RESEARCH METHODOLOGY
1.1 Research methodology.

The research has performed on An Empirical study on various factors influencing Employee Attitude and Behavior linkages to job performance and satisfaction in IT Organization to understand how the Various factors as mention in the study influence the employee Attitude and behavior in first thing. The how factor the influence and linkages to Employee job performance and satisfaction.

1.2 Theoretical framework

Ontology and Epistemology

Ontology is the study of existence and nature of being and epistemology is the theory of knowledge this helps to study the knowledge in specific to scope, validity and foundation hence ontology and epistemology studies are very important pillars for any study exclusively in the IT organization industry where employee need to build positive attitude and knowing both ontology and epistemology. Ontology includes the studies that are concerned with space, time, causality and existence which effects on the job performance and satisfaction as an outcome deciding based on the their authority without being consultative before making a decision. People soft managers who develop their workforce’s through proper training and development. The ones who are most like to motivate develop the commitment. Leaders and people soft managers play a crucial role in establishing the character and nature of the organization experienced by their employees.

1.3 Research Design

Research design included a detailed plan that guides the research pertaining to this topic “An Empirical study on various factors influencing Employee Attitude and Behavior linkages to job performance and satisfaction in IT Organization’ is discussed below. This researcher adopted a positivist approach for this study as it fundamentally assumes that this research can incorporate few estimated demonstration of truth in this research the measured phenomenon was Employee job performance and satisfaction in the IT organization. The
epistemology method is used in the post-positivist approach as it collect and organizes information of the samples which be measured and observed.

The conclusions of the researcher regarding critical factors such as objective of the topic, Population, and the method of data collection instruments which derives to the outline for the study which influencing the thought of the phenomenon. As a closing end, the findings and conclusions intended to represent reality may or may not be accurate which may not precise or a comprehensive representation by Crotty, (2003)

As stated above, this investigation took place in dual phases. Qualitative research in the form of content analysis and literature survey was tenured for the first stage. The questionnaire was subsequently formulated from the contents of the literature study. And in the second stage of the research, the questionnaire was tested on a population of IT organization employees to conclude their relation between the Job performance and satisfaction and the possible impacts

1.4 Research Procedure

The most apt procedure and research methodology for examining the relationship among variables which can be measured and observed is the quantitative methodology hence this descriptive study has used the quantitative technique this research procedure is most appropriate for sequential occurrence with single variable presiding to another (Creswell, 2009). The dependent variable in this study was to measure independent variable impacts, Job performance and satisfaction analysis and impact on employee attitude and behavior were as the independent variables are demographic variables.

The quantitative method is also apt to test the hypothesis with quantitative findings which can be generalized for larger population. The researcher also used the qualitative methods to investigate the results which have got through the quantitative for investigate and validate there was also a substantial discussed by the researcher with the samples during the process of data collection and analysis to decrease the possibility of biases based on quantitative perception.
In brief the research methodology consist of both qualitative and quantitative data it is coordinated by using both primary and secondary data and information collected by the research scholar under the guidance of the research guide with regard to secondary resources, certain books and periodicals were consulted for the understanding of relevant concepts and theoretical models on job performance and satisfaction. Besides these, the researcher became familiar with the various factors influences employee attitude and behavior, and linkages to employee job performance and satisfaction by referring to various literatures made available in IT organization the details of specific references are given in the bibliography.

For generating primary data and information the researcher used a pretested questionnaire as an instrument to gather the information relevant to the topic

1.5 Data Collection

The data is collected by being on the field to ensure realistic study is done. The data was collected pertaining to our dependent and independent variable the questionnaire method is used to obtain the required data to ensure the speed, cost and versatility. The researcher used both online and offline procedures to collect data. The two basic distinct parts of the standardized questionnaire were dependent and independent variables and the demographics. Based on this the data was collected. The first part measures on the demographics which include age, gender, qualification and the total experience. The second part measures on Job Performance and Satisfaction as a dependent variable. Independent variables are: Psychological Factor, Work factors, Family Factors, Situational factors and Physiological factors

1.6 Population

Sample is a subset of population and the researcher has selected the random sampling method with a 315 samples, the purpose is to derive various statistical analysis. The objective of doing 315 samples is to enable that the statistical analysis.
In this study, the survey was also carried by personal interviews with the employees to explain the need of survey and to extract the real opinions from them for obtaining desired information, the respondents are chosen on the basis on the level of work they perform.

