

A STUDY ON EMPLOYEE SATISFACTION AT MASTER LINENS INC., KARUR.

Pranesh S¹, Dr.P. Vanitha²

Student, Master of Business Administration, M. Kumarasamy College of Engineering, Karur, Tamil Nadu, India¹

Associate Professor, Master of Business Administration, M. Kumarasamy College of Engineering, Karur, Tamil Nadu,
India²

Abstract: This research aims to examine the impact of employee satisfaction on workplace efficiency. It also highlights the significance of understanding workplace conditions and how employees perceive their job roles. A total of 150 questionnaires were distributed to employees, forming the basis for the analysis. The study employed a qualitative descriptive research approach, and open-ended questionnaires were used for data collection. The findings indicate that employees are more satisfied when management effectively responds to their concerns, provides a secure and motivating work environment, and ensures career growth opportunities. Additionally, factors such as competitive compensation, job stability, and leadership support significantly influence employee satisfaction. Therefore, the study concludes that employee satisfaction has a positive and significant effect on workplace productivity. This means that job security, work environment, compensation, career growth, and leadership play a crucial role in determining employee satisfaction in the textile industry.

Keywords: Employee Satisfaction, Workplace Efficiency, Job Security, Descriptive Methodology

I. INTRODUCTION TO THE TOPIC INTRODUCTION

Employee satisfaction is a vital component of human resource management, influencing organizational productivity and employee retention. High satisfaction levels lead to better performance, reduced turnover, and increased workplace morale. Master Linens Inc., located in Karur, is a well-known textile company specializing in home textiles. Despite its success, the company faces challenges in maintaining employee satisfaction due to changing industry trends and workforce expectations. This study aims to assess employee satisfaction at Master Linens Inc. and provide recommendations for improvement.

OBJECTIVES OF THE STUDY

1. To assess the current level of employee satisfaction at Master Linens Inc, Karur.
2. To identify the key factors influencing employee satisfaction, including work environment, compensation, job security, and career growth opportunities.
3. To evaluate the impact of employee satisfaction on productivity and organizational performance.

SCOPE OF THE STUDY

This research focuses on employees of Master Linens Inc. and examines the effectiveness of HR policies, compensation structures, and managerial support in ensuring job satisfaction. The findings will help HR professionals develop better employee engagement and retention strategies.

NEED FOR THE STUDY

1. It will help Master Linens Inc improve employee satisfaction, which is crucial for maintaining a motivated and productive workforce.
2. To understand the reasons behind employee retention or turnover, helping the company address issues that may lead to dissatisfaction.
3. To learn about employee preferences and expectations, enabling the company to tailor its HR policies to meet the needs of its workforce.
4. To enhance brand reputation as an employer, making Master Linens Inc more attractive to potential talent in the competitive textile industry.

LIMITATIONS

Limited to a Single Organization: The study focuses solely on Master Linens Inc, Karur, which may limit the generalizability of the findings to other organizations or industries. Employee Resistance: Employees may be hesitant to provide honest feedback due to fear of repercussions, which could affect the accuracy of the data collected.

Time Constraints: The study is conducted over a limited period, which may restrict the depth of data collection and analysis. Financial Constraints: Implementing some of the recommendations, such as increasing compensation or investing in new training programs, may require significant financial resources, which could be a constraint for the organization.

II. REVIEW OF LITERATURE

- Karthik, R., & Selvakumar, P. (2024)** conducted a study titled "**Employee Satisfaction and Its Impact on Organizational Productivity in the Textile Industry.**" This study, published in the International Journal of Management Studies, examined the factors influencing employee satisfaction in the textile sector. Using a sample of 150 employees, the researchers found that work environment, compensation, and career growth significantly impact satisfaction levels. The study concluded that organizations must prioritize these factors to enhance productivity and reduce turnover.
- Priya, A., & Rajendran, S. (2024)** conducted a study titled "**Role of Work-Life Balance in Employee Satisfaction: A Study of the Textile Sector in Karur.**" Published in the Journal of Organizational Behavior and Human Resource Management, this study explored the impact of work-life balance on employee satisfaction. The findings revealed that flexible work hours and family-friendly policies significantly improve satisfaction levels. The authors recommended that organizations adopt work-life balance initiatives to boost employee morale and retention.
- Nandhini, S., & Uma, K. (2024)** conducted a study titled "**Impact of Leadership Styles on Employee Satisfaction in Small and Medium Enterprises (SMEs).**" This study, published in the Indian Journal of Industrial Relations, analyzed the relationship between leadership styles and employee satisfaction. The results showed that transformational leadership positively influences satisfaction, while transactional leadership has a limited impact. The study emphasized the need for leadership training programs in SMEs.
- Deepa, M., & Kavitha, R. (2024)** conducted a study titled "**Employee Engagement and Satisfaction in the Textile Industry: A Comparative Analysis.**" Published in the Journal of Human Resource Development, this study compared employee satisfaction levels across textile companies in Tamil Nadu. The findings highlighted that recognition, job security, and workplace culture are critical drivers of satisfaction.
- Arul, P., & Manimekalai, S. (2024)** conducted a study titled "**A Study on Employee Satisfaction in the Textile Industry.**" This study, published in the Journal of Management Research, investigated the factors affecting employee satisfaction in the textile sector. The results indicated that fair compensation, career growth opportunities, and a positive work environment are key determinants of satisfaction. The study recommended regular employee feedback to address dissatisfaction.

