

## **Study Of Job Satisfaction Of Employees On Assembly Line Workers With Special Reference To LG Electronics**

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### **ABSTRACT:**

The job satisfaction of the employee's discussed in this research paper is focused on the assembly line employees of the production department at LG electronics Pune. This study is about satisfaction of employees in the organisation. Here we tried to learn about job satisfaction of t workers on the assembly line their expectations from the company. Job satisfaction is the main factor of any organisation for long term survival. The prime objective of the research is to know employee's expectation from the company in respect to job satisfaction.

### **Introduction:**

Employees satisfaction and dissatisfaction are major problems faced by Human Resource Management because whole progress of organization depends on their employee's work. If employees are unable to concrete on work due to some reason the company will ultimately face trouble. Competition are getting tougher day-by-day and for surviving in this competition the base line of this organization is essential i.e. Employee. If they are unstable then company performance will also not remain stable If employees are unsatisfied with the organization then they can switch off to other organization for more pay and may share our secrets and tricks of the business with other company and this may be very dangerous for the organization

### **PURPOSE OF STUDY:**

- To Study Job satisfaction of employee's working on assembly line with special reference to LG Electronics, Pune.
- To know employee perception about job satisfaction at LG electronics.

- To identify reasons of job dissatisfaction at LG electronics.
- To suggest remedial measures to minimize job dissatisfaction.

**RESEARCH METHEDOLOGY**

This study has undergone through Job satisfaction of employees working on assembly line of LG Electronics a world renowned electronic company. Here in this study analytical approach of research is undertaken. It is primarily based on primary data collected through questionnaire circulated among assembly line workers of LG electronics.

**Primary Data:**

For the collection of the primary data in this research of job satisfaction of employees on assembly line of the LG electronics, the questionnaire was been circulated among the workers on the assembly in according to shifts. Sample size was 425 taken for data collection. Shifts such as 1<sup>st</sup> shift, 2<sup>nd</sup> shift and night shift it was been divided for collection of data and response form the employee's where collected. At the time of data collection various views and feedback of them were taken into consideration.

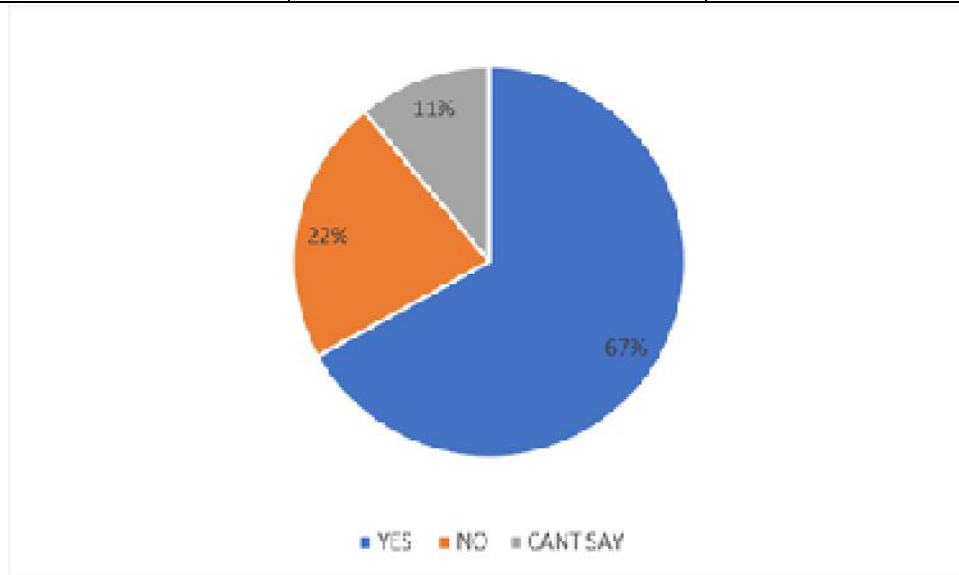
**Research Design-**

Analytical Research method is used in this study. For collection of primary data questionnaire was prepared in consultation with experts from academics and industry. The respondent's responses were noted on data sheet. At the end respondent was given chance to share feedback on job satisfaction. Also asked issues related with their job satisfaction which were not included in questionnaire. Also, where possible; information collected through personal discussion with managers the collected data is analysed using MS-EXCEL.

**DATA ANALYSIS AND INTERPRITATION****Q.1. Are you satisfied working with LG in context to job satisfaction?**

| RESPONSE | NO. OF RESPONSE | PERCENTAGE % |
|----------|-----------------|--------------|
|----------|-----------------|--------------|

|              |            |             |
|--------------|------------|-------------|
| YES          | 284        | 67%         |
| NO           | 94         | 22%         |
| CAN'T SAY    | 47         | 11%         |
| <b>Total</b> | <b>425</b> | <b>100%</b> |

**Interpretation-**

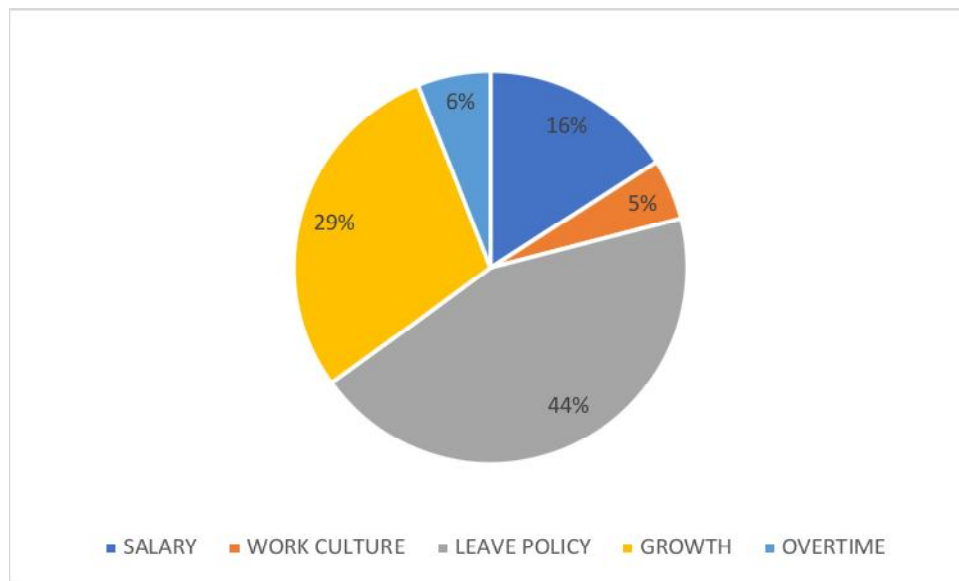
From the response by employees 67% of them working on assembly line responded yes it shows that they are satisfied with company to the context to job satisfaction.

While 22% of employees working in the assembly line have given response as no it says that employees are not satisfied to the context to job satisfaction in a company.

And 11% of employees working in the assembly line can't say they are they satisfied with context to job satisfaction in a company.

**Q2-What is the reason of dissatisfaction?**

| RESPONSE     | NO. OF RESPONSE | PERCENTAGE % |
|--------------|-----------------|--------------|
| SALARY       | 68              | 16%          |
| WORK CULTURE | 21              | 5%           |
| LEAVE POLICY | 187             | 44%          |
| GROWTH       | 123             | 29%          |
| OVERTIME     | 26              | 6%           |
| <b>Total</b> | <b>425</b>      | <b>100%</b>  |

**Interpretation:**

From the given responses its observed about 44% leaving policy is the reason for the dissatisfaction

29% less growth is the reason for dissatisfaction

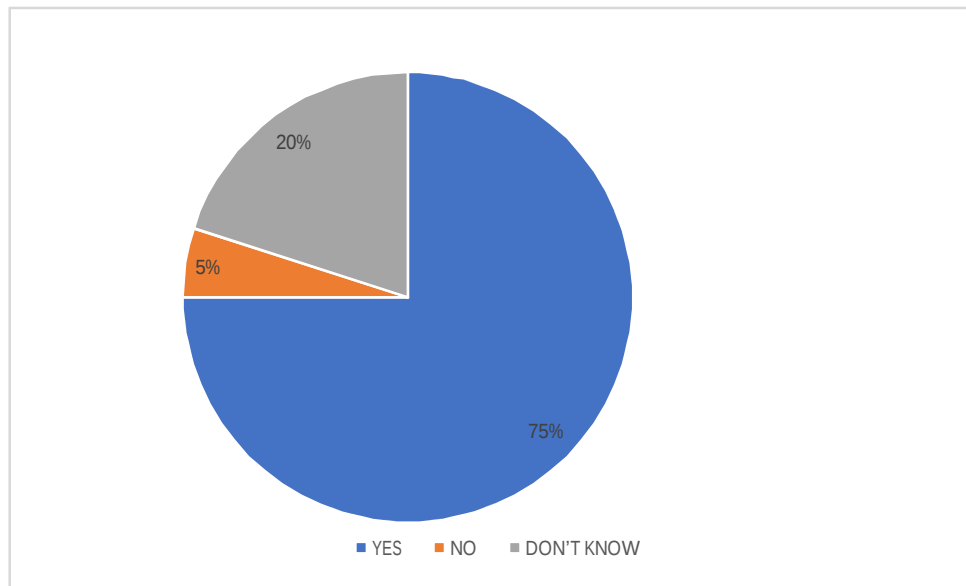
5% work culture is the reason for dissatisfaction.

16% salary is the reason for dissatisfaction

6% overtime is the reason for dissatisfaction.

