

EFFECTIVENESS OF EMPLOYEE LOYALTY & JOB SATISFACTION

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ABSTRACT

Coimbatore is well known for its pumps as it has for its textiles. The City has large number of pump manufacturing units within the city and outside the city limits. Hence the employment opportunity is more in this segment. An employee joins the organisation with expectations and need in the same way the organisation also recruits the person and expects a better performance .Hence it is a mutual understanding. Retaining the employees is a challenge in today's marketing Scenario. In the present situation the firm's achievement is based on the devotion, employee's hard work .Therefore job satisfaction and employee Loyalty plays an important role in this context.

INTRODUCTION:

The term loyalty in general talks about the trustworthiness of a person. An employee who joins the organisation will join with an intention to perform well and to work for the organisational objectives .An employee with such a motive will be loyal employees and they will be a satisfied worker in the organisation. In the same way every organisation wants the talented workers and every organisation has a desire to retain the talented worker. But today's competitive market challenges the organisation. Retaining the skilful worker is a key challenge to the human resource management. In the Same way the employee behaviour is impacted in several ways and sometimes leads to the negative consequences such as attrition, poor performance therefore the present research focused on the demographic factors which the Impacts employee loyalty and job satisfaction.

REVIEW OF LITERATURE

Sachin Murali et al., 2017 The investigation was done with 411 employees to know consequence of Employee Loyalty with respect to Organizational Performance The managerial implication of the investigation demonstrated that Employees in general with increasing age consider themselves loyal to their organization.65% of the respondents feel that their loyalty should be a key factor in their organizational performance.

Mohd Onn Rashdi 2011 The researcher examined about psychological empowerment and the effect of job satisfaction with Front Office executives working in big Star Hotels located in kuala lumpur. The findings indicated that there is a link between these two factors from the survey the researcher understood that employees will be loyal only when they are satisfied with their present job also they will work hard with to reach the organisational objectives .

According to **Vibha Gupta, (2013)** research study "The high employee attrition was due to the reasons that excessive work load ,No help and acknowledgment from their fellow worker and organisation , and poor opportunities for Career development and innovation. These are some of the major reason the employees leaves the organisation.

RESEARCH OBEJCTIVE

- To study the Effectives of employee loyalty and job satisfaction of employees working in pump manufacturing units in Coimbatore
- To study the association between employee loyalty and the demographic variables such as Gender, Income per Month and designation of the Employee.

RESEARCH METHODOLOGY

Data Collection Method

- The primary information was gathered from respondents by Questionnaires and Secondary information for the study was from company websites, various journals and articles from relevant database.

Population Size

- The sample size for the study was 100 Respondents from pump manufacturing units –Coimbatore Study.

Sampling Method:

- For collecting the data from the respondents the researcher Adopted Convenience sampling Method.

Statistical Tools Used for the Study

- The Statistical technique ANOVA was adopted by the researcher to find the association between the demographics factors of the study and employee Loyalty

HYPOTHESIS TESTING

- 1. Null hypothesis (H0)** There is no significance difference between Gender and employee loyalty
Alternative hypothesis (H1): There is a significance difference between Gender and employee loyalty
Null hypothesis (H0) There is no significance difference between Income per month and employee loyalty.
Alternative hypothesis (H1): There is a significance difference between Income per employees and employee loyalty.
- 3. Null hypothesis (H0)** There is no significance difference between Type of designation of the employees and employee loyalty.
Alternative hypothesis (H1): There is a significance difference between Type of designation of the employees and employee loyalty.

DATA ANALYSIS AND INTERPRETATION

HYPOTHESIS TESTING

- 1. Null hypothesis (H0)** There is no significance difference between Gender and employee loyalty
Alternative hypothesis (H1): There is a significance difference between Gender and employee loyalty

TABLE 1 –ANOVA Test for Significance Difference between Gender and Employee Loyalty

