

**JOB SATISFACTION AND IT'S IMPACT ON PERFORMANCE EMPLOYEES IN
INDUSTRY SECTOR AT RAIPUR REGION OF CHHATTISGARH**

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ABSTRACT: More skilled workers mean higher hands on deck, which means more output in Raipur Industry. This would bring more money into the economy and raise people's living standards, resulting in greater prosperity. and, as a result, economic development industry sector . However, in the demographic dividend, finding a qualified labour is a challenge. The fact that the majority of the population is young does not automatically translate into increased national GDP. This simply means that by upgrading their abilities and providing decent education, a large portion of the population may be made productive. Industries must devote more resources to the development of human resources. A quality staff is at the heart of any organization's success, driving its performance, ensuring seamless operations, and ensuring the company's success in a competitive market. Organizations that want to improve their financial performance and gain a competitive advantage must pay particular attention to the recruitment and retention of high-quality human resources. Finding and keeping good personnel is one of a company's most essential concerns. Aside from the physical environment, every workplace has an emotional environment that interacts with employees as a positive or negative influence in their lives. An organization must establish a reputation among its employees such that competent applicants would flock to it whenever a position becomes available. As a result, a positive work environment plays an essential role in lowering employee turnover and increasing financial remuneration, which is a crucial and ultimate motivator for any employee. According to the survey, investing in training is one of the ways a sector can contribute to the development of a quality workforce while also reaping additional benefits such as employee retention, job satisfaction, motivation, and career advancement. The research is being conducted in four industrial companies in Raipur that place a high value

on a skilled staff as a key to success. Data was gathered through interviews with higher-ranking officials and industry employees, as well as a questionnaire survey of the workforce. The workforce sample for the survey is chosen at random, whereas higher authority interview samples are chosen for the interview based on convenience as approved, and the support of the participating industries for the study was a factor beyond the researcher's control. The record has greatly aided in reaching a conclusion in the industries. Data has been rigorously pooled for additional analysis after it has been collected. The ANNOVA test has been used to test hypotheses.

KEYWORDS: Industry, Contributing variables, Customer Satisfaction Job satisfaction, Demographic Dividend Quality, Workforce Training Retention Job, Satisfaction Motivation and career Growth.

INTRODUCTION: Key workers and increasing worldwide competition for skilled positions and compensation require a quality workforce that can adapt and prosper in a fast changing global environment. The significance of workforce quality issues takes on a whole new meaning urgency. When the proportion of young people outnumbers the elderly and children, a demographic dividend occurs. It will immediately boost the country's workforce. The problem now facing industry is to make that vast workforce productive for the nation's economic progress. The productivity of a workforce is inextricably linked to its quality, making it a crucial factor of economic growth and salaries. In today's dynamic economy, employment that demand more than a high school graduation are becoming more common. Education has not evolved to meet the demands of changing working situations. ments Manufacturing industries have become a major contributor to the growth of the national economy in recent years. Skilled workers in these businesses have lower unemployment rates and faster salary growth than workers in other industries. (1) Learns and adapts, (2) Demonstrates a strong work ethic, (3) Completes required schooling, (4) Customer service oriented, (5) Uses information technology, (6) Innovates, and (7) Displays a global viewpoint are the seven qualities of a quality workforce.

1. Learns and adapts: Recognizes the importance of new information for present and future problem-solving and decision-making, and quickly adjusts to new workplace requirements.

2. Exhibits a strong work ethic: Employers consider reliability, punctuality, initiative, responsibility, honesty, and respect for coworkers and supervisors as personal attributes that contribute to workplace efficiency.
3. Completes requisite education: Education is required for the further growth of the workforce, depending on the skill and knowledge demands of a specific position in the industry.
4. Customer service orientation: actively listens to understand customer needs, replies and follows up on those needs promptly, and looks for ways to improve products and services.
5. Computers are used to collect, analyze, and disseminate information, as well as to solve issues and make decisions.
6. Innovates: Determines whether new or improved work methods, products, or services are available.
7. Shows a broad perspective: - Recognizes and acknowledges the impact of macro trends and pressures on the local workplace, community, and economy, as well as the diversity of individuals and populations.

The study emphasizes the relevance of education curricula and training programmers that are tightly related to current and emerging quality performance and technology progress models. Every member of the industrial workforce must be qualified. Supported by constant learning and professional development, and tied to product service and customer satisfaction needs. Modern performance strategies, such as E-learning, must be made optimum use of as part of this. This assistance is required if industries are to properly adapt to the demographic dividend and customer expectations.

OBJECTIVES:-

1. Analyze the relationship between training and a high-quality workforce as a demographic dividend challenge.
2. The purpose of this study is to see how effective training programmers are at improving various aspects of work performance.