III. RESEARCH METHODOLOGY

RESEARCH DESIGN

This study employs a descriptive research method to analyze employee satisfaction and its impact on workplace efficiency. A descriptive research design is adopted to examine employees' perceptions of various workplace factors, including job security, compensation, work environment, career growth, and leadership support.

METHOD OF DATA COLLECTION

This study is based primarily on primary data collected through self-administered questionnaires. The interview method was also employed during data collection to gain deeper insights. Additionally, secondary data from previously published and unpublished sources was utilized to support the research findings.

SAMPLE SIZE

The sample size for this study consists of 120 employees working in the textile industry.

TOOLS FOR DATA ANALYSIS

The tools for data analysis will involve descriptive and inferential statistics. Descriptive statistics will be used to summarize the data collected, while Inferential statistics will be used to test hypotheses and identify significant relationships between key variables. The data will be analysed using statistical software SPSS..

PERCENTAGE ANALYSIS

Percentage analysis is a statistical technique used to interpret data by converting raw figures into percentages. This method facilitates comparisons and provides a clear, concise representation of employee satisfaction levels.

CORRELATION ANALYSIS

Correlation analysis measures the relationship between different variables, such as job satisfaction and employee retention. It helps determine how closely related factors like compensation, work environment, and career growth are to overall employee satisfaction.

ANOVA

Analysis of Variance (ANOVA), is used for examining the differences in the mean values of the dependent variable associated with the effect of the controlled independent variables, after taking into account the influence of the uncontrolled independent variables.

SCALING METHOD

The five point likert scaling has been used for the study. The likert scaling is a rating scale used to measure opinions, attitudes, or behaviors. It consists of a statement or a question, followed by a series of five or seven answer statements. Respondents choose the option that best corresponds with how they feel about the statement or question.

IV. DATA ANALYSIS AND INTERPRETATION DATA ANALYSIS

Data analysis is the process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names.

4.1 PERCENTAGE ANALYSIS

Table 4.1.1 Measures overall job satisfaction at Master Linens Inc.

11.Measures overall job experience at Master Linens Inc.	Frequency	Percentage (%)
Highly Satisfied	56	46.67
Satisfied	46	38.33
Neutral	14	11.67
Dissatisfied	3	2.5
Highly dissatisfied	1	0.83
Total	120	100%

Inference

From the above Table 4.1.1 Measures overall job satisfaction at Master Linens Inc. It was found that 46.67% of the respondents are in the category of Highly Satisfied, 38.33% of the respondents are in the category of Satisfied, 11.67% of the respondents are in the category of Neutral, 2.5% of the respondents are in the category of Dissatisfied, 0.83% of the respondents are in the category of Highly dissatisfied.

4.2 CORRELATION

4.2.1 HYPOTHESIS STATEMENT

H0 – There is no statistically significant correlation between Work Environment and Employee Motivation. **H1** – There is a statistically significant correlation between Work Environment and Employee Motivation. **TABLE 4.2.1**

Work Environment and Employee Motivation

		Work Environment	Employee Motivation
Work Environment		1.000	0.698
	Sig. (2-tailed)	-	0.000
Employee Motivation	Pearson correlation	0.698	1.000
	Sig. (2-tailed)	0.000	-

Inference:

From the correlation table 4.2.1, it can be seen that the correlation coefficient value is 0.698, which lies in the moderate correlation region. Since p-value (0.000) < 0.05, we accept the alternate hypothesis (H1). It can be concluded that there is a statistically significant correlation between Work Environment and Employee Motivation.

4.2.2 HYPOTHESIS STATEMENT

H0 – There is no statistically significant correlation between Supervisor Support and Employee Engagement.

H1 – There is a statistically significant correlation between Supervisor Support and Employee Engagement.

TABLE 4.2.2
Supervisor Support and Employee Engagement

		Supervisor Support	Employee Engagement
Supervisor Support	Pearson correlation	1.000	0.752
	Sig. (2-tailed)	-	0.000
Employee Engagement	Pearson correlation	0.752	1.000
	Sig. (2-tailed)	0.000	-

Inference:

From the correlation table 4.2.2, it can be seen that the correlation coefficient value is 0.752, which lies in the strong correlation region. Since p-value (0.000) < 0.05, we accept the alternate hypothesis (H1). It can be concluded that there is a statistically significant correlation between Supervisor Support and Employee Engagement.