Variables		Sum of Squares	df	Mean Square	F	Sig.
I would like to stay with this company also in the future	Between Groups	1.068	1	1.068	.564	.455
	Within Groups	185.682	98	1.895		
	Total	186.750	99			
I will not change immediately to another organization even though I got a job offer	Between Groups	4.665	1	4.665	6.621	.012
	Within Groups	69.045	98	.705		
	Total	73.710	99			
I have a strong emotional bonding with the organization.	Between Groups	1.068	1	1.068	.564	.455
	Within Groups	185.682	98	1.895		
	Total	186.750	99			
I cannot be more attached to any other organization	Between Groups	.612	1	.612	.376	.541
	Within Groups	159.498	98	1.628		
	Total	160.110	99			
For me it is a moral obligation to remain loyal to the organization.	Between Groups	1.085	1	1.085	.975	.326
	Within Groups	109.025	98	1.113		
	Total	110.110	99			

I may not be getting more benefits in any other organization	Between Groups	1.068	1	1.068	.564	.455
	Within Groups	185.682	98	1.895		
	Total	186.750	99			
For the time being I have to be with this organization..	Between Groups	8.560	1	8.560	5.370	.023
	Within Groups	156.200	98	1.594		
	Total	164.760	99			
I am scared that there is very little option for me.	Between Groups	.012	1	.012	.006	.940
	Within Groups	207.298	98	2.115		
	Total	207.310	99			
Leaving this organization right now will disturb my life	Between Groups	5.205	1	5.205	3.453	.066
	Within Groups	147.705	98	1.507		
	Total	152.910	99			
I speak positively about my organization when talking to friends and relatives	Between Groups	2.938	1	2.938	3.334	.071
	Within Groups	86.372	98	.881		
	Total	89.310	99			

Significance Level at 5%

(Table Value F@ 5%=3.94)

From the **TABLE: 1** It is understood that “p” value for all the factors of employee loyalties is greater than “p” significance value 0.05 “& F calculated value for I will not change immediately to another organization even though I got a job offer and For the time being I have to be with this organization are ($F_{cal}=6.621$ and $F_{cal}=5.370$) in which the calculated value is greater than the $F_{Tab}=3.94$. Hence the null hypothesis is rejected proving that there is significance difference between Gender of the employees and employee loyalties. However the other factor of “F” calculated value is less than the table value. Hence the null hypothesis is accepted proving that there is no significance difference between Gender of the employees and employee loyalties.

HYPOTHESIS TESTING

2. Null hypothesis (H₀) There is no significance difference between Income per employees and employee loyalty.

Alternative hypothesis (H₁): There is a significance difference between Income per employees and employee loyalty.

TABLE 2 –ANOVA Test for Significance Difference between Income and Employee Loyalty

Variables		Sum of Squares	df	Mean Square	F	Sig.
I would like to stay with this company also in the future	Between Groups	2.541	3	.847	.441	.724
	Within Groups	184.209	96	1.919		
	Total	186.750	99			
I will not change immediately to another organization even though I got a job offer	Between Groups	6.979	3	2.326	3.347	.022
	Within Groups	66.731	96	.695		
	Total	73.710	99			
I have a strong emotional bonding with the organization.	Between Groups	2.541	3	.847	.441	.724
	Within Groups	184.209	96	1.919		
	Total	186.750	99			
I cannot be more attached to any other organization	Between Groups	1.019	3	.340	.205	.893
	Within Groups	159.091	96	1.657		
	Total	160.110	99			
For me it is a moral obligation to remain loyal to the organization.	Between Groups	3.322	3	1.107	.995	.398
	Within Groups	106.788	96	1.112		
	Total	110.110	99			
I may not be getting more benefits in any other organization	Between Groups	2.541	3	.847	.441	.724
	Within Groups	184.209	96	1.919		
	Total	186.750	99			
For the time being I have to be with this organization..	Between Groups	7.547	3	2.516	1.536	.210
	Within Groups	157.213	96	1.638		
	Total	164.760	99			
I am scared that there is very little option for me.	Between Groups	2.584	3	.861	.404	.751
	Within Groups	204.726	96	2.133		
	Total	207.310	99			
Leaving this organization right now will disturb my life	Between Groups	8.370	3	2.790	1.853	.143
	Within Groups	144.540	96	1.506		
	Total	152.910	99			
I speak positively about my organization when talking to friends and relatives	Between Groups	4.446	3	1.482	1.677	.177
	Within Groups	84.864	96	.884		
	Total	89.310	99			