Review Of Literature: Organizations are constantly confronted with difficulties that have a negative impact on performance. Organizational control is a critical issue that has a big impact on how well a company performs. The purpose of this study was to look into the effect of control modes on performance. Existing research on organizational control focuses solely on what constitutes organizational control. Organizational control is a

collection of several control modalities, such as input control, behavioral control, and input control, rather than a single occurrence. In general, this line of research discovered that hiring high-quality individuals improves performance because the job, individual abilities, and knowledge are all well-matched. Training satisfies the requirement for more abilities, allowing employees to obtain improved performance outcomes. Such behavioral control entails assessing and managing employees' actions in order to reach performance goals. Such behavioral management has a significant impact on performance because it alters employees' views regarding their job. The organization's performance appraisal system easily identifies gaps in actual performance and provides opportunities for improvement. When a company recognizes a problem with performance, it can address it before it becomes impossible to fix. Furthermore, through an effective reward management system, output control promotes employee motivation and job satisfaction, as rewards are favorably connected with higher organizational performance. The Importance of Control Modes in Improving Performance: An Important Fact for Human Resource Management, Journal of Educational and Social Research, Vol. 2(1), January 2018, Sherish Khakwani. As decision-makers get more involved in Total Quality Management implementation, questions concerning which management practices should be prioritized arise. This study looked into the relationship between particular quality management practices and quality performance. It also includes two quality performance measurements as well as a function in developing and maintaining a competitive edge.

Multiple regression analysis was performed to determine the path coefficients, which were then deconstructed into their numerous effects, and path analysis was utilized to test the suggested model. Weak connections were removed. The trimmed model revealed that perceived quality outcomes were primarily related to statistical control/feedback and the product design process, whereas the internal measure of percent that passed final inspection without requiring rework was strongly related to process flow management and, to a lesser extent, statistical control/feedback. Both quality performance measures were linked to a competitive advantage. Top management support and workforce management were important infrastructure components. Some of the fundamental quality procedures and quality performance measures were also linked to supplier relationships and attitudes. Performance and Competitive Advantage:

The Impact of Quality Management Practices, Decision Sciences, Vol. 26, issue 5, pp. 659-691, September 1995, Barbara B. Flynn, Roger G. Schroeder, and Sadao Sakakibara. This study (1) establishes a conceptual distinction between frontline productivity and quality in order to better understand the factors that influence the productivity and quality of frontline employees (FLEs). (2) develops an extended role theory-based model for mapping the impact of important antecedents and consequences on FLE production, and (3) investigates the implications of In order to help employees cope with the intrinsic productivity quality, coping resources such as boss support and task control are available. Front-line occupations are tense. The author evaluates given hypotheses using data from 159 customer service and 147 bill collection representatives using multiple group path analysis. The results show that the differentiation is valid. between quality and productivity Furthermore, FLEs have been demonstrated to continue their effectiveness when burnout levels rise. Productivity levels are increasing, but quality is deteriorating. Task control appears as a more potent resource in assisting FLE a in coping with role stress than supervisor support. Journal of Marketing, April 2000, Vol. 64, No. 2, pp.15-34, Jagdip Singh (2000), Performance Productivity and Quality of Frontline Employees in Service Organizations. With the use of regression analysis, the above literatures analyzed the quality performance of the workforce with respect, support, and the environment of the service organization. Using the ANNOVA test, this study report attempts to correlate worker quality performance with workforce education and training, notably in manufacturing industries.

RESEARCH HYPOTHESES:-

Null Hypotheses:- Training can profit from the demographic dividend because performance in all manufacturing industries is proportionately proportionate, and training is equally helpful for quality workforce performance.

Alternative Hypotheses:- Performance in all industrial businesses is not evenly distributed, and there is no correlation between training and employee quality. As a result, training professionals gain from the demographic dividend.

Research Methodology:- The study is being carried out with the input of industrial workers from four manufacturing plants in Raipur. Interviews are done with senior executives from the industries who are responsible for the day-to-day operations Industries are running smoothly. A total of 84 employees were chosen for the questionnaire survey

from a pool of 100. (with margin error of 5 percent and confidence level of 95 percent) Different departments are represented through samples. The collected data was analyzed using the ANNOVA test.

