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A STUDY OF FACTORS INFLUENCING EMPLOYEE SATISFACTION AT THE CO-OPERATIVE BANK, THIRUVARUR BRANCH

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ABSTRACT

Employee satisfaction is an important determinant of organizational effectiveness, especially in the banking sector where employees directly influence customer service quality and operational efficiency. The present study analyzes the factors influencing employee satisfaction at the Co-operative Bank, Thiruvarur Branch. The study examines various dimensions such as working conditions, communication, training and development, recognition systems, job security, and overall job satisfaction. Primary data were collected from employees through a structured questionnaire and analyzed using percentage analysis, weighted average method, satisfaction index, and Spearman's rank correlation. The findings reveal that employees show a high level of satisfaction with job security, workplace environment, and organizational support. However, improvements are required in career growth opportunities and workload management. The study concludes that effective HR practices significantly enhance employee morale, productivity, and organizational commitment.

KEYWORDS

Employee Satisfaction [1,] Job Security [2], Work Environment [3], HR Practices [4], Organizational Commitment [5], Banking Sector [6].