



ISSN: 2454-9940



**INTERNATIONAL JOURNAL OF APPLIED
SCIENCE ENGINEERING AND MANAGEMENT**

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www.ijasem.org

An Analysis of Employee Happiness at Amruth Agro Farms Pvt. Ltd.

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ABSTRACT:

Finding out how happy the workers are with their jobs at "Amruth agro farms Pvt Ltd. "is the primary motivation for this research. The survey is necessary since it examines workers' attitudes regarding their jobs and includes all facets of job satisfaction. A pleasant work culture, opportunity, and attitude toward work are all aspects of an organization that may be better understood by doing this research. Employees' motivation, satisfaction, and ability to contribute to the company's objectives can also be better understood. The study employed a descriptive research approach, with questionnaires and observations serving as the primary methods of data collecting. Secondary data was gathered from a pool of 110 workers as well as firm records, books, journals, and websites. With this project, we opted for a simple random sampling method.

INTRODUCTION:

Job satisfaction is not the same as motivation. It is more of an internal state of the person concerned; it could, for example, be associated with a personal feeling of achievement. Job satisfaction is an individual's emotional reaction to the job itself. It is his attitude towards his job. Job satisfaction in regards to one's feelings or state of mind regarding nature of their work. Job can be influenced by variety of factors like quality of

IMPORTANCE OF THE EMPLOYEE JOB SATISFACTION

Quality Assurance: Satisfied employees are more likely to adhere to quality standards, ensuring that the milk produced meets safety and hygiene regulations.

Productivity: Happy employees tend to be more productive, leading to efficient milk processing and distribution, which can ultimately impact profitability.

Customer Satisfaction: Satisfied employees are more likely to provide excellent customer service, leading to increased customer satisfaction and loyalty.

Retention: High job satisfaction reduces employee turnover, saving the dairy time and resources associated with hiring and training new staff.

Innovation: Satisfied employees are more likely to contribute ideas for process improvement and innovation, leading to advancements in dairy technology and practices. Overall, prioritizing employee job satisfaction in a milk dairy fosters a positive work environment, which ultimately benefits the dairy's operations, reputation, and bottom line.

OBJECTIVES OF THE EMPLOYEE JOB SATISFACTION:

- To measure the employee job satisfaction level in the organization
- To know the employee perception towards organization
- To study the attitude of employees towards their work
- To identify the factors that motivates the employees
- To check the degree of satisfaction of employees

REVIEW OF LITERATUR:

- **T.DZIUBA 2019:** Job satisfaction has a big impact on how an employee performance his job. Both elements have an impact on job safety and employee perception of it. A satisfied employee devotes himself to work, performs orders better, career for others and for himself.
- **OSTROFF 1992:** He says that employee satisfaction is of great importance not only for employees but also for the entire organization. Because satisfied employees are usually happy and motivated to work, consequently the organisation can get amazing results front hir work, form the other side, those dissatisfied employees will encouraged and will be disturbed by their work routine.
- **ROTZE BRENNIGER 2015:** Climes that there are four determinants influencing employee job satisfaction “supervisor\ leader;”, “job design “, “workplace environment” and “performance pay”.so it can be claimed that managers can influence employee satisfaction , commitment and performance through appropriate leadership style can be viewed as a number of managerial attitudes, behaviours, traits and skills based on individual and organizational values .
- **BAKKER, ALBERT AND LEITER 2011:** Point out that our emotional experiences can be characterized by a continuum of low excitement – high excitement and sadness – pleasure. it is possible to inscribe the majority of human experiences in this two dimensional grid. Therefore with this model, one can describe commitment as a pleasant state of mind with a fairly high excitement, with its level lying between enthusiasm and happiness.
- **GEORGE 2008:** peoples feeling and their beliefs about their employment are referred to as job satisfaction. People’s levels of job satisfaction can very from extremely happy to extremely unhappy. People have attitude towards different aspects of their employment.

RESEARCH METHODOLOGIES

PRIMARY RESEARCH METHOD

Surveys/Questionnaires: Develop a survey or questionnaire specifically tailored to assess employee job satisfaction within the milk industry. Include questions about factors such as work environment, compensation, job roles, career development opportunities, and overall job

satisfaction. Distribute the survey to employees within different departments or levels of the organization.

Interviews: Conduct structured or semi-structured interviews with employees to delve deeper into their job satisfaction levels. Explore aspects of their work, including workload, management support, teamwork, and organizational culture.

SECONDARY RESEARCH METHOD

Surveys and Research Studies: Look for surveys, research studies, and white papers conducted by research organizations, consulting firms, or academic institutions specifically focusing on employee job satisfaction in the milk industry. These sources may provide quantitative data, insights, and analysis on satisfaction levels, factors influencing satisfaction, and trends over time.

Professional Publications: Explore trade journals, magazines, and newsletters targeted at professionals working in the dairy industry. These publications may feature articles, case studies, and interviews highlighting strategies, challenges, and success stories related to employee job satisfaction in the milk industry.

Online Forums and Social Media: Monitor online forums, discussion groups, and social media platforms where employees, industry professionals, and experts share insights and experiences related to job satisfaction in the milk industry. These sources can provide anecdotal evidence and real-life examples to complement other secondary research findings.

Research design: A descriptive type of research has been applied to the study.

It is a method of research describes the characteristics of population or phenomena. It can answer what, where, when and how questions but not why questions. Descriptive research is an appropriate choice we gather information by surveys, observations, case studies.

Data collection:

Primary data: The data is collected from the employees through questionnaires.