Analysis and Interpretation:-

Table 1:- Workforce Response to Various Factors Related to Work Performance

Quality Performance Factors Having Impact of Training	Industry A	Industry B	Industry C	Industry D	Total
Job satisfaction	6	4	8	6	24
Motivation	7	6	6	9	28
Career growth	8	5	10	9	32
	21	15	24	24	84

Correction Factor = (84)²/12= 588

SST= Total Sum of Square- C

$$= [(6)²+(7)²+(8)²]+[(4)²+(6)²+(5)²]+[(8)²+(6)²+(8)²]+[(6)²+(9)²+(9)²] - 588$$

$$= 624 - 588$$

$$= 36$$

SST=Sum of square between Industries – C

$$= [(21)²/3+(15)²/3+(24)²/3+(24)²/3] - 588$$

$$= 606 - 588$$

$$= 18$$

Sum of Square between Industries – C

$$= [(24)²/4+(28)²/4+(32)²/4] - 588$$

$$= 596 - 588$$

$$= 8$$

Error Sum of Squares

$$= 36 - 18 - 8$$

$$= 10$$

Table 2:- Calculations for the ANNOVA Test

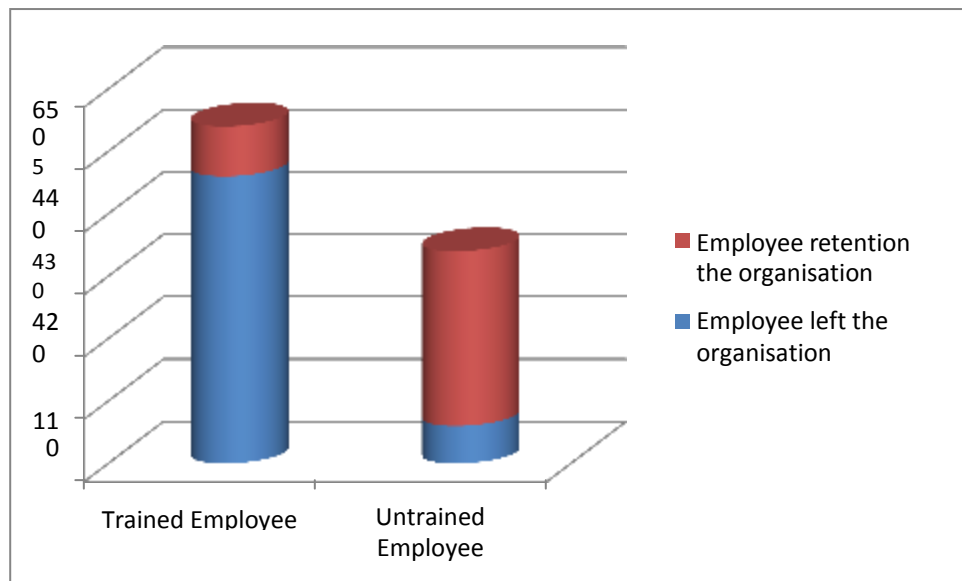
Sources of Variation	Degree of Freedom	Sum of Square	Mean SS = SS / DOF	F Calculated = MSC / MSE	F (Table) at 5%
Between Industries	3	18	MSC = 18/3 = 6	MSC/MSE = 3.6	4.76
Between factors having training impact	2	8	MSR = 8/2 = 4	MSC/MSE = 2.4	5.14
Error	6	10	MSC = 10/6 = 1.667		
Total	11	36			

RESULT:-

The calculated factor value is lower than the value in the table.

As a result, the null hypothesis is accepted: performance in all manufacturing industries is proportionately high, and training is similarly successful in improving workforce quality. As a result, training might profit from the demographic dividend.

Graph 1: Graphical Representation of Industrial Workforce Retention in Relation to Quality Performance Capacity



Employee turnover increases companies' costs in four ways: direct costs, such as money spent on job advertisements, management time spent on non-productive matters, poorer productivity by both new and experienced employees while they learn the job, and capacity loss while a vacancy is unfilled. It is the job of senior management in industries to keep wage and pay costs under control and to promote a culture of advancement and personal growth for their employees. In the long run, it is better for an industry to have the respect and support of its own workers than for that workforce to be frozen in the ice of its management's apathy. Cultivating a corporate culture and investing in human resource specialists are both part of this process.

CONCLUSION: If training improves job satisfaction by making it simpler for people to execute their jobs successfully or by making them feel more appreciated, it might have an indirect influence on performance. Employees who are dissatisfied, on the other hand, may respond in a negative way. in a variety of ways As a result, individuals may be able to persevere due to their sense of loyalty. By absenteeism, tardiness, and a lack of effort, they disregard their responsibility to the workplace. Job satisfaction and staff turnover have a

negative association coefficient. Quantitatively, job happiness was more essential than money gain. The link between job happiness and future quitting behavior was established. Employees who expressed discontent with their work were statistically more likely to resign than those who attained higher levels of satisfaction through training programmers, according to the effect of job satisfaction on employee potential quit behavior. The component most likely to lead to a person leaving their employment was determined to be dissatisfaction with their career advancement. As a result, there is clear evidence that training is positively associated with various factors that contribute to quality performance, such as job satisfaction, motivation, and career growth, resulting in a quality workforce and efficient use of the demographic dividend for the nation's economic development.

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