Significance Level at 5%

(Table Value F@ 5%=2.70)

From the Table:2 It is understood that “p” value for all the factors of employee loyalties is greater than “p” significance value 0.05 “& F calculated value for For the time being I have to be with this organization are (F_{cal}=3.347) in which the calculated value is greater than the F_{Tab}=2.70. Hence the null hypothesis is rejected proving that there is significance difference between Income per month of the employees and employee loyalties. However the other factor of “F” calculated value is less than the table value. Hence the null hypothesis

is accepted proving that there is no significance difference between Income per month of the employees and employee loyalties.

HYPOTHESIS TESTING

3. Null hypothesis (H0) There is no significance difference between Type of designation of the employees and employee loyalty.

Alternative hypothesis (H1): There is a significance difference between Type of designation of the employees and employee loyalty.

TABLE 3 –ANOVA Test for Significance Difference between Type of designation of Employees and Employee Loyalty

Variables		Sum of Squares	df	Mean Square	F	Sig.
I would like to stay with this company also in the future	Between Groups	.478	2	.239	.125	.883
	Within Groups	186.272	97	1.920		
	Total	186.750	99			
I will not change immediately to another organization even though I got a job offer	Between Groups	2.857	2	1.428	1.956	.147
	Within Groups	70.853	97	.730		
	Total	73.710	99			
I have a strong emotional bonding with the organization.	Between Groups	.478	2	.239	.125	.883
	Within Groups	186.272	97	1.920		
	Total	186.750	99			
I cannot be more attached to any other organization	Between Groups	.335	2	.167	.102	.903
	Within Groups	159.775	97	1.647		
	Total	160.110	99			
For me it is a moral obligation to remain loyal to the organization.	Between Groups	1.748	2	.874	.782	.460
	Within Groups	108.362	97	1.117		
	Total	110.110	99			
I may not be getting more benefits in any other organization	Between Groups	.478	2	.239	.125	.883
	Within Groups	186.272	97	1.920		
	Total	186.750	99			
For the time being I have to be with this organization..	Between Groups	5.931	2	2.966	1.811	.169
	Within Groups	158.829	97	1.637		
	Total	164.760	99			
I am scared that there is very little option for me.	Between Groups	6.263	2	3.132	1.511	.226
	Within Groups	201.047	97	2.073		
	Total	207.310	99			
Leaving this organization right now will disturb my life	Between Groups	7.345	2	3.673	2.447	.092
	Within Groups	145.565	97	1.501		
	Total	152.910	99			
I speak positively about my organization when talking to friends and relatives	Between Groups	.890	2	.445	.488	.615
	Within Groups	88.420	97	.912		
	Total	89.310	99			

Significance Level at 5%

(Table Value F@ 5%=3.09)

It is understood that “p” value for all the factors of employee loyalties is greater than “p significance value 0.05” & F calculated value for all the factors is less than the $F_{Tab}=3.09$. Hence the null hypothesis is accepted proving that there is no significance difference between designation level of the employees and employee loyalty.

FINDINGS OF THE STUDY

- In ANOVA test it was inferred the relationship among Gender and loyalty, I will not change immediately to another organization even though I got a job offer and for the time being I have to be with this organization have significance relationship among them and most of the factor related to non-significance association among them.
- It was analyzed from the demographic factor on income from month, the factor for the time being I have to be with this organization only significance association among them, other factor does not have association between them.
- Statistical analyses have reported it proving, it has no significance relationship between the demographic factor on type of designation and an employee loyalties.
- From the findings, the high aspects for employees loyalties and the demographic factors related with the study it shows major factors are not significant association among them, However in further study other factor will be analyzed and fill the gap.

CONCLUSION

From the Study the researcher identified that the demographic factor income has an influence over the job satisfaction and employee loyalty. The other factors doesn't have an association with employee loyalty, Hence it is understood that the employees will stay as longer they can unless and until they are provided with good salary package and acknowledged for their job. Hence it is very important for the organisation to concentrate on salary packages as well as the need of the employees should be given priority.

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