

Job satisfaction level among New Generation Bank Employees based on demographic profile in Villupuram District

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Abstract:

Commercial banks including the nationalised and non-nationalised banks provide banking services to the people in the country. A long period of time nationalised banks in India enjoyed a monopoly right in the distribution of financial services. The non-nationalised banks provided a supporting service in the sector. After globalisation, the growing competition among banks made them become much customersentered. In the provision of customers oriented services the employees working in the banks have a major role. The bank employees serve better to their customers and attract further more customers towards their bank and make the bank competitive in the market. It is a known fact that the satisfied employees positively perform better in their job. The customers may get poor services in a bank due to lack of services by dissatisfied employees. In this article the researcher tried to find out whether job satisfaction and demographic profile have any relation. For this purpose Chi square test is applied treating demographic profile variables as independent variable and job satisfaction level as dependent variable.

Keywords: Job satisfaction, New Generation Bank

Introduction:

Commercial banks including the nationalised and non-nationalised banks provide banking services to the people in the country. A long period of time nationalised banks in India enjoyed a monopoly right in the distribution of financial services. The non-nationalised banks provided a supporting service in the sector. After globalisation, the growing competition among banks made them become much customers entered. In the provision of customers oriented services the employees working in the banks have a major role. The bank employees serve better to their customers and attract further more customers towards their bank and make the bank competitive in the market. It is a known fact that the satisfied employees positively

perform better in their job. The customers may get poor services in a bank due to lack of services by dissatisfied employees. They switch over to other banks. After globalisation customer attrition is very high especially from public sector banks to new generation banks. One of the reasons for the higher attrition is the poor banking services. Hence, every bank attempts to make their employees satisfied in their job and try to attract more customers. In this article the researcher tried to find out whether job satisfaction and demographic profile have any relation. For this purpose Chi square test is applied treating demographic profile variables as independent variable and job satisfaction level as dependent variable.

Review of Literature:

Rahman, et, al., (2007) measured the level of job satisfaction among bank employees from socio-demographic context at Chuadanga District, in Bangladesh. The cross-sectional study sample consisted of 56 respondents and used semi structured questionnaire containing pre-coded and open-ended questions. The job satisfaction was estimated using dimension index. ANOVA-test and t-test were used to estimate the level of job satisfaction. It is found that salary, sympathetic view to officers, increment allocation method, welfare facilities, bonus facilities, reward, working with present colleagues, leadership style, leave rules, job security, performance appraisal and evaluation process, working schedule and teamwork were recorded higher level of job satisfaction among bank employees. Significance means variation of low level of job satisfaction were found among age, designation, salary, marital status, service period and working environment which can be recovered by ensuring equitable and competitive compensation system, periodical increments, allowances, promotion, redesigning of working hour and environment, opportunities to participation in decision making and effective training and development program.

Mohammad Abdolshah, et, al., (2011) focussed on the relative importance of job satisfaction factors and their impact on the overall job satisfaction of employees. The present study is across-sectional type of research performed in 2010. The study population is senior executives of the Asgariyeh and MehrIran Banks in Qazvin and Alborz. The research instruments included two questionnaires based on individual

characteristics and proprietary. The Individual characteristics questionnaire consists of four questions and the proprietary questionnaire consists of 70 items, including a dependent variable of job satisfaction. SPSS software was used for data analysis. One-sample t-test was used to investigate the condition of each of the dependent and independent variables in the research. It concluded that the colleagues, upgrade, and compensation variables are respectively in the first, second, and third place influencing job satisfaction.

Objectives:

To find out the relationship between job satisfaction level of New Generation Bank employees with respect to their demographic profile in Villupuram District

Hypotheses:

New generation bank employees' job satisfaction level is not associated with their demographic profile.

