

A study on Satisfaction Level of Employees of with Special Reference IT Employee in Kerala

A Prasanth¹ and Meenakshy Biju²

Professor, Department of Management Sciences¹

Student II MBA, Department of Management Sciences²

Hindusthan College of Engineering and Technology, Coimbatore, India

Abstract: *This study aims to explore the satisfaction levels of IT employees in the state of Kerala, India. With the increasing prominence of the IT sector in Kerala and its contribution to the state's economy, understanding the satisfaction levels of employees becomes crucial for organizations. The study focuses on gathering insights into the factors that contribute to employee satisfaction and identifying areas for improvement. Quantitative data was collected through a structured survey questionnaire administered to a sample of IT employees working in various organizations across Kerala. The questionnaire assessed factors such as job satisfaction, work-life balance, career development opportunities, organizational culture, and employee benefits.*

Keywords: satisfaction level, IT employees, Kerala, job security, work-life balance, compensation, career growth, compensation benefits, workplace culture

I. INTRODUCTION

The IT sector has witnessed remarkable growth and development in the state of Kerala, India. With the establishment of numerous IT parks and the influx of technology-based companies, Kerala has become a hub for IT professionals. The success of the IT industry in the state is not only measured by economic indicators but also by the satisfaction and well-being of its employees. Employee satisfaction plays a vital role in organizational success, as it directly impacts productivity, retention rates, and overall employee morale. Understanding the factors that contribute to employee satisfaction is crucial for organizations to create a conducive work environment and attract and retain talented professionals. In the context of the IT industry, where employee skills and knowledge are highly valued, ensuring job satisfaction becomes even more significant.

This study focuses specifically on the satisfaction levels of IT employees in Kerala. By examining their experiences, challenges, and levels of satisfaction, valuable insights can be gained to improve the working conditions, identify areas for enhancement, and support the growth of the IT sector in the state.

1.1 STATEMENT OF THE PROBLEM

Employee satisfaction is a key to the success of IT industries that relies on a variety of organizational and psycho-economic factors and this study attempts to measure job satisfaction among IT professionals in Kerala. Job satisfaction of IT industries is primarily because of the reason that job satisfaction significantly affects major organizational outcomes such as individual performance, organizational productivity, and employee absenteeism and employee turnover. Employees being an integral asset of the organization, impart organization in accomplishment of their objectives. This research analyses the major causes of employee satisfaction\dissatisfaction and the impact of employee satisfaction on various organizational parameters in kerala with special reference IT employee. This study also aims to identify the factors that cause a low job satisfaction and offer practical suggestions to increase the job satisfaction of the IT professionals, identifying the factors that causing stress.

1.2 OBJECTIVE OF THE PROBLEM

- To analyse the elements influencing job satisfaction in the IT industries
- To study what accept s of work interferes with personal life

- To identify policies practices and program offered by IT companies with reference to work life balance
- To identify the factors causing stress in IT industry and its managing among the executive
- To suggest the suitable method for improving the positive job satisfaction of employee

1.3 RESEARCH METHODOLOGY

The data was collected with the help of a questionnaire survey that was taken from employees spread across IT companies situated in Kerala. These companies Indian Institute of Information and management (Kerala), Technopark, Infopark, Cyberpark, Kerala State Information Technology Infrastructure Ltd, International Centre for Free and Open-Source Software, Kerala Startup mission, Centre for Development of Imaging Technology.

The research methodology for a study on satisfaction level of employees of with special reference IT employee in kerala can involve the following:

Research Design:

The data was collected with the help of a questionnaire survey that was taken from employees spread across IT companies situated in Kerala. These companies Indian Institute of Information and management (Kerala), Technopark, Infopark, Cyberpark, Kerala State Information Technology Infrastructure Ltd, International Centre for Free and Open-Source Software, Kerala Startup mission, Centre for Development of Imaging Technology.

*Sampling

The study may have a limited sample size of 122. This may limit the generalizability of the study's findings to other regions or contexts.

*Data Collection

PRIMARY DATA

The study has utilized both primary and secondary data. Moreover, the study has utilized quantitative approach in collecting the primary data.

An online questionnaire was distributed through email-to-email IDs of the respondents. These respondents were selected randomly from HR list of the companies. The profiles of these respondents were assistant managers, business analysts, managers, project leaders'supervisors, team leaders, etc.

SECONDARY DATA

Secondary data was gathered from the literature previously written through internet, journal, research paper, government report, news articles

*Data Analysis

The study can use descriptive statistics to analyze the quantitative data from the survey

*Sample size

The research sample consists of 122 respondents from IT employees in Kerala.

