A Study On Employee Job Satisfaction Through Motivation Of Kitex Limited, Kizhakkambalam

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ABSTRACT: *This project is undertaken EMPLOYEE JOB SATISFACTION THROUGH MOTIVATION OF KITEX LTD, KIZZHAKKAMBALAM.*
The study has been conducted by adopting survey method among the employee in KITEX LTD. With the help of questionnaire. The sample of size 100 respondents from the company was chosen for the study. The scope of the study consist of the importance of the employee satisfaction is to find out the satisfaction level of the employees. The objective tell about the necessity of the study. The research methodology consist of design, sample size, sample techniques, the project work is based on descriptive research, exploratory research, sampling is used for data collection. The study provide some findings that were interrupted from the analysis of the collected data. The suggestions were given which may help the company to improve employee job satisfaction.

I.   INTRODUCTION

The dissertation work our MBA is an important part of an our curriculum. This study aimed at creating an opportunity for students to do an in- depth study and analysis of a problem. It would enable me to get a practical exposure and real time feel of various aspect of me, topic and also to relate this with concepts and theories studied in the class room.Kitexindia Ltd. Group is one of the leading manufactures of the textile and product under the brand name KITEX based atKizhakkambalam are facing high level of competition in the market. I got an opportunity to undertake the project work in one of the topic " A Study on employee motivation used on the employee of KITEX LTD, Kizhakkambalam ". This study help me to understand more about an employee motivation by KITEX LTD and also the workers attitudes towards this one by analyzing different secondary data.

II.   OBJECTIVES

1.find current motivation policy how much effective to employee
3.know the satisfaction level of existing reward system

SCOPE OF STUDY

➢   It is helpful to identify the employee level of satisfaction towards motivation
➢   The study is helpful to the organization for identifying the area of dissatisfaction of the employee

LIMITATIONS

➢   Could not interact with senior managers because they are always busy with their work
➢   Due to busy with their work, co-operation of the respondent were less
➢   The night workers were not consulted as they were not available at the time of interview

RESEARCH METHODOLOGY:

Methodology is way to systematically so he a research problem. It explains the various steps that are generally adopted problem.

RESEARCH DESIGN:

A research design purely and simply a basic frame work or plan for study that guide the collection of data and analysis of the data. In this study we have adopted descriptive research design in collection and analyzing the data.

SAMPLE SIZE

Out of 100 respondents were interviewed.

III.   TOOLS ANALYSIS

The tool for this research study is simple percentage and chi-square analysis. Diagrammatic for the data are exhibited through bar charts.

LITERATURE REVIEW

Motivation refers to reason that underlie behavior that is characterized by willingness and volition. Intrinsic motivation is animated by personal enjoyment, interest, or pleasure, whereas extrinsic motivation is governed by reinforcement contingencies. Motivation involves a consultation of closely related beliefs, perception, values, and actions. Motivation within individuals tends to vary across subject areas and this domain specificity increase with ageThe purpose of this literature review is fourfold: (a) to explore the way in which the motivation has been defined by researchers, (b) to investigate how motivation develop, (c) to learn teachers can encourage development of motivation in their student, and (d) to review best practice in assessing motivation.

CHI-SQUARE TEST

	Highly **S**atisfied	**S**atisfied	**N**either Satisfied or **N**or Dissatisfied	**D**issatified	**H**ighly **D**issatisfied
Satisfaction ofcurrent motivation policy	40	35	10	10	5
Satisfaction with existing reward system	30	44	15	6	5
Satisfaction with welfare measures	44	30	10	10	6
Satisfaction with salary you received for your job	42	30	22	4	6