Data Analysis and Interpretation:

Table 1 Job satisfaction level based on demographic profile

Demo profile	Classifications	Job satisfaction level			Chi-square -value	P-value
		Low	Medium	High		
Gender	Male	84	44	36	75.733	0.001*
	Female	14	54	44		
Age	Less than 30 years	52	10	76	159.14	0.001*
	31 to 35	22	44	42		
	36 to 40	17	30	22		
	Above 40 years	05	14	06		
Education	UG	62	44	42	84.25	0.001*
	PG	22	22	76		
	Others	12	30	22		
Designation	Junior level	42	42	22	84.355	0.001*
	Middle level	42	44	42		

	Senior level	16	22	60		
Experience	Less than 5 years	20	22	64	70.604	0.001*
	5 to 10	64	44	54		
	Above 10 years	12	30	22		
Monthly income	Less than Rs. 25000	20	22	76	276.80	0.001*
	Rs.25000 to Rs.35000	54	10	64		
	Rs.35000 to Rs.45000	14	40	10		
	Above Rs.45000	06	10	08		

Source : Primary data computed

(* significant at one percent level)

Ho: New generation bank employees job satisfaction level is not associated with their demographic profile.

To verify the above stated hypothesis chi square test is applied. Here demographic profiles are treated as independent variable and job satisfaction level is taken as a dependent variables. The result is displayed in the table 1.

In the case of gender the calculated chi square values is found to be 75.73 which is significant ($P=0.001$) at one percent level. Hence, it is observed that the new generation bank employees job satisfaction level is having association with gender. It is inferred that majority of male employees are having low level of job satisfaction and majority of female employees are having moderate level of job satisfaction.

In the case of age the calculated chi square value is found to be 159.14 which is significant ($P=0.001$) at one percent level. So it is noted that the new generation bank employees job satisfaction is associated with their age. Here, it is observed that majority of the young age group employees are having higher level of job satisfaction. However the other age group of employees are having moderate level of job satisfaction.

In the case of education the calculated chi square values is found to be 84.25 which is significant ($P=0.001$) at one percent level. Hence, it is observed that the new generation bank employees job satisfaction level is having association with their education. It is inferred that the post graduate education employees are having high

level of job satisfaction and under graduate education employees are having moderate level of job satisfaction.

In the case of designation the calculated chi square values is found to be 84.35 which is significant ($P=0.001$) at one percent level. Hence, it is observed that the new generation bank employees job satisfaction level is having association with their designation. It is inferred that the majority of junior level employees are having high level of job satisfaction and the middle level designation employees are having moderate level of job satisfaction.

In the case of experience the calculated chi square value is found to be 70.60 which is significant ($P=0.001$) at one percent level. So it is noted that the new generation bank employees job satisfaction is associated with their experience. Here, it is observed that majority of less than five year experience employees are having higher level of job satisfaction. However the other level of experience employees is having moderate level of job satisfaction.

In the case of monthly income the calculated chi square value is found to be 276.81 which is significant ($P=0.001$) at one percent level. So it is noted that the new generation bank employees job satisfaction is associate with their monthly income. Here, it is observed that income of Rs.25,000 to 35,000 earning employees are having higher level of job satisfaction. However the other level of income employees are having moderate level of job satisfaction

Findings:

It is found that the new generation bank employees job satisfaction is associated with age, designation, experience and their monthly income. Here, it is observed that the junior executives with less than five years of experience have higher job satisfaction. Likewise the young executives have more job satisfaction and the Education also has influence over the job satisfaction. The level of income between Rs.25, 000 and 35,000 earning employees are having higher level of job satisfaction.

Conclusion:

The New Generation Bank employees based on their demographic profile were studied to find the relation with that of their job satisfaction. The age factor that is the younger executives with less than five years of experience have higher level of satisfaction, likewise the monthly income also influences the job satisfaction. It is concluded that the younger executives intends for having exposure and willing to move up in their career life and hoping for a better future works for better job satisfaction. The New Generation Banks could also think for better monthly salary to their employees to support their family life which motivates them for better job satisfaction.

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