4.3 ANOVA

4.3.1 HYPOTHESIS STATEMENT

H0: There is no significant relationship between Gender and Job Satisfaction.

H1: There is a significant relationship between Gender and Job Satisfaction.

TABLE 4.3.1 Gender vs Job Satisfaction

	Source	Sum of Squares	df	Mean Square	F	Sig.
Are employees satisfied with their Job	Between Groups	5.24	1	5.24	7.58	0.007
	Within Groups	81.34	118	0.69		
	Total	86.58	119			

Inference

From the ANOVA Table 4.3.1, the p-value is 0.007, which is lesser than the alpha value (0.05). Hence, the alternative hypothesis (H₁) is accepted. Therefore, there is a significant relationship between Gender and Job Satisfaction. This indicates that Gender influences Job Satisfaction among employees

4.3.2 HYPOTHESIS STATEMENT

H0: There is no significant relationship between Experience and Perceived Job Security.

H1: There is a significant relationship between Experience and Perceived Job Security.

TABLE 4.3.2
Experience vs Perceived Job Security

Source		Sum of Squares	Df	Mean Square	F	Sig.
Does experience influence Perceived Job Security	Between Groups	4.81	2	2.41	5.62	0.004
	Within Groups	78.29	117	0.67		
	Total	83.1	119			

Inference

From the ANOVA Table 4.3.2, the p-value is 0.004, which is lesser than the alpha value (0.05). Hence, the alternative hypothesis (H₁) is accepted. Therefore, there is a significant relationship between Experience and Perceived Job Security. This indicates that employees with more experience tend to feel more secure in their jobs.

V. FINDINGS

1. The majority 46.67% of the respondents are Highly Satisfied about the Measures overall job satisfaction at Master Linens Inc.
2. There is a statistically significant correlation between Work Environment and Employee Motivation.

3. There is a statistically significant correlation between Supervisor Support and Employee Engagement.
4. There is a significant relationship between Gender and Job Satisfaction.
5. There is a significant relationship between Experience and Perceived Job Security.

VI. SUGGESTIONS

Tailoring work-life balance initiatives to accommodate employees' experience levels can significantly enhance job satisfaction and retention, particularly for newer employees who may struggle with adapting to workplace demands. Implementing age-specific recognition programs fosters a culture of appreciation by acknowledging the unique contributions of different age groups, ultimately boosting morale and creating a more positive work environment. Transparency in decision-making is crucial, as openness in organizational processes builds employee trust and engagement, leading to a more committed workforce. Additionally, active managerial involvement in employee growth, particularly in areas such as compensation and career progression, directly influences job satisfaction levels. Lastly, establishing clear and timely communication channels ensures that expectations are well understood, promoting employee engagement and overall workplace satisfaction.

VII. CONCLUSION

This research aimed to identify the key factors influencing employee job satisfaction at Master Linens Inc, Karur, utilizing a structured questionnaire distributed among 120 employees from various departments. The findings indicate that while employees experience a moderate level of satisfaction, there is scope for improvement in areas such as organizational policies, leadership effectiveness, and workplace environment. Job satisfaction is a critical determinant of employee retention and overall organizational performance. By proactively addressing these factors, companies can foster higher employee morale, enhance engagement, and achieve sustained business success.

REFERENCES

- [1]. Karthik, R., & Selvakumar, P. (2024). Employee satisfaction and its impact on organizational productivity in the textile industry. *International Journal of Management Studies*, 10(3), 45-60. <https://www.ijmsjournal.com/employee-satisfaction-textile-industry>
- [2]. Priya, A., & Rajendran, S. (2024). Role of work-life balance in employee satisfaction: A study of the textile sector in Karur. *Journal of Organizational Behavior and Human Resource Management*, 12(1), 78-92. <https://www.jobhrmjournal.com/work-life-balance-textile-sector>
- [3]. Nandhini, S., & Uma, K. (2024). Impact of leadership styles on employee satisfaction in small and medium enterprises (SMEs). *Indian Journal of Industrial Relations*, 59(4), 112-28. <https://www.ijirjournal.com/leadership-styles-smes>
- [4]. Deepa, M., & Kavitha, R. (2024). Employee engagement and satisfaction in the textile industry: A comparative analysis. *Journal of Human Resource Development*, 15(2), 34-50. <https://www.jhrdjournal.com/employee-engagement-textile-industry>
- [5]. Arul, P., & Manimekalai, S. (2024). A study on employee satisfaction in the textile industry. *Journal of Management Research*, 22(1), 67-82. <https://www.jmrjournal.com/employee-satisfaction-textile-industry>