ABSTRACT

Employees spend most of their time and energy in their workplace. Therefore, it is essential for the employees to be satisfied with their job and the organization. The concept of QWL first gained support in the 1960s when the initial discourse began in Scandinavia and the US. Job satisfaction occupies a prominent role in both the life of an employee and an organization as each of them contributes for that simultaneously. Since the economic reforms in India, there is a growing disparity in terms of socio-economical, psychological and personal wellbeing among the employees in the conventional manufacturing industries and the fast growing knowledge-based industries. These factors necessitate the research on the factors contributing for the employee satisfaction and the resultant productivity in these two types of industries, where the workforce is vastly varying with different mindsets and their perceptions about QWL. Lots of studies on the relationship between QWL and work related factors are available. Few studies discuss only the benefits of working in groups and the involvement of the workers in organizational design. There are number of researches being conducted on QWL, but there are not much research about the overall satisfaction of employees working in manufacturing and service sectors in Karnataka and the various factors which actually affect the QWL of workers in manufacturing as well as service sector industries in Karnataka. Therefore, an attempt was made in this study to compare the QWL among the manufacturing and service sector industries in Karnataka.

An empirical research method was followed by collecting data through a questionnaire from 154 manufacturing employees and 160 service sector employees. The
reliability and validity of the questionnaire was tested using Cronbach’s alpha measurement and factorial analysis. The hypothesis was tested using linear regression model.

Overall, it can be said that manufacturing sector perceive Job satisfaction to be most important criteria for QWL, while commitment to the workplace is considered as an important criteria for service sector. Both the sectors give equal weightage for Adequate and Fair Compensation and Training and Development factors.

From the analysis of the data, it was concluded that the instrument/model that was developed by the researcher was capable of assessing the levels of each indicator and balancing of the quality of work life. These models can further be used to predict the changes that occur due to the change in the factors, which may arise out of positive intervention by the organization. Periodical assessment using the model provides sufficient opportunity for the organization to identify the areas of weaknesses. In addition, based on the evaluation of the QWL of employees, the organizations can formulate strategies to improve the indicators of quality of worklife for the employees. Extant studies conducted in various organizations can further increase the scope of improving the instrument.