Satisfaction with current motivation policy

Satisfaction with existing reward system

Satisfaction with welfaremeassures

Satisfaction with salary you received
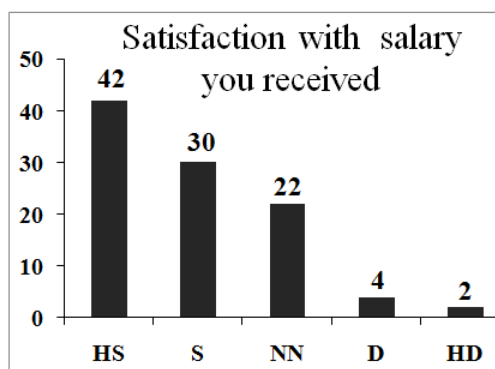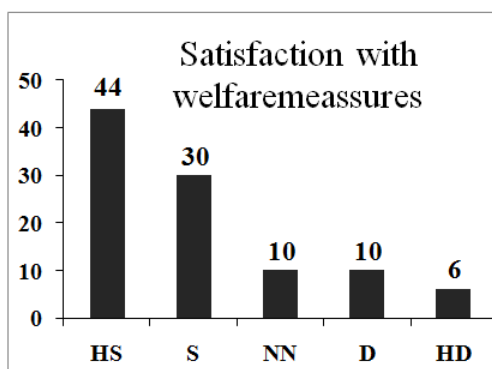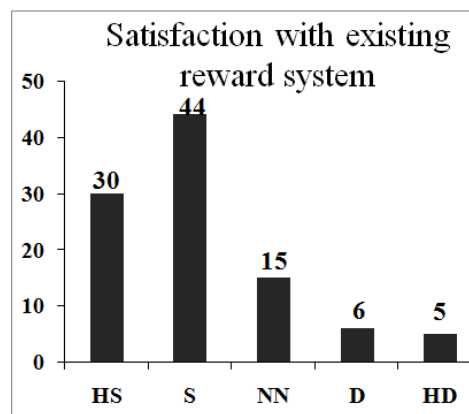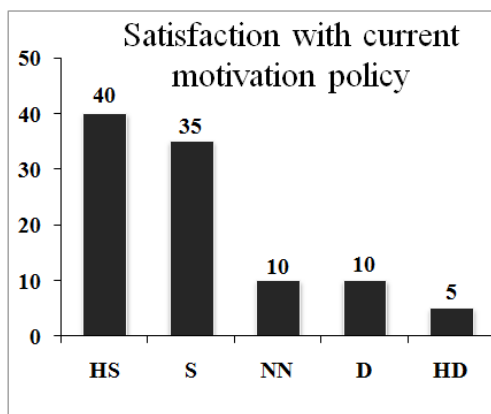
Satisfaction with welfare measures * Satisfaction of current motivation policy Crosstabulation

Count

		Satisfaction of current motivation policy					
		highly dis satisfied	dis satisfied	Neither Satisfied or NorDissatisfied	satisfied	highly satisfied	Total
Satisfaction with welfare measures	highly dis satisfied	0	0	1	1	4	6
	dis satisfied	0	0	0	2	2	4
	Neither Satisfied or NorDissatisfied	2	2	1	10	6	21
	satisfied	0	6	3	9	12	30
	highly satisfied	3	2	5	13	16	39
Total		5	10	10	35	40	100

Hypothesis:
Ho= there is no relationship between satisfaction with welfare measures and satisfaction of motivation policy
H1=there is relationship between satisfaction with welfare measures and satisfaction of motivation policy

Inference:
The above analysis resulted that the calculated value is greater than the table value (13.805, calculated value .613
So calculated value is greater than table value (13.805 > .613).
Accept the H1 Hence, there is relationship between the colleagues and management

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.805[a]	16	.613
Likelihood Ratio	16.445	16	.422
Linear-by-Linear Association	.614	1	.433
N of Valid Cases	100		

a. 19 cells (76.0%) have expected count less than 5. The minimum expected count is .20.

Degree of freedom = (Column-1) X (Row-1) = (4-1) X (3-1) = 3 X 2=6
Critical value for chi-square distribution 3'' = 13.805,   calculated value .613
So calculated value is greater than table value (13.805 > .613).   Hence, Accept the H1

FINDINGS
➢ Majority of respondents satisfy with the current motivation policy
➢ 44% of respondents satisfy on existing reward system
➢ Majority of respondents rejoice with welfare measures
➢ 42% of respondents satisfy with their salary package

SUGESSION
➢ Minimize the negative types of motivation.
➢ Give more promotion and reward for employees.
➢ Increase slightly their existing allowances to reduce employee turnover and absenteeism.

IV. CONCLUSION

This research has to attempt to find out the extend of employee motivation received by the employees KITEX LTD, KIZHAKKAMBALAM and present study also analyzing the out put of quality of work life. From this study it has be understood that majority of the respondent are satisfied with the pursuing employee motivation .The study has given a great expenses and first hand knowledge about the organization by adopting the suggestion the company can improve the motivation.

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