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EMPLOYEE JOB SATISFACTION OF COMMERCIAL BANKS IN ANDHRA PRADESH

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Abstract

A positive emotional reaction of individuals regarding their job can be a suitable definition of job satisfaction. Some have argued that job satisfaction is a sentimental reaction from the comparison of person of exact outcomes with those that are deserved or anticipated, to a job. Factors influencing job satisfaction of creating "job satisfaction" in a person is dependent on several factors together which lead to the achievement of the desired result. Lack of some of these factors may lead person to become dissatisfied with the job. Factors such as the amount of earnings; the soul and the nature of work and its social status; prestige and reputation; enhance job safety; lack of role ambiguity; physical conditions; structure and organizational culture and communication with colleagues, according to the characteristics, performance evaluation, fit, flexible, innovative approach It is necessary for a successful organization to satisfy their customers, and the value of the employee's satisfaction in this respect should not be ignored. For example non-financial measures such as goodwill bring the long term benefits for firms. In industries, such as banking, in which customers directly interact with employees, the behaviour of employees influences the customers to leave or stay. Therefore, organizations especially in the service sector should pay more attention to employee satisfaction. Much research indicates the positive relationship between employee satisfaction and customer satisfaction. This paper is focus of this paper employee job satisfaction of commercial banks in Andhra Pradesh.

Key Words: Emotional, employee, Job Satisfaction, Influencing, Customers, Commercial Banks.

INTRODUCTION

Every business is a people business. At the heart of every successful business are the people who make things happen. Human capital is its most valuable resource, which provides the solid foundation needed to build long-term probability and ongoing success of an organization. Human capital consists of the "people assets" that drive an organization's continuous development and sustained growth, and includes the collective attitudes, skills, abilities, and

knowledge base of an entire workforce.

The focus of this dissertation is on employee satisfaction and how it may be enhanced. In any organization employees can be thought of as internal customers and there is a need to satisfy them if external customers are to be retained and satisfied. In other words, successful organizations can maintain their advantage only by satisfying the employees and then motivating towards continuous improvement. The workplace is a second home for employees because they survive

more than 40 hours a week in the working environment. In this study, I have reviewed the definitions of job satisfaction and productivity in order to address the factors that influence, the relation between the two in terms of achieving organizational objectives.

In the last fourteen years, multiple and sometimes conflicting views about the definition of 'job satisfaction' have been formed and developed. Herzberg believes that it has two dimensions. According to Herzberg (1964), the first dimension includes elements of job satisfaction which include, the attitudes and perceptions of employees, the method of administration policies, the organization, the nature and extent of supervision, job security, working conditions, status, salary level, and the establishment of mutual reciprocity, supervisor's homogeneous and subordinate staff and personal life. These factors may affect employees' dissatisfaction was not enough to leave the organization and the availability of risk to make it. So for Herzberg providing and maintaining the health of these factors needs to be considered.

Job satisfaction is a topic of wide interest to both people who work in organizations and people who study them. It is a most frequently studied variable in organizational behavior research, and also a central variable in both research and theory of organizational phenomena ranging from job design to supervision. The traditional model of job satisfaction focuses on all the feelings that an individual has about his/her job. However, what makes a job satisfying or dissatisfying does not depend only on the nature of the job, but also on the expectations that individuals have of what their job should provide. Satisfied employee is inclined to be more industrious, inspired, and dedicated to their work. Job satisfaction results from the exchange of personal factors, such as principles, character, and opportunity with

employment factors such as the impression of the work situation and the job itself.¹

OBJECTIVES

The main objective of the study is to identify the job satisfaction of the employees of commercial bank of Andhra Pradesh. To achieve this objective, the study seeks to realize the following:

1. To evaluate the of job satisfaction of the employees of commercial bank.
2. To provide some suggestions to overcome those problems and improve job satisfaction of commercial bank.

REVIEW OF LITERATURE

Islam, Anwarul K. M (2013) showed that Employee motivation and job security has influence on job satisfaction. For that reason, it might be mandatory to obviously plan and found different managerial guiding principle to make available excellence tune to convince employees which will help to develop their satisfaction level within the organization. Hence, the Bank administration must acquire individuals under consideration. The level of job anxiety, logic of proficiency along with the employees, representation of the organization besides has an impact on job satisfaction.²

Tariq Raffique et. al. (2014) studies on factors effecting job satisfaction of employees working in private organizations of Pakistan. This study informs about relationships between biographical variables and job satisfaction of private organizations because job satisfaction of private organizations employees may be concerned with the personal attributes such as age, gender and years of experience. Objective of the study is the improvement of organizational Human Resource Management system regarding worker's job satisfaction. Correlation, Regression and Analysis of

Variance tests were conducted to test the data. Some of management variables, which were, Compensation, Empowerment, Work Place, Appraisal System, Management Behavior, Motivation, Clear Goals of Organization and Training and Development shown a positively correlation with employee's job satisfaction.³

Anubhuti Monga, Narinder Verma and O. P. Monga (2015) studies on the employees of private banks of India. This study was carried out with the objective to assess the level of job satisfaction of employees of the Commercial bank. A five point Likert Scale questionnaire containing fifteen questions extracted from the short form of Minnesota Satisfaction Questionnaire (MSQ) was administered for data collection. Besides, questions on personal characteristics, the questionnaire included important dimensions of organizational structure. The results obtained from analysis of data revealed that salary, inter-personal relationship, communication, attitude of superiors, working conditions and team work have more bearing than the factors of training and development, rewards and compensation, nature of job, job security, morale and role clarity in determining job satisfaction of employees of private banks of India.⁴

Mohammad Masum Iqbal (2006) worked on job satisfaction among commercial bank employees with different ownership structures such as public, private and foreign banks in Bangladesh. The main objectives were to measure the degree of satisfaction level of bankers. Both primary and secondary data were used in the study and the sample size of the study was 150 employees from these three sectors of banks situated in Dhaka city. The study depicts that public banks lead in terms of job Security, autonomy, balance between work and life, authority and responsibility compared to their peers

whereas foreign banks lead in terms of salary, status, timely feedback.⁵

JOB SATISFACTION OF THE EMPLOYEES OF COMMERCIAL BANK IN ANDHRA PRADESH

The social reality and social expectation for most individuals is to spend the major part of their life in work. Knowing why individuals work and how much they are satisfied with their work has been a subject of interest, for many years. A positive emotional reaction of individuals regarding their job can be a suitable definition of job satisfaction. Some have argued that job satisfaction is a sentimental reaction from the comparison of person of exact outcomes with those that are deserved or anticipated, to a job. Job satisfaction is affected by internal and external factors and it is a favourableness or un-favourableness with the job from employees' points of view in Andhra Pradesh.

Job satisfaction refers the degree of the positive or negative feeling of employees about their jobs. It is a posture or sentimental response to job obligation as well as to the social conditions of the work place in Andhra Pradesh.

There is a belief that when the employee is happy he will be productive. Happy employees are more likely to attract more customers by a welcoming and kind manner and unhappy employees can lead customers to leave (Hanif, 2008). Much research has been undertaken by job satisfaction and its consequences but unfortunately a few numbers of them are about banking industry. It showed that job satisfaction correlates with raised output, being loyal with bank, organization's efficiency and decrease in absenteeism. Davis (2007) indicated that job satisfaction positively influences the effort, capability and ability of employees. He also emphasizes that dissatisfied employees may cause difficulties such as increasing cost and decreasing profits and

consequently dissatisfy customer. Consistent with other research that done by Panchanatham, which has showed the positive relation between satisfaction of bank employees and productivity. He indicated that if bank employees feel satisfied that there is less likelihood of resignation compares to dissatisfied employees in Andhra Pradesh

First, direct effects: which relate to the employee's motivation directly such as growth in productivity and increase in customer's service quality. Second, those factors that will increase the employee's loyalty like reducing delay, absenteeism and redundancy. All in all, the direction of effect and cause is not clear, it has not been proved that high performers are satisfied or satisfaction is the reason of good performance in Andhra Pradesh

It is necessary for a successful organization to satisfy their customers, and the value of the employee's satisfaction in this respect should not be ignored. For example non-financial measures such as goodwill bring the long term benefits for firms. In industries, such as banking, in which customers directly interact with employees, the behaviour of employees influences the customers to leave or stay. Therefore, organizations especially in the service sector should pay more attention to employee satisfaction. Much research indicates the positive relationship between employee satisfaction and customer satisfaction in Andhra Pradesh

RECOMMENDATION OF COMMERCIAL BANKS IN ANDHRA PRADESH

As we have got motivational factors can affect the Job satisfaction. For this reason, we try to give some recommendation below:

1. Incentives that are provided by the bank are not adequate. So that, it cannot motivate the employees. Adequate incentives should be provided by the bank.

2. Organization provided conveyance allowances to very few employees but if they provide conveyance allowances to all the employees then they will be highly satisfied so conveyance allowance should be provided to the employees.
3. If an employee shows extra ordinary performance in that case bank should have to provide some additional reward. Reward for extra ordinary performance need to introduce.
4. There are some non-monetary incentives such as recognition, praise which works as an important motivational factor for job satisfaction of the employees. Besides financial motivation, non-monetary incentives should be provided.
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6. Performance based compensation need to be introduced so that employees will be interested to improve their performance that will facilitate organizational success.

CONCLUSION

Job satisfaction is an important area of research. This paper has focused specifically on the on job satisfaction. The aim was to determine the bank employees. The study highlights some job satisfaction that contributing toward job satisfaction. Other than these factors, there are some other factors, which are also responsible for job satisfaction. Changes in some factors such as management policy, salary structure, promotion structure, job environment also important to measure

employee's satisfaction level. To conclude, it can be stated that all those private commercial banks present scenario is a prospective and competitive one and employees are satisfied but a little more motivation makes them more satisfy, which can bring more success in the progress of those banks in Andhra Pradesh.

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