The objective of sample is to enable the researcher to derive conclusion by conducting the study of individuals attitude; the results of which will be assimilated in conclusion derivation that will then apply to the entire population. It is much like a give-and-take process. The population “gives” the sample, and then it “takes” conclusions from the results obtained from the sample.

The study empirically examines the relationship between employee Attitude linkages to job performance and satisfaction. Using a sample size of 315 respondents who are all employee of various IT organizations in India. The selected population has also have a mix of gender and varied experience ranges in tune with stratified random sampling

1.7 Instruments

The questionnaire consist a group of constructed questions used to further information from the samples and the instrumentation method is the most regarded method for data collection in most of the industry hence we have used the most regarded method in this study. The instrument contains the measurement scaled, open end items, demographic information pertaining to the study (McBurney, 1994:194).

Instrumentation.

5-point Likert-type scale data collection process used to measure the impact

5 = Strongly Agree,

4 = Agree,

3 = Neutral

2 = Disagree,

1 = Strongly Disagree
Correlation coefficient is used to measure the direction and magnitude of the relationship and the statistical values of independent variable and dependent variables are tested. To determine the positive or negative relationship that exists between job performance and satisfaction.

1.8 STATISTICAL REPRESENTATION

The researcher found that the summary of the analysis in terms of quantitative information generated can be communicated visually by representation of Graphs. Such diagrammatic summarization is exceptionally functional for communicating quantitative information to individuals who may not have an understanding of mathematical forms. In this Research, the statistical representation used were tabulated and exhibited by different types of methods as follows:

- Tables
- Figures
- Pie Charts
- Line Charts
- Bar Charts

1.9 Instruments Tested for Reliability

It’s a must to test the instrument for reliability and validity and sustainability of the data, Cronbach’s Alpha techniques is one of the of the best for guide the reliability to ensure that the
constructed instrument is valid for the study (Cooper & Schindler, 2001:480-499) the internal validity assures that collected and analyzed data are accurate for the conclusions. The Peripheral validity of the research design to generalize the findings for larger population with samples and it also validates and observes the sampling techniques and configuration in which the data is collected as said by Gliner and Morgan, (2000).

The primary threat for an internal and external validity is the sampling procedure of the research design due to random sampling method the selection of participant may have a potential bias as a result the sample of this population may not be a complete representation the IT Organization. Secondary threat is that whether the response of the instrument is candid and accurate and we cannot give an assurance here it depends upon the individual characteristics of the respondents.

The validity and reliability is tested in this instrument and we found the initial Cronbach alpha was 0.668 and value which is above 0.6 is a good values hence the researcher then continued the study with the larger sample of 315 (Muenjohn & Armstrong, 2008). Reliability for instruments measuring psychometric attributes through Cronbach alpha correlation which above .60 is sufficient to establish the analysis (Gliner & Morgan, 2000).

1.10 Data Analysis

Online and offline survey methods are carried out to collect data and later the moved into a spreadsheet and the data was submitted into the statistical package to do various statistical analysis has been followed to process the data.

- Descriptive Statistics – Mean, Median
- Correlation Analysis
- Analysis of Variance
- Chi – Square Analysis
- Regression Analysis
1.11 Hypothesis

Six hypothesis are tested in this study to analyze and identify the relationship and significance between the outcomes. Hypothesis is tested with 4 demographic variable with five various factors like Physiological factors, Work factors, Family Factors, Situational factors and Psychological Factor with the outcome to measure the Job performance and satisfaction.

First four hypothesis explain about the relationship between demographic variables like age, gender, qualification and experience on outcome and various factors the fifth hypothesis explains the relationship between various factors and job performance and six hypothesis explains the relationship between various factors and job satisfaction.

Figure 1:

Hypothesis
The Figure 16 illustrate the 6 hypothesis with reference to the four demographic variables with the 5 dependent variable and 2 independent variables.
**Hypothesis 1** - Employee Age impacts on Job performance, Job satisfaction, and Psychological, Situational, Family, Work and Physiological factors

**Hypothesis 2** – Employee gender impacts on Job performance, Job satisfaction, and Psychological, Situational, Family, Work and Physiological factors

**Hypothesis 3** - Employee qualification impacts on Job performance, Job satisfaction, Psychological, Situational, Family, Work and Physiological factors

**Hypothesis 4** - Employee experience impacts on Job performance, Job satisfaction, Psychological, Situational, Family, Work and Physiological factors

**Hypothesis 5** – Significance between various factors and Job performance.

**Hypothesis 6** – Significance between various factors and Job satisfaction.