
A STUDY ON THE IMPACT OF MOTIVATIONAL FACTOR ON EMPLOYEE JOB SATISFACTION WITH SPECIAL REFERENCE TO TEA PLANTATION INDUSTRIES OF ANAMALLAIS, COIMBATORE, DISTRICT

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ABSTRACT

Our paper aims to examine the Impact of motivational factors on employee job satisfaction. A sample of Anamallais, 100 employees from Tea plantation Industries of Anamallais, Coimbatore District, TamilNadu was taken for this analysis. The motivational factor plays a vital role in employee job satisfaction. The objective of the study is to analyse the impact of motivational factors on job satisfaction of employees. This is an exploratory study based on primary data. The primary data is collected through the questionnaire. The data is collected from the middle level management staff performing their office work, field work and factory work. The statistical tool used for the study is mean, standard deviation and variance. The study concludes the intrinsic motivational factor are having significant relationship with job satisfaction of employees than the other factor such as working condition, compensation benefits and fringe benefits.

KEYWORDS:

Compensation benefits, fringe benefits, job performance, Motivation, working condition.

INTRODUCTION

The management is the art of getting things done through other people. When other individuals work together in groups a proper environment should be created and maintained to achieve the cherished goals of the organisation. The personnel shall work up to the satisfaction and expectation of the management only when they are interested in their job. In order to inspire the interest of the employee is motivation.

Men work to lead his life and also for various individual reasons. The employees perform their work with almost interest if they are satisfied with their job. There are many factors enhance the job satisfaction of the employees. In this study a sample of 100 employees of middle level management undergoing administrative, field and factory work of tea Plantation Industries of Anamallais region, Coimbatore District is considered. The factors involved here to find the job satisfaction of Employees are working condition, Motivational factor, compensation benefits and fringe benefits.

The working conditions are very important for the employees to perform their task. Under this factor, we have taken certain aspect such as availability of equipment, training facility, implementation of new techniques in their job and the Timing of work. They are very important to develop the working condition. If the employees are not provided with the equipment to perform their work, adequate training, Implement of new techniques and the work time they will not be

interested in performing their job with fulfilment. This will make the downfall in productivity and it if affect the development of the industries.

In motivational factors, the promotional frequency, Increments, job rotation and transfer facility these factors are essential for the employee to develop his own career. These factors make the employee to learn about their job and make him to be satisfied. In compensation facility, wage structure, incentives in work, salary offered and bonus percentage are the need factor to boost the employees with monetary rewards. The fringe benefits are the important for employee to carry their work interestedly without any threat.

The Motivational factors on job satisfaction :

Herzberg *et al.* (1959) proposed that an employee's motivation to work is best understood when the respective attitude of that employee is understood. That is, the internal concept of attitude which originates from a state of mind, when probed, should reveal the most pragmatic information for managers with regard to the motivation of workers.

According to Locke's (1976) first critique, Herzberg's view of man's nature implies a split between the psychological and biological processes of the human make-up. The two are of dual nature and function apart, not related to one another. On the contrary, Locke proposes that the mind and body are very closely related. It is through the mind that the human discovers the nature of his/her physical and psychological needs and how they may be satisfied. Locke suggests the proof that the basic need for survival, a biological need, is only reached through the use of the mind.

SIGNIFICANCE OF THE STUDY

The study is conducted to have a detailed understanding of the impact of various factor such as working condition, motivational factor, compensation facility and fringe benefits on job satisfaction of Tea Plantation employees. The motivation behind this study is to understand which factor is considered as the important in their job satisfaction level.

REVIEW OF LITERATURE

1. According to the U.S Department of Education, National Centre for Education statistics(NCES)(1999) the mare job stress, the lower groupcohesion, the lower work satisfaction and the higher anticipated turnover. The higher the work satisfaction, the higher group cohesion and the lower anticipated turnover.
2. Maslach(1996) Job satisfaction and burnout are important areas of study because of the financial effects and social effects of job satisfaction and the damaging physical and psychological impacts of burnout.
3. NCES(1999) and Thomas(2000) reported an increase from 29 percent in 1986 to 45 percent in 1994. This study addressed the factor that nursing staff perceived as creating job satisfaction in their working environment in addition to addressing the ethical dilemmas that staff experienced within an acute psychiatric care setting. It is also addressed how clinical

supervision contributed to job satisfaction among staff as well as the differences between staff who attended and staff who did not attend to clinical supervision. Data were analysed using descriptive statistics.

4. Wilzinki(1991) the satisfaction refers to an individuals general attitude towards higher job. A person with a high level of job satisfaction holds positive attitudes about the job, while a person who is dissatisfied with his/her job holds negative attitudes about the job. When people speak of employee's attitudes make often than not they mean job satisfaction.
5. Bradley E. Wright (2001) this article reviews the literature on work motivation in the public sector, with careful attention to the underlying theoretical assumptions of this body of work and the empirical evidence it has generated. The topic of work motivation has received relatively little attention in the public sector, the research that does exist has been largely data driven, guided at best by theories that have not incorporated more contemporary research.
6. The study of the relationship between job satisfaction and job performance has a controversial history. The Hawthorne studies, conducted in the 1930s, are often credited with making researchers aware of the effects of employee attitudes on performance. Shortly after the Hawthorne studies, researchers began taking a critical look at the notion that a "happy worker is a productive worker." Most of the earlier reviews of the literature suggested a weak and somewhat inconsistent relationship between job satisfaction and performance.

OBJECTIVE OF THE STUDY

1. To find out the level of job satisfaction of tea plantation employees with working condition.
2. To determine the level of job satisfaction of tea plantation employees with motivational factor
3. To study the level of job satisfaction of tea plantation employees with compensation facility.
4. To assess the level of job satisfaction of tea plantation employees with fringe benefits.

RESEARCH METHODOLOGY

Instrument & Measurements

This is an exploratory study based on primary data; the data was collected through questionnaire. The questionnaire was based on the demographic factor, working condition, motivational factor, compensation facility and fringe benefit.

Population and Sampling

The questionnaire was distributed to the middle level and supervisory level employees of the Tea Plantation Industries. The data are collected from 100 employees of various plantation Industries performing their administrative, field and factory work. The sampling is convenient random sampling.

DATA ANALYSIS

The statistical tools used for the study is Mean, Standard deviation and Variance. The opinion of the employees was collected through 5 point scale. The scale value 1 for highly satisfied, 2 for Satisfied, 3 for Neutral, 4 for Dissatisfied and 5 for highly dissatisfied.

Mean is the simplest measurement of central tendency and is a widely used measure. It is mainly used in summarizing the essential features of a series and in enabling data to be compared.

Standard Deviation is widely used for measure of dispersion of a series and is the square root of the average of squares of deviation when such deviations for the values of individual item in series are obtained from the arithmetic average.

Variance is the square of the Standard deviation which is used to a variation. It is used mostly in research studies and is regarded as a very satisfactory measure of dispersion in a series.

RESULT AND DISCUSSION

S.No	Factor	Number of Respondent	Mean	Standard Deviation	Variance
1.Demographic Factor					
1.1	Gender	100	1.18	0.384	0.148
1.2	Age	100	2.84	1.713	2.934
1.3	Qualification	100	2.12	1.032	1.066
1.4	Annual Income	100	2.08	1.278	1.634
2.Working Condition					
2.1	Availability of Equipment	100	2.00	0.872	0.760
2.2	Training Facility	100	1.97	0.888	0.789
2.3	Implementation of New Techniques	100	2.14	0.906	0.820
2.4	Timing of Work	100	2.40	1.020	1.040
3.Motivational Factor					
3.1	Promotional frequency	100	3.93	0.877	0.770
3.2	Increments	100	3.86	0.927	0.860
3.3	Job Rotation	100	3.79	0.911	0.830
3.4	Transfer Facility	100	3.91	0.761	0.580
4.Compensation Facility					
4.1	Wage Structure	100	2.38	1.037	1.076
4.2	Incentives	100	2.54	0.899	0.808
4.3	Salary Offered	100	2.23	0.926	0.857
4.4	Bonus Percentage	100	2.30	0.854	0.730
5.Fringe Benefit					
5.1	Employee Security	100	2.27	1.028	1.057
5.2	Safety & healthy measures	100	2.02	0.721	0.520
5.3	Welfare & recreational facility	100	3.70	0.959	0.920
5.4	Retirement Benefits	100	2.12	0.911	0.830

The Table 1, the mean value of the age factor is high 2.84, this shows that the experienced respondent are taken for the study they respond as per their job experience which would make the study effective. From the Table 2, the timing of work has the maximum mean value of 2.40 this shows that the respondent are not satisfied with the Timing of work. From the Table 3, the overall the values of Promotional Frequency has the maximum mean value 3.93, the promotional frequency are not highly satisfied with the promotion process in the Tea Plantation Employees. From the Table 4, The Incentives has the maximum mean value of 2.54; the incentives are not adequate for the employees. From the Table 5, The Welfare and recreational facility has the maximum mean value of 3.70 i.e the respondent are not satisfied with the welfare facilities and recreational facilities in the plantation industries.

FINDINGS

1. The respondent taken for the study is mostly the male respondent, because the tea plantations appoint mostly the male employees in middle level management.
2. The employees are quite not satisfied with the timing of work under working condition.
3. The motivational factor is the main factor in which all the employees are dissatisfied with their employer approaches.
4. The employees are not satisfied with their incentives and structure in compensation facility.
5. The employees feel that their welfare and recreational facility can be developed.

RECOMMENDATION

1. The Tea plantation Industries provides employment opportunities to many people. They can engage few more female employees in their clerical work.
2. Industries can also implement new techniques which can motivate the employees to improve their level of performance.
3. The promotional frequency can be of merit based; this would make the employees to learn more and work are effectively and efficiently.
4. Few companies are not providing their incentives properly to the employees; this makes the employees of that particular company to compare with other company employees this makes their performance level down.
5. Fringe benefits of all companies have to be developed to provide some recreational to the employees of the tea plantation industries.

CONCLUSION

There are large companies and small companies nearly engaging employees in the tea plantation workers. Every company have their policies and procedure. This study highlight that the bonus, incentives everything to be followed same in all the companies. The variation in this makes the employees satisfaction level poor.

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