

Study on the Job Satisfaction of Non-commerce Employees Towards Banking Sector in Thoothukudi District

Dr.B.Geetha Maheswari

M.Com.,M.Phil.,NET, Ph.D.,M.B.A, Assistant Professor, Department of Commerce, St.Mary's College(Autonomous), Thoothukudi – 628001.

ABSTRACT

In modern society, the needs and requirements of the people are ever changing and increasing. In this era of competitive world, success of any organisation depends on its human resource. Banks are no exception to this. The employees of the bank are valuable assets to their organisation. Determining efficiency of human resource management and maintaining higher job satisfaction level in bank is not only the performance of the bank, but also affect the growth and performance of the entire economy. So, for the success of banking, it is very important to manage human resource effectively and it is essential to find whether both commerce and non-commerce employees employed in the Public and Private sector banks got satisfied towards their bank job.

Keywords: Employees, Banking, Job satisfaction, Non-Commerce

1.1 INTRODUCTION:

Job is one of the important elements of people's life. Their living style and their social lives depend on their jobs. Job satisfaction is the positive and negative feelings of an employee towards his job or it is the amount of happiness connected with the job. There is a general understanding that the overall productivity and success of an organization depends on the effective and efficient performance of employees which in turn depends on the employees' job satisfaction. Therefore, it is necessary for every organization to have satisfied workforce. Job satisfaction is one of the most widely spread researched topics in the field of organizational psychology. For that purpose, researchers have identified various aspects of job satisfaction, its relative importance, and its relationship with their performance and productivity. Keeping in view the contribution of banking sector in the society and the significant role of job satisfaction in order to improve the employees' performance, the aim of the present study is to know the job satisfaction of bank employees and its relationship with the performance level.

1.2 STATEMENT OF THE PROBLEM:

Bank employees are the backbone of any banking organisation. Without employee no work can be done. Hence the employees' satisfaction is very important. In the recent scenario especially after globalization and digitalization, customer attrition is very high especially from public sector banks to private sector banks. One of the reasons for the higher attrition is the poor banking services. Every commercial bank attempt to make their employees satisfied in their job and try to attract more customers.

Satisfied employees provide better service to the customers as well as to the organization. Higher job satisfaction reduces labour turnover and absenteeism. Satisfied employees are likely to stand by the organization than the dissatisfied staff. Further, satisfied workers would also be the productive workers.

Job satisfaction assumes a greater importance in industries, which engage themselves in rendering services to the customers. Banking industry in India is engaged in providing various types of financial services to customers. The services rendered by the banks will be more efficient if the employees of the banks are satisfied a lot. Several factors like age, educational level, gender and nature of supervision influence the level of satisfaction. Further the study is also focused on the specific factors which influence the job satisfaction of the bank employees. The level of job satisfaction may differ from one level to another level depending on policies, rules, salary conditions, environment, motivation and the like. Hence the research paper tries to study the perception of Non-Commerce Bank employees towards their job satisfaction in Public and Private banking sectors especially in Thoothukudi district.

1.3 OBJECTIVES OF THE STUDY:

- ❖ To analyze the demographic profile of the sample respondents.
- ❖ To study the reasons for choosing the bank job.
- ❖ To identify the problems faced by non-commerce employees in bank job.
- ❖ To identify the factors influencing the degree of job satisfaction of both public and private bank employees.
- ❖ To give suggestions to improve the job satisfaction of bank employees working in both public and private sector banks.

1.4 RESEARCH METHODOLOGY

This section attempts to describe the methodology of the present study. Primary data was collected from the respondents through questionnaire. Secondary data was collected from websites, newspapers, magazines, brochures and the like.

1.4.1 SAMPLING DESIGN

By adopting convenience sampling method, the respondents were selected among all age groups and the questionnaires were distributed among them to elicit the primary data.

1.5 SCOPE OF THE STUDY:

The scope of the study covers the perception and job satisfaction of non-commerce employees working in banks both in Public and Private sector. The research focused on analyzing the factors determining the job satisfaction of Non-commerce employees working both in Public and Private sector banks in Thoothukudi District. The study covered the perception and overall satisfaction of Non-commerce bank employees towards the nature of employment, working environment, training and promotion policy, relationship with fellow employees, nature of earnings and other issues related to the job of Non-commerce bank employees working in Public and Private sector banks.

1.6 LIMITATIONS OF THE STUDY:

- The major limitation of this study is its reliance on cross sectional and self-report data.

- The study was confined in Non-Commerce employees in banking sector in Thoothukudi district only.
- The bank employees were reluctant to disclose their job attitude for fear of reprisals from their higher ups.
- Most of them need to be convinced that the study was purely for research purpose and the identity would be kept confidential.

1.7 REVIEW OF LITERATURE

- Puranga and shrivastva (2009) have observed that the work culture of public sector bank was based on the concept of socio-economic responsibility, in which profitability is secondary. On the other hand, private sector bank work towards profitability. Because these differences between the sectors hold and important factor in shape in the work culture of an organisation, it needs to be explored how they would likely affect job satisfaction.
- Lumley et. al (2011) have reviewed that in order to create a working environment that encourages people to stay with the respective organisation, managers need to review existing pay practices so as to offer fair pay, provide challenging and meaning work task, and foster positive co-workers relationship.
- Gupta and Pannu (2013) have concluded in their study that productivity of the work force is the most important factor as far as the success of an organisation is concerned. The productivity in turn is depended on the well being of the employee. In an age of highly dynamic and competitive world, to be a specified person is a difficult task that can affect him in all realms of life.
- Sinha and shukla (2013) found in their study that job security is one of the most important ingredients of the job satisfaction. Secure job environment enhances the degree of job satisfaction. Management must create an environment of job security among employees. Indians work with emotion, so any legal job contract will not motivate them. Instead of, there should be a psychological are emotional bond between employees and the organisation.
- Vrinda N.N. and Nisha Ann Jacob (Feb. 2015) studied the impact of job satisfaction on job performance. This study investigated the most satisfying event of an employee in the job, why employees stay and leave the organization and also the determination of job satisfaction. The study concluded that job satisfaction and performance was found to be even higher for professional jobs than for less complex jobs.

1.8 DATA ANALYSIS AND INTERPRETATION OF THE STUDY

1.8.1 REASONS FOR CHOOSING THE BANK JOB:

Table 1.8.1

Reason	1	2	3	4	5	6	7	No. of Response	Total score	Average score	Rank
Job security	15 (105)	10 (60)	5 (25)	3 (12)	4 (12)	11 (22)	11 (7)	61	243	3.98	VI
Better salary	21 (147)	10 (60)	15 (75)	6 (24)	5 (15)	2 (4)	2 (2)	61	327	5.36	II

Better social status	10 (70)	15 (90)	6 (30)	5 (20)	8 (24)	9 (18)	8 (8)	61	260	4.26	IV
Anyone from any discipline can join easily	25 (175)	14 (84)	6 (30)	4 (20)	5 (15)	5 (10)	2 (2)	61	336	5.50	I
Better recruitment benefits	16 (112)	12 (72)	10 (50)	4 (20)	6 (18)	4 (8)	9 (9)	61	289	4.73	III
Dream job	9 (63)	5 (30)	6 (30)	3 (12)	15 (45)	21 (42)	2 (2)	61	197	3.22	VII
Priority in matrimonial status	14 (98)	10 (60)	10 (50)	15 (60)	9 (27)	3 (6)	-	61	251	4.11	V

Source: Computed Primary data

INFERENCE:

The above table 1.8.1 shows the reasons for choosing the bank job. The respondents have given first rank to the statement “Anyone from any discipline can join easily” as the primary reason for choosing this bank job with the highest average score of 5.50, second rank to “better salary”, third rank to “better recruitment benefits”, fourth rank to “better social status”, fifth rank to “priority in Matrimonial status”, sixth rank to “job security” and the last rank has been given to “Dream job” with the least average score of 3.22.

Majority of the respondents have given first rank to the statement “Anyone from any discipline can join easily” as the reason for choosing this bank job with the highest average score of 5.50 and the last rank has been given to “Dream job” with the least average score of 3.22.

1.8.2 PROBLEMS FACED BY NON-COMMERCE EMPLOYEES IN BANK JOB

Table 1.8.2

Statement	SA	A	N	DA	SDA	No. of response	Total score	Average score	Rank
Lack of basic accounting knowledge	17 (85)	25 (100)	10 (30)	5 (10)	4 (4)	61	229	3.75	I
Lack of basic computer knowledge	5 (25)	18 (72)	10 (30)	14 (28)	14 (14)	61	169	2.77	VII
Lack of knowledge in accounting	5 (25)	18 (72)	14 (42)	16 (32)	8 (8)	61	179	2.93	V

computer software									
Felt difficult in cash handling	4 (20)	18 (72)	16 (48)	13 (26)	10 (10)	61	176	2.88	VI
Lack of knowledge in accounting terms	11 (55)	20 (80)	10 (30)	13 (26)	7 (7)	61	198	3.24	II
Lack of knowledge in customer grievance & Redressal	7 (35)	17 (68)	15 (45)	12 (24)	10 (10)	61	182	2.98	IV
Felt difficult to learn account balancing	10 (50)	13 (52)	16 (48)	13 (26)	9 (9)	61	185	3.03	III

Source: Computed Primary Data

INFERENCE:

The above ranking table 3.26 shows the satisfactory opinion of the respondents towards problems faced by Non-commerce employees working in bank while they joined bank at first time. Majority of the respondents have given First rank to “Lack of basic accounting knowledge” with the highest score of 3.75, Second rank is given to “Lack of knowledge in accounting term”, Third rank is given to “Felt difficult to learn account balancing”, Fourth rank to “Lack of knowledge in customer grievance redressal, Fifth rank to, “Lack of knowledge in accounting computer software”, Sixth rank to “Felt difficult in cash handling” and the last rank is given to “Lack of basic computer knowledge “ with the least average score of 2.77.

