INTERNATIONAL JOURNAL OF INFORMATION TECHNOLOGY AND MANAGEMENT SCIENCE

ISSN

2231-6752

AN ANALYTICAL STUDY OF EMPLOYEE JOB SATISFACTION AT KRD MOTORS TVS SHOWROOM & SERVICES, JAYAKONDAM

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ABSTRACT

Employee job satisfaction is a crucial factor that influences employee performance, motivation, and overall organizational effectiveness. In the present competitive business environment, organizations must focus on understanding employee expectations and creating a supportive work culture to retain skilled manpower. This study titled "An Analytical Study of Employee Job Satisfaction at KRD TVS LLP, Jayakondam" aims to examine the level of job satisfaction among employees and to analyze its impact on their performance and productivity The study is based on both primary and secondary data. Primary data were collected from 100 employees of KRD TVS LLP through a structured questionnaire covering demographic factors, job satisfaction elements, motivational aspects, and performance-related variables. Secondary data were collected from company records, books, journals, and websites. Various statistical tools such as Percentage Analysis, Weighted Average Method, Mean Score Ranking, Likert Scale, and Karl Pearson's Coefficient of Correlation were used for data analysis and interpretation. The findings of the study reveal that factors such as working conditions, supervisor support, job security, and relationship with colleagues play a significant role in enhancing employee job satisfaction. Employees expressed moderate satisfaction with salary structure, promotion opportunities, and recognition systems, indicating areas where improvement is required.

Keywords: *Employee Job Satisfaction, Employee Performance, Work Environment, Job Security, Salary Structure, Promotion Opportunities, Supervisor Support, Recognition and Rewards, Employee Motivation, Organizational Climate, Productivity, Human Resource Management, Employee Engagement, Workplace Satisfaction, Karl Pearson's Correlation Analysis*