

A STUDY ON 'EMPLOYEES MORALE AND JOB SATISFACTION LEVEL AND ITS IMPACT ON ATTRITION.' WITH REFERENCE TO TECHNODYSIS PRIVATE LIMITED, BENGALURU

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ABSTRACT

Purpose – This study aims to explore the connection between employee morale, job satisfaction, and attrition rates within organisations. The study aims to offer insights that can assist organisations in comprehending the significance of employee morale and work satisfaction in lowering attrition rates and enhancing overall organisational performance.

Design/Methodology –For the study 100responds are taken from employees of Technodysis private limited. For taken of responses structured questionnaire of five-point Likert scale is implied with simple random technique. And also used some of the statical tools are implemented for the analysis that is Regression and correlation.

Findings: The result of the study was demonstrated dimensions (employee morale and Job satisfaction). It was found in our study that most influence factors were Performance Appraisal program.

Practical implication: The findings of the study have various managerial implications for the organisation that want to have a significant employee morale and job satisfaction, this finding will help the employees to design the effective employee morale and job satisfaction in a successful manner which will help both the employer and employee.

Social implications: Somehow the study is also useful for social impact in terms of effective work place practices Employees Morale and Job Satisfaction level and its Impact on Attrition.which will also enhance the employee motivation to work with dedication and involvement in an organisation.

Key words: Job satisfaction, employee morale, attrition rate, compensation

INTRODUCTION:

The Employee performance of an organisation can be greatly influenced by important elements like employee morale and job satisfaction. Employees are more likely to be productive, motivated, and committed to their work when they are pleased and content with their jobs. On the other side, unhappy and demotivated staff members are more likely to leave the company, which raises attrition rates and raises the cost of hiring new staff. An organisation may incur costs from recruitment, training, and lost productivity as a result of high staff turnover. It is vital to comprehend the factors that affect employee morale and work satisfaction as well as how they affect attrition rates job satisfaction, and employee morale. It will look at the elements that affect employee morale and work satisfaction, the implications of low morale and job satisfaction for attrition rates, and the tactics that businesses may use to raise employee morale and job satisfaction and lower attrition rates. Employee turnover, often known as attrition, is a frequent occurrence in businesses and can significantly affect operational effectiveness.

The organisation may incur a number of costs as a result of the loss of experienced workers, including those related to recruitment, training, and lost productivity. High attrition rates may also be a sign of underlying organisational problems, such as low staff morale or a dearth of possibilities for career advancement, which may have a negative effect on corporate performance.

COMPANY PROFILE

Technodysis Private Limited is an unlisted private company incorporated on 14 October, 2020. It is classified as a private limited company and is located in Bangalore, Karnataka. Its authorized share capital is INR 10.00 lac and the total paid-up capital is INR 1.00 lac. Technodysis Private Limited is a 2 years 5 months old Private Limited Indian Non-Government Company. Its registered office is in Bangalore. The Company's status is Active, and it has filed its Annual Returns and Financial Statements up to 31 Mar 2022 (FY 2021-2022). It's a company limited by shares having an authorized capital of Rs 10.00 Lakh and a paid-up capital.

