

A RESEARCH STUDY ON EMPLOYEE SATISFACTION HDFC BANK OF ANAND CITY

Mr. Nilay Bhuva, Dr. Jayshri Datta

Research Scholar,
Sankalchand Patel University,
Smt. S. B. Patel Inst. Of Business Administration, Visnagar
Email: bhvanilay2704@gmial.com

I/C Principal, Sankalchand Patel University,
Smt. S. B. Patel Inst. Of Business Administration, Visnagar
Dutta_jayshri@yahoo.com

Abstract

The Indian banking regulation act, 1949 defines the banking “as accretive for the aim of disposition or investment, deposits of cash from the general publicowed on demand associate degreed withdrawals by cheque, draft or otherwise by a written order.” A co-operative is a self-sufficient relationship of people joined intentionally to satisfy their normal monetary, social and social needs and yearnings through set up - close by and justly controlled endeavor. Co-operatives are supported the values of self-responsibility, self independence, equal opportunity to all and solidarity. Within the tradition of their founders, co-operative members believethemoral values of honesty, openness, social responsibility and carrying for others.

Keywords: - Indian Banking System, Cooperative Banks, Money

INTRODUCTION OF BANK

The Indian industry was found within the eighteenth century, and includes a varied organic process expertise from that time. Surroundings and has been moving towards liberalization. Indian economy is reworking at a quicker pace. The scale of banking industry is regarding Rs. eighty one trillion. The general credit growth marginally rose by 14-15%. Indian banking system consists of twenty personal sector banks, twenty six public sector banks, fifty six regional rural banks, forty three foreign banks, 1589 urban cooperative banks and extra 93,550 rural cooperative banks. Banking sector is additionally targeted towards providing increased services so as to attain competitive edge through client satisfaction. Customer satisfaction is progressively turning into a vital issue of success.

One in all the vital factors that contribute to client satisfaction is that the workers of the organization. 60 minutes managers face downside in positioning the performance management schemes with their company values and making certain the awards in step with the performance. These are a number of the explanations of retention issues round-faced by the banks presently. BANKS in Asian nation will be broadly speaking classified underneath 2 heads industrial banks and co-operative banks.

Whereas commercial banks (nationalized banks, banking company group, personal sector banks, foreign banks and regional banks) account for an awesome share of the banking business, co-operative banks additionally play a crucial role in mobilizing country's monetary performance. Job insecurity associate degreed lack of stability within the payments to be received by the worker has resulted in high rate for the banking industry. Job satisfaction is an important contributor to the success of any organization (San San Myint (2016). It's the amount of happiness an individual feels relating to their job.

The sensation is based upon an individual's perception of satisfaction. It will be influenced by a person's ability to finish tasks allocated, the level of communication in an organization, and the method management treats workers. Spector (1997) defines job satisfaction as associate degree individual's total feeling regarding their work and total attitudes command towards varied sides of labor. Intrinsic job satisfaction is once workers take into account solely the sort of work they do, the tasks that frame the job. extraneous job satisfaction is when employees consider work conditions, cherish their pay, coworkers, and supervisor and so on. Job satisfaction has been majorly studied in management literature thanks to its importance in physical and psychological well-being of an employee and its impact on job connected behaviors such as productivity, absence rate, employee turnover and relationships.

Job satisfaction is sort of vital as majority of the folks pass a substantial portion of their life at operating place. Job satisfaction has impact on the private lifetime of (the workers) also, as a result of a glad employee may be contented and happy human individual. This projected research work aims to investigate job satisfaction through designated parameters of personal sector banks. The staff have vital interests towards generous higher-up behavior and pleasant structure setup. The correlational analysis known that the task quality also because the working condition and social relationship among workers are able to ascertain their level of satisfaction within the operating domain. Workers should be cared for and endorsed well so as to extend their satisfaction level within the organization.

Banks being the monetary backbone of the country are ruined solely by such meager share of less glad people. If less job satisfaction isn't cared for then it'd mechanically cause job discontent and thus it would lead to undesirable behavior and turnover of employees.

LITERATURE REVIEW

Today within the ever dynamic environment, job satisfaction is gaining importance and worker satisfaction on the opposite hand has become challenge for many of the organizations. Satisfaction level of the {workers the staff} affects the retention quantitative relation of a corporation to the bigger extent. These reviews primarily based upon Job Satisfaction among employees.

Syeda Amtulyafe (2011) main objective of this paper was to assess the extent of job satisfaction and factors which affect the most level satisfaction. The analysis style was descriptive in nature and sample size taken was 300. Studies found that job satisfaction is said to the career success and talent retention. Quality of the work and chance to be told are the vital factors that have an effect on worker satisfaction. The study over that periodic message of the staff is needed and additionally to the present clear compensation and edges plans ought to be made.

Suman faith et al. (2012) economical human resource management and maintaining higher job satisfaction level in banks verify not solely the performance of the bank however conjointly an effect on the expansion and performance of the whole economy have. The most objective of the study is to check the satisfaction level of staff publicly and personal banks. Analysis is completed through bar charts and pie charts. Staff of personal sector banks understand that their jobs don't seem to be secure. Publicly sector banks, welfare policies are clearly outlined and de jure enforced.

Aartichahal et al. (2013) research done for investigating the satisfaction level of staff involved operating conditions and job security. For this purpose, sample size of a hundred and twenty was taken and first and secondary knowledge was used. It absolutely was found that job security plays the crucial role and creates positive impact. Further, workers ought to be appraised for his or her performance as happy employees are productive employee. It absolutely was over that job security can bring potency and may cut back employee turnover. It should be increased through exaggerated welfare measures and job security.

K. M. Anwarul Islam et al. (2013) study aimed to spot work connected attributes and conjointly to spot the factors that encourage the staff. The study aims at analyzing employees' performance with reference to their job satisfaction level. Knowledge was collected from eighteen employees victimization structured questionnaire. It absolutely was found that job security and motivation plays vital role in enhancing job satisfaction level. The study over that there's affiliation between motivation and job security as variable quantity and job satisfaction as dependent variable. Further, employees' involvement is exaggerated through high level of job satisfaction.

Suhaila Parveen et al. (2015) the aim of this paper is to spot the factors that are vital to job satisfaction and that are answerable for the success of organization. Knowledge was collected from 510 staff victimization questionnaire. It absolutely was found that workers are happy with the duty however not with the establishments they're operating with. More it was disclosed that discontent employee cannot contribute expeditiously and can't sustain for long. The study over that organizations got to improve the working conditions and foster sense of belongingness among employees to retain them for the long time.

San San Myint et al. (2016) the target of this paper is to work out the factors touching job satisfaction among employees working in camera banking sector of Myanmar. The info was collected from 364 staff operating in twelve private banks set in Rangoon and urban center of Myanmar. Results showed that the "supervisor", "co-workers", "compensation" and "job contents" are factors resulting in job satisfaction. Feminine employees expressed a lot of favorable attitudes towards their job content than did male employees. Lower positions and

fewer educated employees were found to possess higher satisfaction than compensation. staff in people (40-49 years) were found to have more satisfaction with co-workers than those in age (30-39 years).

Awan Gafoor Abdul et al (2014) Researches indicate that happy staff are the most important plus and supply of any bank for prosperous accomplishment of its short term and long objectives. this study investigates the link between job satisfaction with the duty wage package, job security, and reward system, and impact of this satisfaction on employees' job performance in banking sector of Muzaffargarh District, Pakistan. Knowledge is gathered willy-nilly from sample of a hundred and fifty employees of various banks set in Muzaffargarh the results of study indicate that the link between job satisfaction and job pay package, job security, and reward system is absolutely correlated. And therefore the impact of this satisfaction is direct and important on staff job performance.

Muhammad Noren et al. (2015) the target of this analysis is to establish the impact of foreign rewards on job satisfaction with the mediating role of feeling of fairness and work life balance of banking sector staff of city Islamic Republic of Pakistan. knowledge is collected through questionnaires method, a hundred thirty five questionnaires are distributed in several banks of Karachi Pakistan Descriptive analysis, multiple regressions and correlation test is applied to seek out relationships and to check hypothesis. This research discovered that there's a constructive relationship between extrinsic rewards and job satisfaction. This study proven that foreign rewards increase in feeling of fairness of staff and facilitate them in work life balance and these variables derived job satisfaction of banking sector employees of city Pakistan.

Chatterjee Ishita et al. (2015) a study was conducted to know the effect on psychological feature factors on satisfaction for job in public and private bank employees. the main aim of the study is to seek out whether is there any important distinction between public & private banks employees as well to make sure if there any difference between change in perception, intrinsic & extrinsic motivational factors and job satisfaction whether there was any significant relationship between psychological feature factors (intrinsic & foreign) & job satisfaction among the staff of public & private sector banks.

Teklemariam matchwi et al. (2016) Service industries try and contend by providing high-quality client service via developing their internal service climate. Internal service climate will increase job satisfaction and reduce role stress. the most purpose of this study is to research the impact of internal service climate on employees' job satisfaction. The research style could be a descriptive research. Each primary and secondary knowledge were utilized in this research. A survey form with 5 purpose Likert scale was a main tool for gathering primary data concerning internal service climate impact on job satisfaction. 123 permanent employees were participated in filling the questionnaires. The investigator used census sampling method. The upper level of internal service climate perceived by the staff can result in higher level of employees' job satisfaction on operating surroundings within the bank and vice versa.

RESEARCH METHODOLOGY

People like to which type of loan taken from The BNSSML and how many types of loan given by this bank which type of procedure included in give a loan and also to see customer's satisfaction towards loans and how bank manages loan & advances.

OBJECTIVE OF THE STUDY

1. To know the Job satisfaction level of HDFC Bank.
2. To find out effect of salary on Job Satisfaction in HDFC Bank.

METHODOLOGY OF DATA COLLECTION

The information so collected when put into proper sequence and proper format and arranged as per the need of an article is called data.

PRIMARY DATA:

The data that are freshly gathered for a specific purpose or for a specific research project. The researcher collects the data himself without any use of secondary source.

After choosing research, it is necessary to collect accurate and reliable data in order to achieve the research objective. The first issue in data collecting process is to determine whether the information needed for a research problem has already been collected. Two types of the data: Primary, secondary.

SCOPE OF THE STUDY

This Research involves the study of: - Only Anand area covered to in a study. Analysis of banking various types of loans and advances. Study area is focused to Job Satisfaction level.

Sampling unit: -

It is considered as a targeted population that will be sample unit. And it's for his targeted population of HDFC was 2000 employees and sample size is 70 employees

DATA COLLECTION INSTRUMENTS

Questionnaires

It consists of set of question presented to respondents. It is a most common instrument used to collect primary data its need to be qualify developed, tested and debugged. In a simple word questionnaire means researcher has to put in a step in logical sequence.

ANALYSIS

Hypothesis 1

H0: Job Satisfaction are depending on work environment of HDFC Bank.

H1: Job Satisfaction are not depending on work environment of HDFC Bank.

Observed frequency

ALL RELIGION EQUAL DYNAMIC	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Yes	40	10	4	2	56
No	2	1	3	8	14
	42	11	7	10	70

Chi- square Table

OBSERVED	EXPECTED	(O-E)	(O-E) ²	(O-E) ² /E
40	33.6	6.4	40.96	1.22
10	8.8	1.2	1.44	0.16
4	5.6	-1.6	2.56	0.46
2	8	-6	36	4.50
2	8.4	-6.4	40.96	4.88
1	2.2	-1.2	1.44	0.65
3	1.4	1.6	2.56	1.83
8	2	6	36	18.00
		0		X ² cal.=31.70

Degree of freedom = (C-1)* (R-1)

$$= (4-1)*(2-1)$$

$$= 3*1$$

$$=3$$

At 5% of degree of error the table value is **7.82**

Null hypothesis [H₀] is rejected, Alternative hypothesis [H₁] is accepted that means that Job satisfaction are not depending on work environment in HDFC Bank. Job Satisfaction and working environment are different.

Hypothesis 2

H0: Job Satisfaction are depending on salaries/wages of HDFC Bank.

H1: Job Satisfaction are not depending on salaries/wages of HDFC Bank.

Observed Frequency

Age	<25	25 to 40	>40	Total
Ranking				
Strongly dissatisfied:1	1	1	-	2
Dissatisfied:2	2	1	3	6
Neutral:3	3	1	1	5
Satisfied:4	4	13	8	25
Strongly satisfied:5	1	22	9	32
Total	11	38	21	70

Chi- square Table

OBSERVED	EXPECTED	(O-E)	(O-E) ²	(O-E) ² /E
1	0.31	0.69	0.48	1.55
1	1.09	-0.09	0.0081	0.0074
-	0.6	-0.6	0.36	0.6
2	0.94	1.06	1.12	1.19
1	3.26	-2.26	5.11	1.57
3	1.8	1.2	1.44	0.8
3	0.79	2.21	4.88	6.18
1	2.71	-1.71	2.92	1.08
1	1.5	-0.5	0.25	0.17
4	3.93	0.07	0.0049	0.0012
13	13.57	-0.57	0.32	0.023
8	7.5	0.5	0.25	0.033
1	5.03	-4.03	16.24	3.23
22	17.37	4.63	21.44	1.23
9	9.6	0.6	0.36	0.03
Total				17.6946

Degree Of freedom = (C-1) X (R-1)
 =(5-1) X (3-1)
 = 8

Level of significance is 5%
 So $\alpha = 0.05$

The table value is 15.507 so table value is less then calculated value 17.6946. So, Null Hypothesis is rejected and Alternative hypothesis is accepted, that means that in HDFC bank job satisfaction and salaries/wages of employee are not depending.

FINDING

From this study researcher found that in the case of first objective, employee of the HDFC bank in Anand City are more satisfied form their job and they are more loyal towards their job. In the case of second objective, salaries/wages and job satisfaction are not depending in HDFC bank of Anand city.

CONCLUSION

The study conclude that the Middle level Managers who were in Private Sector Bank are more satisfied with Intrinsic Job Satisfaction and also found that in both the parameters Work environment and Salaries Job Satisfaction the HDFC Middle Level Managers are more satisfied. HDFC Bank is the Top Bank in Private Sector.

HDFC Bank is more in sales and profit but in terms of employee Satisfaction HDFC Bank Middle level Managers are more satisfied because they provide number of facility to their prospective Employees Such as part time employment for women, call center as counsellor for employees and they also launched one touch emergency number for their employees.

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