

<table>
<thead>
<tr>
<th>Variables</th>
<th>Beta Co-efficient</th>
<th>Standard Error</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of Satisfaction (Intercept)</td>
<td>1.486</td>
<td>.178</td>
<td>8.343</td>
<td>.000</td>
</tr>
<tr>
<td>Age group($x_1$)</td>
<td>-.039</td>
<td>.023</td>
<td>-1.731</td>
<td>.001</td>
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<tr>
<td>Gender($x_2$)</td>
<td>-.152</td>
<td>.048</td>
<td>-3.156</td>
<td>.002</td>
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<tr>
<td>Marital Status($x_3$)</td>
<td>.145</td>
<td>.041</td>
<td>3.507</td>
<td>.000</td>
</tr>
<tr>
<td>Designation ($x_4$)</td>
<td>.154</td>
<td>.041</td>
<td>3.757</td>
<td>.000</td>
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<tr>
<td>Family Type($x_5$)</td>
<td>-.026</td>
<td>.048</td>
<td>-5.536</td>
<td>.592</td>
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<tr>
<td>Income($x_6$)</td>
<td>-.002</td>
<td>.024</td>
<td>-0.73</td>
<td>.942</td>
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<tr>
<td>Family Size($x_7$)</td>
<td>.006</td>
<td>.035</td>
<td>.165</td>
<td>.001</td>
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<tr>
<td>Experience($x_8$)</td>
<td>-.054</td>
<td>.023</td>
<td>-2.358</td>
<td>.001</td>
</tr>
<tr>
<td>Size of the organization($x_9$)</td>
<td>.027</td>
<td>.019</td>
<td>1.391</td>
<td>.165</td>
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<tr>
<td>Wealth position($x_{10}$)</td>
<td>-.005</td>
<td>.021</td>
<td>-2.62</td>
<td>.794</td>
</tr>
</tbody>
</table>

Source: Compiled from Collected Data

REgression fitted

$Y = 1.486 - 0.039X_1 + 0.152X_2 + 0.154X_3 + 0.154X_4 - 0.026X_5 - 0.002X_6 - 0.006X_7 - 0.054X_8 + 0.027X_9 - 0.005X_{10}$

The analysis of variance of multiple regression model for satisfaction shows that the overall significance of the model well fitted. The co-efficient of determination $R^2$ value showed that these variables put together explained the variations of satisfaction level towards IT Industry to the extent of 60%.
FINDINGS
1) There is close significant relationship between Age and Level of satisfaction towards IT Industry in Coimbatore.
2) The male respondents are satisfied at highest level.
3) There is close significant relationship between Gender and Level of satisfaction towards IT Industry in Coimbatore.
4) There is close significant relationship between marital status and Level of satisfaction towards IT Industry in Coimbatore.
5) There is close significant relationship between number of members in the family and level of satisfaction towards IT Industry in Coimbatore.
6) There is close significant relationship between experience in years and level of satisfaction towards IT Industry in Coimbatore.

SUGGESTIONS
1) The organization provides the necessary resources for the employees to make the output, provides adequate compensation for contribution to organization’s goals and objectives, provides incentives for a job well done, allows superiors to decide how to perform their job duties, trusts the judgement of salespeople, and treats all the employees fairly.
2) Availability of code of code regarding acceptable and unacceptable behavior and enforcement of code of conduct to create a healthy atmosphere.
3) Providing an environment of caring behavior within the company where the supervisors ensure that they take care of their team and team members in case of any situation, will actually help and boost the satisfaction level of the employees.
4) Providing career options, providing an atmosphere of continual learning will help the employees and obviously the employer to grow on a large scale.
5) Top management is responsible to create a healthy atomosphere. Top management should conduct regular town halls and meetings where they directly meet the employees and get to know their satisfaction levels.

CONCLUSION
Earlier employees were concerned if they get salary, better title, is the company well known, and so on. However, the current lot of Gen Y entering the workforce, want something more than a fat pay packet to ensure they remain satisfied. They are in the lookout for workplaces that are clear leaders in learning and offer roles that aid their development, roles that involve stretch, higher role and responsibility.

This research provided better understanding of the satisfaction of the employees. The findings stress the need of organizational support to learning, career enhancement, job rotation, and so on. The talented employees want to be engaged, overpowered, challenged and pushed. They want their work to have a meaning. They are in the lookout for professional development opportunities so they can grow and advance their careers. Most of the performers now look out for bigger responsibilities as the need to constantly learn is very high. Also employees look out for individuality along with learning.

Employers also are taking steps to give employees responsibilities beyond their job briefs, helping them and in the process, themselves too.

REFERENCES: