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# Impact Of Hr Strategies On Employee Satisfaction In Work Place Of It Companies

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## Abstract

Employee satisfaction is, at its most basic level, how happy or satisfied employees are with their jobs. Employee satisfaction encompasses the most important human resource issues and requirements. India is one of the world's largest and fastest-growing economies. In the fiscal year 2012, India continues to be the focal point for strategic offshore outsourcing. In the fiscal year 2012, the Indian IT sector developed and grew by 18% in terms of export income. It has also produced a profit of roughly 70 billion dollars. The Indian IT industry accounts for about 5% of GDP (Gross Domestic Product) and employs over 2.3 million people directly and many more indirectly. The goal of this study is to determine the level of job satisfaction among IT personnel in Nashik as well as the current state of HR procedures. The study collected data using primary and secondary sources and a qualitative technique. The information was examined using replies from the questionnaire survey. Furthermore, the study offers recommendations for improving employee satisfaction and loyalty in firms in Nashik Maharashtra.

Workplace contentment is critical to a company's success. It is an essential part of any organization. Job happiness is one of the essential aspects that have drawn the attention of managers and academics alike. Several studies have been undertaken to examine employee satisfaction at work, but few have been conducted to assess employee satisfaction during pandemics. Employee job satisfaction is a key aspect in meeting and sustaining productivity targets. Virtual labor was not a frequent choice for many organizations before to the pandemic, but it has now become a modern and unprecedented norm in several respects.

**Keywords:** Employee satisfaction, Indian IT industry, job satisfaction.

## 1. Introduction

Employee contentment, also referred to as job satisfaction, refers to how happy or satisfied employees are with their jobs. Employee happiness is also affected by a variety of elements such as reimbursement or salary, work pressure, resources, management, flexibility,

teamwork, engagement, work relevance, enrichment and so on. However, it is primarily based on employment and money.

These elements are critical for any firm that wants to keep its employees happy and reduce turnover, but employee satisfaction is only a small part of the picture. In fact, for many businesses, contented employees are individuals without whom the company would be wealthier.

Employee satisfaction encompasses the most important human resource issues and requirements.

India's Information Technology (IT) sector has evolved over the last two decades and now plays a critical role in the Indian economy. This sector is divided into two parts: IT and ITeS. According to a 2020 NASSCOM research, India's IT workforce is estimated to be 4.36 million people. Because this industry employs a large number of people, the main problem for management today is not only to retain competent personnel, but also to engage them and establish a working environment that will result in job satisfaction for IT experts. As a happy employee, you bring fascinating work values to the table, which leads to eased efficiency and productivity. Staff satisfaction, on the other hand, leads to fewer absenteeism, employee turnover, and eased loyalty and dedication to the company. Many researchers in various sectors conduct research on job satisfaction, and this research paper is a review of literature on job satisfaction among IT employees in order to understand the various facets that lead to job satisfaction and how far job satisfaction leads to organizational commitment in this sector.

### **1.1. Current Trends of Indian IT industry**

India has grown into an international IT brand over time as a result of Indian government initiatives, a strong foundation in education, well-established infrastructure and telecommunication services, and favorable market conditions. Several Indian cities are currently occupying prominent positions in the international IT rankings. The Indian IT outsourcing business accounts for about 5% of GDP and employs roughly 2.3 million people directly and many more indirectly. According to a Nasscom analysis, the Indian IT sector evolved and grew by 18 percent in export income in fiscal year 2012. It has also produced a profit of roughly 70 billion dollars. The software market, on the other hand, is expected to grow to 20% by 2015. At the moment, the profit for the IT software services business is estimated to be over \$8 billion. Indian IT companies have halted hiring as a result of the current financial crisis, despite the general mood being quite upbeat. The industry is quite optimistic that the employment trend will return in a short period of time. Furthermore, direct employment is expected to reach almost 3 million, with a large buildup of 250,000 workers. Furthermore, it was predicted that by 2020, India's IT industry would employ approximately 10 million people directly and another 20 million indirectly. As a result, it

continues to be one of the largest capitals. In terms of both human resources and delivery centers, India has dominated the Indian IT business. The operation in India is currently concentrated in large cities such as Bangalore, Hyderabad, Mumbai, Pune, Kolkata, Chennai and Tier II cities are evolving such as Visakhapatnam, Nagpur, Indore, Aurangabad and Nashik.

## **1.2. Research Aims and Objectives**

The research paper's main goal is to look into employee satisfaction in the IT business in Nashik Maharashtra.

Specifically, the objectives of the research paper are

- To investigate the level of job satisfaction among IT personnel in Nashik Maharashtra.
- To investigate the factors that influence job satisfaction in the Nashik IT industry.

## **1.3. Need and Significance of the Study**

Every member in the organization, from managers to representatives to HR, is obligated to keep track of employee loyalty and satisfaction in order to determine how committed employees are to the firm and whether they are actually content with the way things are done.

Identifying the degree of employee satisfaction in any firm is one of the most important aspects of Human Resource Management (HRM). As a result, firms should prioritize employee satisfaction among their staff, which is critical for easing efficiency, sensitivity, customer service, and quality.

## **1.4 Job satisfaction definition**

Various scholars have taken various approaches to describing work satisfaction. In the text that follows, some of the most widely cited meanings of work satisfaction are discussed, including E. A. Locke's "Job satisfaction is a pleasurable or optimistic emotional state caused by one's evaluation of one's job or experience." "Work satisfaction" is described by Keith Davis as "a collection of positive and negative feelings about one's work." Vroom emphasizes the employee's position in the workplace in his concept of job satisfaction. As a result, he defines job satisfaction as individuals' effective orientations toward the jobs they currently hold (Vroom, 1964). Job satisfaction is inextricably linked to an individual's work behavior (Davis et al., 1985). The phrase "work satisfaction" refers to people's attitudes and feelings toward their jobs. Positive and favorable attitudes toward one's job indicate job satisfaction. Negative and unfavorable attitudes toward one's job indicate job dissatisfaction. (Armstrong, 2006) Job satisfaction is described by Tomaevi and J Seljak (2014) in terms of its relationships with other important factors such as general well-

being, work tension, control at work, homework guidance, and working conditions. Greenberg and Baron (2008), for example, defined job satisfaction as a feeling that can have a positive or negative impact on one's work roles and responsibilities. He also stated that understanding the definition of job satisfaction is critical because there is no single way to please all employees artwork.

## **2. Literature Review**

According to Moyes et al (2008), contentment refers to the degree to which a person's needs, wants, desire, or demand have been met. Satisfaction is essentially determined by what a person requires from the world and what he obtains or provides. Employee satisfaction, on the other hand, is a measure of how happy people are with their jobs and pay in a company.

According to Bratty and Qureshi (2007), there are a number of factors that influence organizational effectiveness, the most important of which is employee happiness. As a result, in order to boost productivity, every organization must create a work atmosphere that promotes employee pleasure.

When employees are happy, they are more loyal and productive, which affects consumer satisfaction and managerial efficiency (Hunter & Tietyen, 2007).

According to Miller (2006), raising the level of employee satisfaction is linked to maintaining stronger relationships with the workforce, high pay or remuneration, education, and career prospects.

Employee satisfaction is a term used to describe whether or not employees are satisfied, happy, or meeting their needs at work (Susan, 2011). Employee happiness, according to Cranny, Smith, and Stone (2002), is a mix of emotive responses to varied perceptions of what an employee wants against what the employee gets in actuality.

Employee satisfaction is thus a broad term that encompasses employee job satisfaction as well as employee contentment with firms, compensation structures, and work environments.

Several studies have shown that high workloads or job overload have negative implications. Workload stress is defined as a lack of desire to go to work and a persistent sense of pressure (i.e. no amount of effort is sufficient) accompanied with general physiological, psychological, and behavioral stress symptoms (Division of Human Resources).

2000 (Resource). One of the six criteria of occupational safety, according to Al-Aameri AS. (2003), is Workplace stress is a form of pressure. G.A. Alexandros-Stamatios and colleagues (2003) similarly claimed that "factors explore the workload, range of responsibilities, and pay rates that are intrinsic to the profession. The worldwide scene is rapidly changing. Rising

worker pressure to achieve maximum output and improve competitiveness To perform is true. Workers are expected to accomplish numerous tasks in the workplace in order to stay on top of their jobs technological advancements (Cascio, 1995; Quick, 1997). The pressure's final outcomes have been discovered to be one of the major factors that influence occupational stress in their workplace (Chan et al., 2000).

### **3. Research Methodology**

Both primary and secondary data were used in this investigation. Furthermore, the main data was collected using a quantitative approach. The primary data was gathered through a questionnaire survey of employees from four IT organizations in Nashik and the National Capital Region. Mahindra Satyam, Tata Consultancy Services (TSC), Adobe System, and Infosys Technologies Ltd were among the companies. The respondents' email addresses were used to send an online questionnaire. These responders were chosen at random from the company's HR database. Assistant managers, business analysts, managers, project leaders, supervisors, and team leaders were among those who responded. A total of 200 people took part in the study. The percentage approach was used to analyze the data, with responses from the questionnaire survey being calculated in percentages.

### **4. Data Analysis**

#### **4.1 Sources of Data Primary Data**

The information gathered in this study is primary data. The primary data was gathered using the questionnaire method. Secondary data can be found in a variety of places, such as literature, industry surveys, computerized databases and information systems, journals, company records, brochures, and websites.

#### **4.2 Statistical Tool Used for Data Analysis**

The information gathered from the respondents was edited and coded first. The statistical analysis of the data was carried out using the SPSS computer programmed. The primary goal of the data analysis was to verify the hypothesis. Mann Whitney u test and KruskalWalli were the statistical methods employed in the analysis.

