ABSTRACT

For many years the concept of job satisfaction has been researched by many researchers in work and organizational psychology. Job Satisfaction reflects his / her views regarding working condition and job attributes. Job Satisfaction can be defined as his / her attitude regarding general factors or overall factors of satisfaction or even collection of particular related to source of work. For many years performance – satisfaction relationship has been studied. Employee satisfaction create a happier set of employee, but it also increases productivity in general, as people know that they will be rewarded for the hard work that they do.

There is significant presence of textile industry in Indian market as well as international textile market. The Vidarbha region of Maharashtra is mostly famous for its Hand – block printing in which natural colours are used. Folk styles are used to make floral and animal designs. Textile in Maharashtra is concentrated in cities like Solapur, Ichalkaranji, Bhiwandi, and Malegaon.

The scope of this study is it will help to understand exactly what matters most to your employee. This information is critical to understanding exactly what need to fix. The study on employee satisfaction will help the textile industry to understand what are major factors which lead to satisfaction and dissatisfaction of employee in an organization.

The industry will also understand how employee satisfaction has a direct and positive impact on productivity which in turn leads to organization profits. The study will help management of textile factories to understand where their employee are satisfied and dissatisfied what are the reasons for dissatisfaction and what can be done to improve their employee satisfaction level, also help them in making required changes in their policies & procedures. This study will help academicians & research students to explore more deeply the relationship between employee satisfaction and productivity and will give them an view of what are the difficulties faced by textile industry work force in India and what is there satisfaction level. The limitation of the study is that the research will
be limited to western & Southern Maharashtra with special reference to (Solapur, Ichalkaranji, Bhiwandi, and Malegaon) due to time and cost constrains.

The textile manufacturing industry directly employee approximately 35 million people and roughly 60 million people are indirectly employed in activities like agricultural based raw material production and its trade handling. The accepted growth of textile industry in India is by year 2015 is USD 100 billion which in turn will grow up the need for an estimated 12 million new jobs, of which 5 million will be in the organized sector, and remaining 7 million in supporting and ancillary services. This requires major changes in the coming feature to keep such a large work force satisfied and productive which in long run will help in growth of India.

Under such circumstances it is very essential to study the employee satisfaction of worker working in textile industry. Several research has been carried on factors, and constrains of employee satisfaction, no review of literature revealed the impact of employee satisfaction on productivity in textile industry. Studies done on impact of employee satisfaction on productivity in textile industry across different cities in Maharashtra. These cities are having high concentration of textile units.

The primary objective of the study is to study the employee satisfaction in textile industry and impact on productivity in Maharashtra. The primary survey was critical component of the study as it would yield crucial data on the impact of employee satisfaction on productivity with respect to textile industry from Weavers, Supervisors and Managers. The local of study was Maharashtra State and 4 cities of Maharashtra was selected due to high concentration of textile industry in this cities using judgmental sampling are Solapur, Ichalkaranji, Bhiwandi, Malegaon and 1200 employee working in 32 factories were surveyed on the basis of convenience sampling. Instrument of survey used was structured questionnaire. Limitation of study was the primary research was confined only to Maharashtra due to time and cost constrains. The sampling units were identified using Judgmental and Convenience Sampling.
Various statistical tools are used in the study are like Chi-Square Tests, Cronbach's Alpha, Spearman-Brown Coefficient, Guttman Split-Half Coefficient, ANOVA, Pearson Correlation, Linear-by-Linear Association, Ordinal by Ordinal - Kendall's, Gamma test for data analysis.

Data analysis reveals that correlation between employee satisfaction and productivity, 3 years production was taken into consideration of all 32 textile factories. According to table 8.9 Results on correlation analysis between employee satisfaction and productivity show that, Pearson correlation is 0.578 in the year 2011 – 2012, and the p-value for two – tailed test of significance is 0.001 which proves that there is positive and significant relationship between with my job, my supervisor / manager, my company and productivity. Most of the workers in the factories are been working for longer period of time therefore the correlation between employee satisfaction and productivity can been seen for all three production years.

Correlation analysis reveals that correlation is positive and significant between employee satisfaction and factors like education, designation, age, sex and correlation is not significant between employee satisfaction and marital status of employee.

Survey reveals that factors like education, designation, age; experience has positive and significant impact on employee satisfaction. Survey also reveals that marital status has no significant impact on employee satisfaction level but married employees are slightly more satisfied than unmarried employee.

Hypothesis testing reveals that employee satisfaction has positive and significant impact on productivity. When satisfaction of the employee increases productivity increases and when satisfaction decreases productivity also decreases. So keeping employee satisfied is very important.

Hypothesis testing reveals that leadership has a positive and significant impact on employee satisfaction. Similarly hypothesis testing reveals that good relationship between employee and cooperation between each other work place has an impact on employee satisfaction. Both monetary and non-monetary benefits affects employee satisfaction level.
Data from questionnaire reveals that employees are happy with the monetary and non-monetary benefits. But it is observed that there is communication gap in the organisation. It has been observed that there is communication gap between employee and management and even boss and his/her subordinates. Senior employees feel that their experience is not utilised properly.

They have the feeling that they have worked for so many years and accumulated lot of work knowledge which has been not utilised properly and they have a feeling that management should give a chance to share their knowledge and bring necessary changes in the production process and also give training to new joined employee. There are no wastage reduction methods and management does not use employee feedback to reduce wastage or improve operations of the factory.

If the management gives employees a chance to present their recommendations and give suggestions this will help the company to make necessary changes in the production process and reduce wastage by doing this the wastage will reduce, production will increase and employees will feel happy and will have a feeling that they are given respect and this will help to increase satisfaction level of employee working in the company.

Employees do not trust management and feel that management discriminated on the basis of sex, age and religion. Employees even feel that they do not get enough on the job training. Employees say that there is no cooperative healthy working environment and they do not enjoy working with co-workers. Team building activities are not promoted properly and team meetings are not productivity.

On the basis of data analysis and findings recommendation have been suggested that will help the factory owners to improve employee satisfaction and keep employees happy this will in turn increase productivity for the organisation and motivate employees to give their best to the organisation.