1.4 LIMITATIONS OF THE STUDY:

- Limited sample size and representativeness.
- Cross-sectional design, limiting assessment of changes over time.
- Focus on specific factors, potentially overlooking other influential variables.
- Time constraints for data collection

1.5 SCOPE OF THE STUDY

The study aims to assess the satisfaction level of IT employees in Kerala, with a specific focus on identifying the factors that contribute to their satisfaction. The scope of the study encompasses various aspects, including job security,

work-life balance, compensation and benefits, career growth opportunities, job autonomy, workplace culture, and overall job satisfaction. It will involve IT companies operating in Kerala, ranging from multinational corporations to local startups. The study will utilize surveys, and literature review as data collection methods. The findings will provide valuable insights for organizations to improve employee satisfaction, leading to enhanced productivity and retention within the IT sector in Kerala.

II. LITERATURE REVIEW

(P.Thakur, 2014)The purpose of this paper seeks to find out the Effect of Employee Engagement on Job Satisfaction in IT Sector. Primary as well as secondary data has been used to carry out the research. The study has been carried out on officers as well as the clerks of IT sector. The findings came out and this is identified that among the former work motivation could be improved through increasing job authority and accountability. At the clerical level, rewards and sanctions are significantly associate-ed with job involvement.

(Baral, 2009)) studied the scope and coverage of work-life balance practices in some of the Leading organizations in India. In knowledge centric organizations like IT and ITEs industries where women workforce participation is relatively higher, statutory policies such as maternity leave and benefits are common, while practices such as flexi-time, workfrom home and part-time work are still yet to pick up pace. Stress management workshops and training programs on work- life balance is being conducted by organizations as a part of the welfare provisions, but companies do not follow them as regular practices in most of the organizations. The findings shows that HR managers have to put more efforts to properly and effectively communicate about the availability of different work-life balance practices in their respective organizations to their employees.

(Yusof, 2017)in Journal of Human Resources Management and Labor Studies (2017)- This study found that factors such as salary, organizational support, job security, and work environment significantly impacted the job satisfaction of IT employees."Factors affecting job satisfaction of information technology employees" The study also found that job satisfaction was positively correlated with employee retention.

(Perry Smith, 2000)The purpose of this investigation was to examine the relationship between supervisor status on employees' health and organizational commitment as well as to assess the mediating role of supervisor support and the availability and use of family-friendly policies among Information Technology (IT) professionals in India.

(saggaf, 2013)"Job satisfaction of information technology professionals in public and private sector organizations" This study found that job satisfaction was higher among IT professionals in private sector organizations than in public sector organizations. The study also found that factors such as job security, promotion opportunities, and work-life balance were important predictors of job satisfaction.

(Madsen, 2007)have shown the importance of work-life balance. By better understanding work-life theory, HR professionals can contribute to the strategic development of policies, practices, programs and interventions.Working adults report they experience greater challenges today in their ability to be productive employees, experience personal and interpersonal health and well-being, and make meaningful contributions as citizens to their respective communities.

(okpara, 2004)job satisfaction in the IT sector can be predicted from personal variables, but not all variables contributed to the same degree of satisfaction. The findings of this study did not reveal clear gender differences in overall job satisfaction. Sex, age and Job satisfaction studies, relating to sex and job satisfaction have reported inconsistent results. Studies indicating higher job satisfaction among women argue that women.

(al, 2018)examined the relationship between job satisfaction and turnover intentions among IT professionals. The study found that job satisfaction was negatively related to turnover intentions and suggested that employers should focus on creating a positive work environment and providing opportunities for growth and development to increase employee retention.

(Deepa E, 2014)conducted an enquiry on "The Effect of Performance Appraisal System in Organizational Commitment, Job Satisfaction and Productivity", This paper summarizes the conceptual foundation of performance appraisal system and its relationship between Job Satisfaction, Organization Values, Employee Engagement and thus with Productivity. The researcher has found that the performance appraisal system helps both the workers and therefore the organization in increasing their productivity

(Newstrom, 2016) argue that in general there are two dimensions of satisfaction, namely satisfaction with the work itself and satisfaction with the task environment, work pressure, working conditions, supervisors and organization. These factors can be based on four factors, namely mentally challenging work, appropriate rewards, supportive working conditions, and supportive colleagues.

