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A STUDY OF FACTORS INFLUENCING EMPLOYEE SATISFACTION AT THE PRIMARY AGRICULTURAL CO-OPERATIVE CREDIT SOCIETY, KOOTHANALLUR BRANCH

L. G. AHALYA[1]

Student, Department of Management, Annai College of Arts And Science, Kovilacheri.

Dr. R. RAJKUMAR[2]

Director & Professor, Department of Management, Annai College of Arts and science kovilacheri,India

Dr. K. SENTHILKUMAR[3]

Associate Professor, Department of Management, Annai College of Arts and science kovilacheri,India.

K. VIMALANATHAN[4]

Research Scholar, Department of Management, Annai College of Arts and science kovilacheri,India.

ABSTRACT

Employee satisfaction plays a significant role in improving organizational performance, productivity, and service quality. The present study examines the level of satisfaction among employees and identifies key workplace factors affecting their performance. The study evaluates aspects such as salary, supervision, job security, working conditions, and career development opportunities. Primary data were collected through a structured questionnaire from employees and analyzed using statistical tools like percentage analysis and weighted average method. The findings indicate moderate to high satisfaction levels among employees, with job security and work environment acting as major positive factors, while promotion opportunities and recognition systems require improvement. The study suggests strengthening HR practices to enhance employee motivation and organizational effectiveness.

KEYWORDS

Employee Satisfaction[1]*, HR Practices*[2]*, Cooperative Society*[3]*, Job Security*[4]*, Work Environment* [5]*, Motivation* [6]*, Organizational Performance* [7]*.*