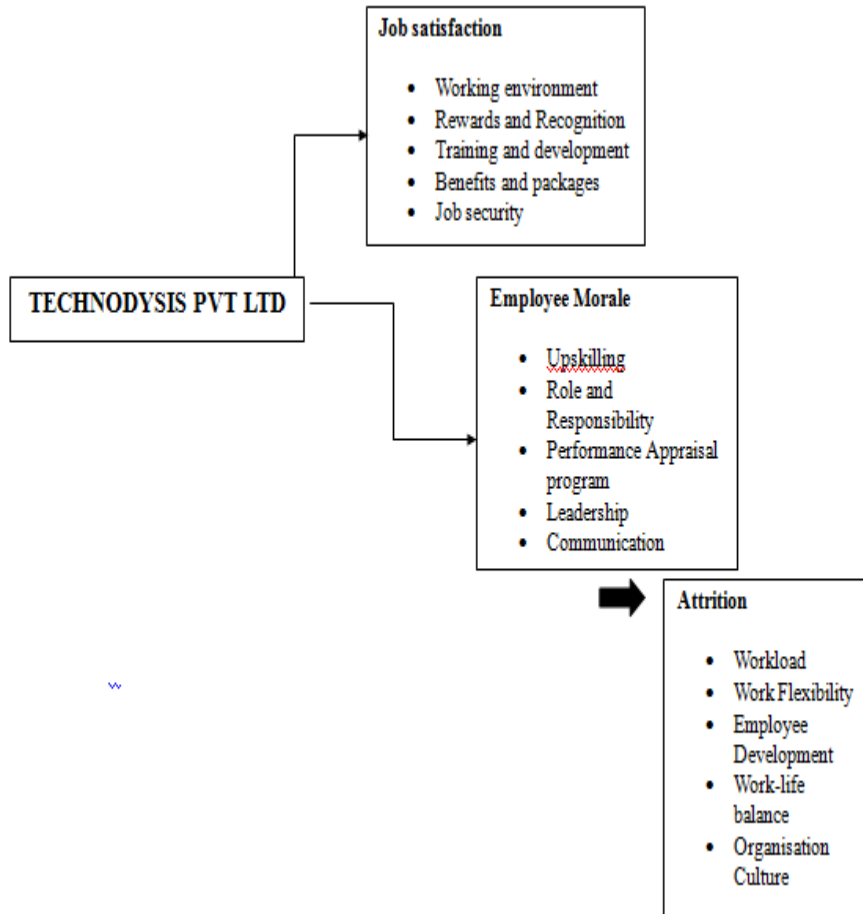
OBJECTIVES OF THE STUDY:

- To Identify the factors of employee morale, Job satisfaction and Attrition.
- To examine the impact of employee morale on Job satisfaction
- To analyse relationship between Job Satisfaction and Attrition.

LITERATURE REVIEW:

AUTHOR	Year	FINDINGS
Zainal, R., & Rahman, A. R.	2021	The study found a significant positive relationship between employee morale and employee performance among employees of a manufacturing company in Malaysia. The study also found that employee morale was influenced by factors such as job satisfaction, organizational culture, and leadership style. Sample Size was 150.
Ahmad, N.& Norizan, N.	2020	The study concluded that talent acquisition has a significant impact on organizational performance in the banking sector of Pakistan and Structural Equation modelling Sample Size was 303
Jiang, H., & Song, Y.	2020	The study found a significant positive relationship between employee morale, work engagement, and job satisfaction in the hospitality industry in China. Structural Equation modelling Hospitality Industry in China Sample was 600.
Girma, M., & Kefale, G.	2019	The study found a significant negative correlation between employee morale and job satisfaction with employee turnover intention in Bahir Dar City Administration, Ethiopia. Model Used Correlation and Regression Analysis Sampling unit Bahir Dar City Administration, Ethiopia Sample Size was 255
Sufian, A. S., & Ariffin, A. H.	2018	The study found a significant negative relationship between job satisfaction and turnover intention among employees of private universities in Malaysia. The study also found that job satisfaction was influenced by factors such as work-life balance, career growth opportunities, and job security. Model Used Regression Analysis sampling unit Private universities in Malaysia Sample Size was 250

WORKING MODEL OF THE STUDY



RESEARCH METHODOLOGY:

Type of data: Primary Data

Sample Size: The sample size for analysing the study is 100 employees from Technodysis Pvt. Ltd.

Data Collection method: Questionnaire

Tools and Techniques: Correlation, Regression are the tools used for the research.

Regression

Regression is a modelling method used to examine the connection between a dependent variable and one or more independent variables in statistics. Understanding the relationship between changes in the independent variables and changes in the dependent variable is the goal of regression analysis

Correlation: The term "correlation" describes the degree of a relationship between two variables, and because it is perfectly symmetrical, the correlation between two variables A and B and B and A is the same. But if the two variables are connected, it means that, on average, they change when one of them changes by a given amount.

Source of data:

A well-structured questionnaire is used in this investigation. A set of questions on the questionnaire are part of a research tool used to gather data from respondents. Utilising secondary data reports from publications like newspapers and magazines, secondary records can be obtained.