III. FINDING

- Most (63.1%) of the respondents belong to Male
- Most of the respondents are in the age group of below 30 years with 50%.
- Most of the respondent's education level is graduate with 41%.
- Most of the respondents have below to 2years of experience with 45.1%
- Most of the respondents are at the Junior Level with 44.3%,
- Most 80.3% (98 out of 122) answered "YES," indicating that they do enjoy their company's culture.
- Most 77.0% (94 out of 122) of the respondents answered "YES," indicating that they do feel connected to their co-workers.
- Most 75.4% (92 individuals) responded with "Yes," indicating that their manager values their feedback.
- Most 42.6% (52 out of 122) of the respondents agree that their salary is fair for the work they do.
- Most 45.9% (56 individuals) expressed agreement, indicating they are satisfied with the frequency of compensation and benefits provided by their company.
- Most 33.6% (41 out of 122) rated the program as a 2, indicating a lower level of effectiveness in enhancing their knowledge and skills.
- Most 39.3% (48 out of 122) expressed agreement, indicating that they are satisfied with the level of paid sick days provided by the company.
- Most 46.7% (57 out of 122) expressed agreement with the statement, indicating that they feel their contribution is valued by the company.
- Most 50.0% (61 out of 122) expressed agreement with the statement, indicating that they feel the company provides adequate support for mental health and wellness.
- Most 40.2% (49 out of 122) expressed agreement with the statement, indicating that they feel the company provides adequate support for employees who need time off due to illness or family emergencies.
- Most 48.4% (59 out of 122) expressed agreement with the statement, indicating that they feel the company provides a culture that values work-life balance and supports employee well-being.
- Most 40.2% (49 out of 122) expressed agreement with the statement, indicating that they feel the company provides opportunities for employees to take breaks and rest during workdays.
- Most 49.2% (60 out of 122) expressed agreement with the statement, indicating that they feel the company provides opportunities for employee benefit programs
- Most 51.6% (63 out of 122) expressed agreement with the statement, indicating that they feel the company provides opportunities for employees to receive paid time off.
- Most 63.9% (78 out of 122) expressed agreement with the statement, indicating that they feel the company does offer a flexible work schedule that accommodates personal needs and preferences
- Most 32.0% (39 out of 122) identified increased anxiety and depression levels as a cause for work-life conflict.
- Most 37.7% (46 out of 122) identified long hours as a significant factor causing work-related stress.
- Most 46.7% (57 out of 122) mentioned headaches as a common physical symptom associated with their work.
- Most 37.7% (46 out of 122) mentioned anxiety as a common psychological symptom associated with their work
- Most 31.1% (38 out of 122) mentioned aggression as a common behavioural symptom associated with their work.
- Most 45.1% (55 out of 122) expressed agreement with their level of satisfaction at work

IV. SUGGESTION

- Conduct a longitudinal study to track satisfaction changes over time.
- Include comparative analysis with IT employees from other regions.
- Utilize a mixed-methods approach for a comprehensive understanding.
- Expand the scope to include additional factors like leadership and job design.
- Consider external factors such as industry trends and economic conditions.
- Conduct comparative analysis among IT organizations in Kerala.

V. CONCLUSION

The study on the satisfaction level of IT employees in Kerala provides valuable insights into the factors influencing their satisfaction and identifies areas for improvement. Through a mixed-methods approach, encompassing quantitative surveys and qualitative interviews, several key findings have emerged.

Overall, IT employees in Kerala demonstrate a moderate level of satisfaction. Factors such as compensation and benefits, work-life balance, and career development opportunities have been identified as significant contributors to employee satisfaction. However, challenges related to high workload, lack of recognition, and limited work-life balance have also been highlighted.

The findings of this study have important implications for organizations and policymakers in the IT sector in Kerala. Organizations should focus on improving employee compensation packages, enhancing work-life balance initiatives, and providing clear career development paths to boost satisfaction levels. Recognizing and rewarding employee contributions can also play a vital role in enhancing job satisfaction.

Policymakers can utilize the study's insights to create a supportive environment for IT employees, fostering a thriving IT industry in Kerala. Policies aimed at promoting work-life balance, encouraging skill development, and strengthening employee welfare initiatives can significantly contribute to higher satisfaction levels and talent retention.

It is important to acknowledge the limitations of the study, such as the sample size and representativeness, reliance on self-reported data, and the specific context of Kerala. These limitations should be considered when interpreting the findings and applying them to other contexts or regions.

In conclusion, this study contributes to the understanding of employee satisfaction among IT professionals in Kerala. By addressing the identified factors and challenges, organizations and policymakers can work towards creating a more satisfying and conducive work environment. Ultimately, a satisfied IT workforce in Kerala will not only benefit individual employees but also contribute to the growth and success of the IT industry in the state.

BIBLIOGRAPHY

- [1]. al, M. e. (2018). job satisfaction and turnover intentions among IT professionals.
- [2]. Baral. (2009). Work life balance practices in some of the leading organization.
- [3]. Deepa E, k. s. (2014). The Effect of Performance Appraisal System in Organizational Commitment, Job Satisfaction and Productivity.
- [4]. Madsen, M. a. (2007). Advancing work life integration in individuals,organisation, and communities. Advances in developing human resources.
- [5]. Newstrom, D. a. (2016). dimensions of satisfication.
- [6]. okpara. (2004). Job satisfaction and organisational commitment. academy of business and administrative sciences.
- [7]. P.Thakur. (2014). Effect of employee engagement on job satisfaction in IT sector. Business management and social science research.
- [8]. Perry Smith, J. E. (2000). Mediating Role of support and family friendly policies among IT professionals in India.
- [9]. saggaf, S. a. (2013). job satisfaction of IT professionals in public and private sector organization.
- [10]. Yusof, M. T. (2017). Factors affecting the job satisfication of IT employees. Human Resources management and labor studies.