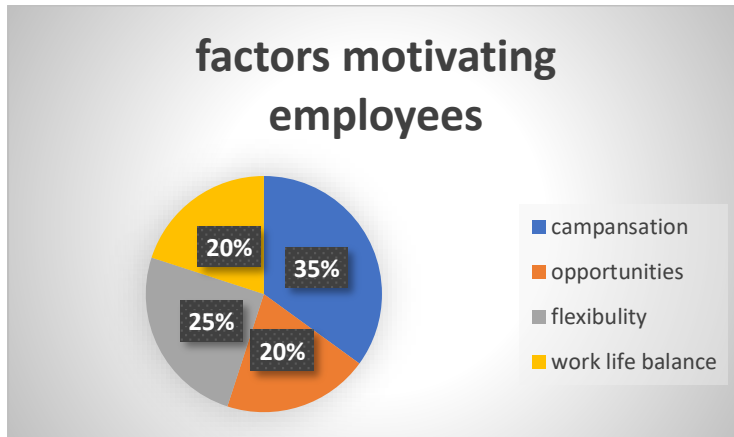
Secondary data: This data source consists of both internal and external. Internal data was collected from company report and record. External data consists of published data such as books, journals, and websites.

Sampling technique: To collect the data from various department of employees a type of simple random sampling technique was adopted in this project analysis.

Sample size: A sample of 110 employees belonging to various departments were given the questionnaires

DATA ANALYSIS:

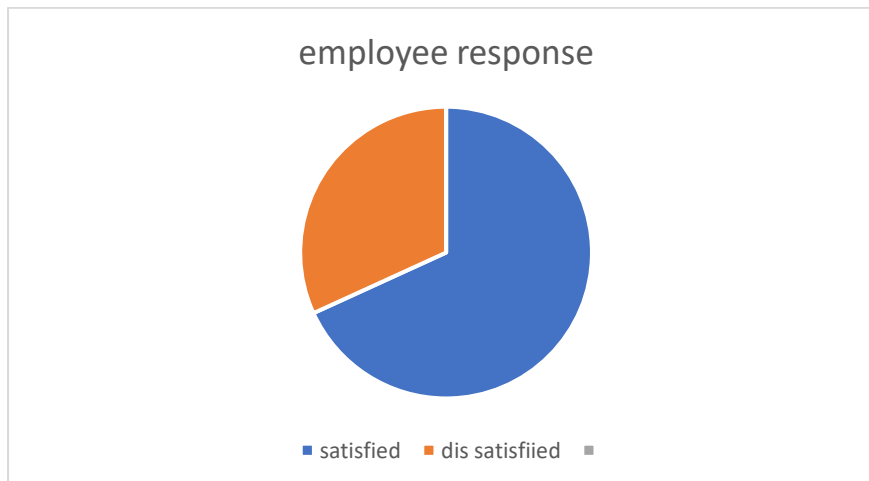
- **To measure the employee job satisfaction level in the organization :**



Interpretation:

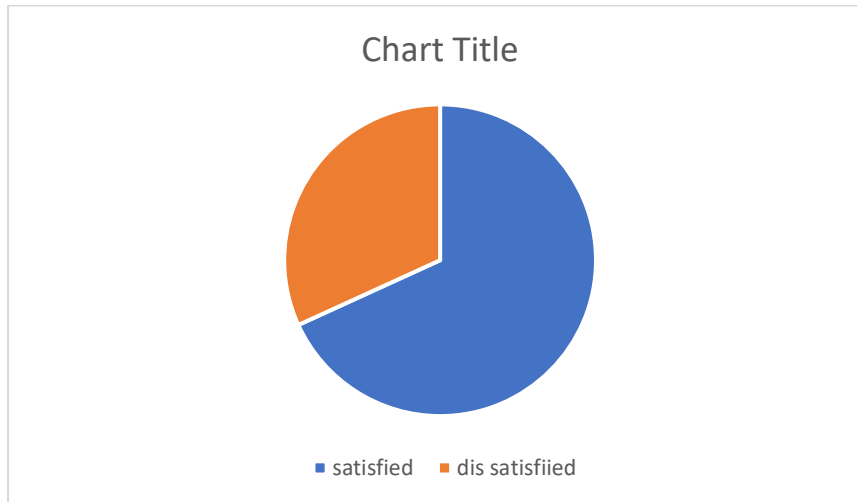
35% of employees feel motivated through compensation. 25% of employees feel motivated through the flexibility in their work and its timings. 20% of employees feel motivated through the opportunities they get from the organization. 20% of employees feel motivated through the balance in their work life. Where they keep it their personal life separately and professional life separately.

- **To know employee perception towards the organization**



Interpretation: The analysis said that 50% of employees satisfied towards organization, 32% employees are dis satisfied and 10% of employees decision remains neutral

- **The degree of satisfaction level of employees**



Interpretation: Above analysis said that 68% of employees satisfied and 32% of employees dis satisfied

FINDINGS:

- Most of the employees are agreed with the training programs are carried out regularly.
- Employees are highly satisfied with their salaries.
- Employees are following the job responsibilities which were defined.
- Employees are satisfied with the all kinds of required materials.

SUGGESTIONS:

- Head to conduct the training programs regularly
- Training provided to employees on their requirements.
- Latest technology training need to give the employees.
- Develop the strategies to strength the work

CONCLUSION:

The study defines the performance of employees their working makes towards the job. Organization should develop the strategies for achieving the objectives increase the employee satisfaction to enhance the performance of employee and it also increase the quality of work and productivity of organization.

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