Data analysis and interpretation:

	AGE	GENDER	EDUCATION	INCOME	DESIGNATION
Mean	2.05	1.71	2.46	3.01	1.41
Standard Error	0.0936089	0.0456048	0.101920944	0.071767019	0.049431107
Median	2	2	2	3	1
Mode	2	2	2	3	1
Standard Deviation	0.936089	0.45604802	1.019209438	0.717670192	0.49431107
Sample Variance	0.8762626	0.2079798	1.038787879	0.515050505	0.244343434
Kurtosis	-0.665218	-1.140079	-1.08806893	1.445744249	-1.900351094
Skewness	0.5023146	-0.9397507	0.081262324	-0.85131045	0.371574663
Range	3	1	3	3	1
Minimum	1	1	1	1	1
Maximum	4	2	4	4	2
Sum	205	171	246	301	141
Count	100	100	100	100	100
Confidence Level(95.0%)	0.1857404	0.09048982	0.202233264	0.142401336	0.098082041

5.1 Hypothesis**Analysis 1**

Statistical tool used: Regression

Dependent variable –Job satisfaction

Independent Variable- Employee Morale

1.H0–There is no significant Impact of Employee morale on Job satisfaction.

H1- There is significant Impact of Employee morale on Job satisfaction.

REGRESSION

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.664364
R Square	0.441379
Adjusted R Square	0.398408
Standard Error	0.756931
Observations	15

ANOVA

	Df	SS	MS	F	Significance F
Regression	1	5.885057	5.885057	10.2716	0.006902
Residual	13	7.448276	0.572944		
Total	14	13.33333			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	1.827586	0.606197	3.01484	0.009951	0.517978	3.137195	0.517978	3.137195
2	0.551724	0.172148	3.204934	0.006902	0.179828	0.923628	0.179828	0.923628

Interpretation- The regression model is statistically significant, with the intercept and variable "2" having significant effects on the dependent variable. The model explains 44.14% of the variability in the dependent variable, and the coefficients provide estimates of the relationship between the independent variable(s) and the dependent variable.

Analysis 2

Statistical tool used: Correlation

Dependent variable –Attrition

Independent Variable-Job satisfaction

2.H0-There is no significant relationship between Job satisfaction and Attrition.

H1- There is significant relationship between Job satisfaction and Attrition.

CORRELATION

Correlation Matrix

		AC	AB
AC	Pearson's r	—	
	p-value	—	
AB	Pearson's r	0.518	—
	p-value	—	< .001

INTERPRETATION-The p-value for this correlation is less than 0.001, suggesting that the correlation is statistically significant, indicating a moderate positive correlation between these variables.

SUGGESTIONS

- Establish a positive work environment: Foster a culture of respect, open communication, and teamwork. Encourage collaboration, recognize achievements, and provide opportunities for employees to contribute their ideas.
- Provide growth and development opportunities: Offer training programs, mentorship, and career advancement paths. Help employees enhance their skills and knowledge, enabling them to take on new challenges and responsibilities.
- Ensure fair compensation and benefits: Regularly review and update salary structures to remain competitive in the market. Provide comprehensive benefits packages that address employees' needs, such as healthcare, retirement plans, and work-life balance programs.

CONCLUSIONS:

Employee morale and job satisfaction have a significant impact on attrition rates within an organization. When employees are satisfied and have high morale, they are more likely to remain committed to their roles and the company, leading to lower attrition rates. On the other hand, low morale and job dissatisfaction can contribute to increased turnover and loss of valuable talent. Positive work environments, characterized by open communication, respect, and teamwork, contribute to higher morale and job satisfaction among employees. Providing growth and development opportunities helps employees feel valued and invested in their careers, increasing job satisfaction and reducing the likelihood of attrition. Fair compensation and benefits packages are crucial in maintaining high morale and job satisfaction.

FUTURE SCOPE OF THE STUDY:

Future Scope of the Study can include longitudinal research to evaluate the connection between staff morale, job satisfaction, and attrition over a protracted period of time. This would make it easier to understand how these variables are dynamic and how their impacts change over time. Cross-cultural Analysis examining the impact of cultural variables on the link between morale, work satisfaction, and attrition. Comparing data from several areas or nations could highlight cultural differences and their effects on staff retention plans. Organisational Interventions also Investigating the efficiency of particular organisational interventions meant to boost worker happiness and morale. This could entail introducing interventions like career development efforts, flexible work schedules, or employee appreciation programmes and evaluating their effects on attrition rates. Employee well-being plays in mediating to link between morale, job satisfaction, and attrition. This includes work-life balance, workplace stress, and physical and mental health. greater insight into the causes affecting turnover can be gained by studying the holistic well-being of employees.

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