Majority of the respondents have given first rank to “Lack of basic accounting knowledge” as the dominant problem faced by Non-commerce employees working in bank while they joined bank at first time with the highest score of 3.75 and the last rank is given to “Lack of basic computer knowledge“ with the least average score of 2.77.

1.8.3 OVERALL SATISFACTORY OPINION OF THE BANK EMPLOYEES TOWARDS THE JOB:

Table – 1.83

Statement	SA	A	N	DA	SDA	No. of response	Total score	Average score	Rank
Overall job satisfaction	16 (80)	25 (100)	6 (18)	4 (8)	10 (10)	61	216	3.54	I
Convenient working hours	13 (65)	12 (48)	15 (45)	10 (20)	11 (11)	61	189	3.09	VI

Salary benefits	14 (70)	20 (80)	10 (30)	7 (14)	10 (10)	61	204	3.34	III
Better ON the job training	15 (75)	17 (68)	12 (36)	10 (20)	7 (7)	61	206	3.43	II
Better OFF the job training	10 (50)	12 (48)	12 (36)	15 (30)	12 (12)	61	176	2.93	VII
Better higher education opportunities	12 (60)	15 (60)	15 (45)	12 (24)	7 (7)	61	196	3.21	IV
Secured job	15 (75)	15 (60)	10 (30)	10 (20)	11 (11)	61	196	3.21	V

Source: Computed Primary Data

INFERENCE:

The above ranking table 3.29 shows the overall satisfactory opinion of the bank employees responding towards their bank job. Majority of the respondents have given First rank to “Overall job satisfaction” with the highest score of 3.43, Second rank is given to “Better ON the job training”, Third rank is given to “Salary benefits”, Fourth rank is given to “Better higher education opportunities”, Fifth rank is given to “Secured job”, Sixth rank is given to “Convenient working hours”, and the last rank is given to “Better OFF the job training” with the least average score of 2.93.

Majority of the respondents have given first rank to “Overall job satisfaction” with the highest score of 3.43 and the last rank is given to “Better OFF the job training” with the least average score of 2.93.

1.9 FINDINGS OF THE STUDY

- Majority 52.46 percent of the respondents are female respondents.
- Majority 44.26 percent of the respondents belong to the age group of 18 – 30 years.
- Majority 59.01 percent of the respondents are married respondents.
- Majority of the respondents have given first rank to the statement “Anyone form any discipline can join easily” as the reason for choosing this bank job with the highest average score of 5.50 and the last rank has been given to “Dream Job” with the least average score of 3.22.
- Majority of the respondents have given first rank to “lack of basic accounting knowledge” as the dominant problem faced by Non-commerce employees working in bank while they joined bank at first time with the highest score of 3.75 and the last rank is given to “lack of basic computer knowledge” with the least average score of 2.77.
- Majority of the respondents have given first rank to “overall job satisfaction” with the highest score of 3.43 and the least importance has been given to “Better off the job satisfaction” with the least average score of 2.93.

1.10 SUGGESTIONS OF THE STUDY:

Thus, in the light of the findings it can be concluded that job security is the most desired factor that amplifies an employee's satisfaction at work. Based on the results of the study the following appropriate measures are suggested:

- Coaching and training should be given to bank employees along with the opportunities for their career growth.
- Banks need to work on the factors that employees are not satisfied with as these factors are imperative to their satisfaction. Acknowledgement of work, fringe benefits, cordial relation with the supervisors and comfortable working environment came next that concerns employee's satisfaction.
- Employees must be given work in moderation and flexi-hours should be provided to them so that they do not feel stressed.
- The banks especially private sector banks must come up with more secure job policies so that employees work dedicatedly without the fear of losing the job.
- Salary must be given in consideration to their work experience, bonus of job, stress level and job profile.
- Promotion policies must be based on merit as well as experience and these policies should be transparent and fair.
- Along with healthy environment and feedback from supervisor, acknowledgement must be given where it is due, such that the work of employees is valued and appreciated.

1.11 CONCLUSION OF THE STUDY

This study attempted to identify the perception and job satisfaction of non-commerce employees working in both public and private banks. Banking industry in India is affianced in rendering various type of pecuniary services to customers. The services rendered by the banks will be more efficient if the employees of the banks are satisfied a lot. Several aspects like age, educational level, gender and nature of supervision impact the level of satisfaction. Further the study is also focused on the specific reasons which influence the job satisfaction of the bank employees. The level of job satisfaction may differ from one level to another level depending on policies, rules, salary conditions, environment, motivation and the like. The growth opportunity in the banking sector and the salary they are getting in the banking sector are compared to other commerce employees. Job satisfaction for the non-commerce bank employees can be influenced by a number of factors that includes the job position scale of salary, techniques adopted for promotion, the attitude and relationship of co-bank workers, the physical and mental stress level involved, the working condition, the problem faced, the challenge level and the like.

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