### **5. Result**

The information was gathered using an online questionnaire issued to 200 employees (50 employees per firm) of the four organizations in Nashik Maharashtra. This section discusses the key findings after tabulating the data (Details of questionnaire are mentioned in the Appendix). The overall findings of this investigation show that firms in the Nashik and regions are thriving in giving improved job satisfaction to their employees, regardless of remuneration or work environment. They are aiming to provide best-in-class service to their

employees. This section is divided into two parts, the first of which comprises questions and answers about labor, and the second of which contains questions and answers about employee remuneration in their firms.

The following are the primary conclusions and interpretations of the questionnaire's results:

## **Work**

### ➤ **Views and participation are valued**

This question was asked about employee work satisfaction and whether or not their opinions and participation in the organization are valued. Fourteen percent of respondents are dissatisfied, while 44 percent are satisfied.

### ➤ **Feeling of personal accomplishment**

Employees were questioned if their work gave them a sense of personal accomplishment in the company. 41% of respondents are happy, while 14% are unhappy.

### ➤ **Receive appropriate recognition for the contributions**

This issue concerned employees' general job happiness and if they are appropriately recognized for their contributions to the company. Only 32% of respondents are satisfied, while 44% are dissatisfied.

### ➤ **Provided adequate resources to complete the task.**

This question was posed in regards to the work environment of employees, namely whether adequate resources are available for them to do their duties effectively in the firm. Seventy-seven percent of respondents agreed, while twenty-one percent disagreed.

### ➤ **Safe workplace**

This question was posed to employees about whether or not their work environment is safe. 48 percent of respondents are extremely satisfied, 41 percent are satisfied, and 11 percent are dissatisfied.

## **Pay**

### ➤ **Paid fairly for the work**

This question was asked about employee salary and remuneration, specifically whether they are paid appropriately in the company. According to the survey, 55% of respondents agreed, while 18% disagreed.

### ➤ **Compensation is commensurate with responsibilities.**

This question was asked about employee salary and remuneration, specifically whether their pay matched the duties they were given in the firm. 49 percent of respondents are satisfied, while 42 percent are not.

- **Salary is comparable to that of similar jobs.**

This question was asked about employee compensation and remuneration, specifically whether their pay is competitive with equivalent jobs available elsewhere. 47 percent of respondents agreed, while 37% disagreed.

- **Benefits (in addition to my salary) are equivalent to those provided by other companies.**

This question was asked about their employee salary and wages, specifically whether their benefits (beyond my income) are comparable to those provided by other companies. Only 6% of respondents disagreed, indicating that 49% of respondents agreed.

## **6. Employee Satisfaction and Loyalty Factor Improvement Suggestions**

Employee actions frequently reflect the organization's ethics. Furthermore, satisfied human resources are critical in the realm of customer service since they represent the firm to the public. Satisfaction, on the other hand, is not tied to wage structure in any way

The following are some efforts that IT firms in Nashik and can do to improve employee satisfaction and loyalty, hence increasing income and revenue:\

- **Communication that is clear, concise, and dependable:**

Employees in some companies are unaware of the company's goal, vision, and objectives. Making a corporate culture that requires employees to be a core part of the firm can be an effective way to get the most out of each employee's skills or abilities. Thus, IT companies in Nashik Maharashtra should keep their personnel informed about the company's status, development, problems/disputes, and how they contribute unwaveringly to the production's success.

- **Programs for training and related development**

IT companies in Nashik- should provide critical training and learning that develops employees' talent and assures them that they are vital to their success and desire to take on new responsibilities.

- **Employees across the organization should be empowered.**

Organizations should increase appropriate degrees of new responsibility across the board. They should also encourage good decision-making and allow individuals who are closer to the

problem to make the decision. Furthermore, IT companies in Nashik Maharashtra should guarantee that their personnel are well-informed and that they have confidence in them to do their jobs to the best of their abilities.

➤ **Just compensation and benefits**

Develop activities to promote all corporate designations and professional advancement. As a result, it is recommended that IT companies in Nashik Maharashtra provide opportunities for all employees to use their abilities, knowledge, and creativity.

➤ **Provide the most advanced tools and a safe working environment:**

Employees should be empowered by ensuring that their tools do not hinder their productivity. Furthermore, it is stated that firms should supply the greatest tools in order to deliver the best results to their organizations, clients, and industry. As a result, IT companies in Nashik Maharashtra should adopt adequate health and safety standards for their employees.

## **7. Conclusion**

The purpose of the research was to determine employee job satisfaction in the IT sector in Nashik- during the pandemic. We discovered that there is no gender difference in employee job satisfaction, implying that men and women had the same level of pleasure before and during the pandemic. On the other hand, age and work experience both have an impact, and there is a considerable variation in employee job satisfaction during pandemic times. As a result, every organization should establish policies and methods that strengthen the work environment and ease employee confidence and contentment in order to improve staff performance and efficiency, which will lead to eased revenue, customer satisfaction, and customer retention.

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