**Q3-Is your work appreciated by your authority?**

| RESPONSE     | NO.OF RESPONSE | PERCENTAGE % |
|--------------|----------------|--------------|
| YES          | 319            | 75%          |
| NO           | 21             | 5%           |
| CAN'T SAY    | 85             | 20%,         |
| <b>Total</b> | <b>425</b>     | <b>100%</b>  |

**Interpretation:**

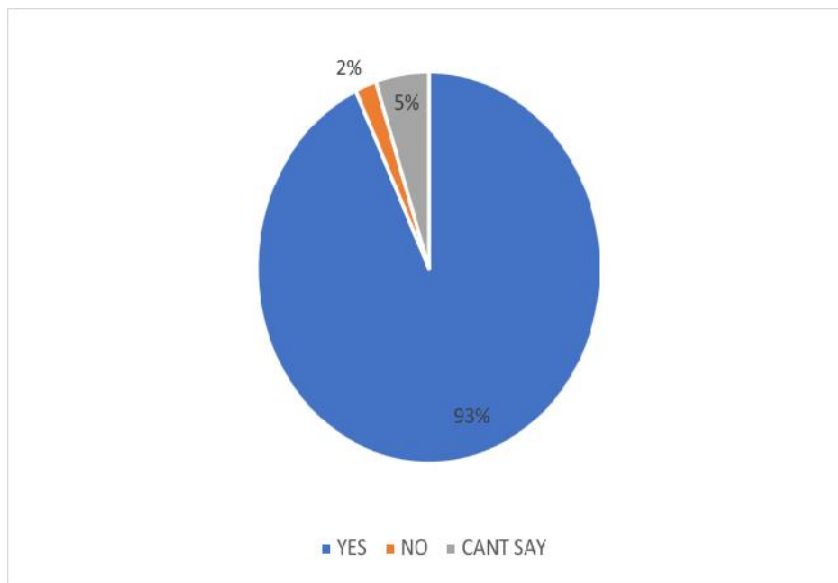
From the above response 75% of employees says that work is appreciated by authority.

While 5% employees says that work is not appreciated by authority.

And 20% of employees can't say about the appreciation.

**Q.4 Will you recommend your friend or relative to work with LG in context to job satisfaction?**

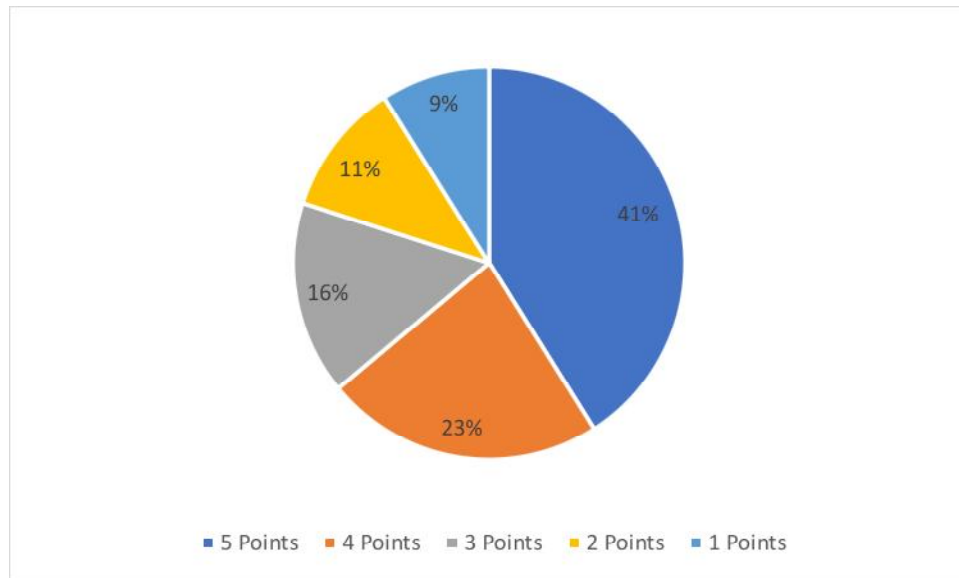
| RESPONSE     | NO.OF RESPONSE | PERCENTAGE % |
|--------------|----------------|--------------|
| YES          | 395            | 93%          |
| NO           | 9              | 2%           |
| CAN'T SAY    | 21             | 5%           |
| <b>Total</b> | <b>425</b>     | <b>100%</b>  |

**Interpretation:**

Form the above response 93% of employee will suggest LG company for their friends and relatives. While 2% of the employee's will not suggest the LG company for their friends and relatives. And 5% of the employees responded that they can't say about recommending LG Company to friend and relatives.

**Q.5 How will you rate LG Pune on 5 points scale in respect to job satisfaction?**

| RESPONSE     | NO.OF RESPONSE | PERCENTAGE % |
|--------------|----------------|--------------|
| 5 Points     | 174            | 41%          |
| 4 Points     | 98             | 23%          |
| 3 Points     | 68             | 16%          |
| 2 Points     | 47             | 11%          |
| 1 Points     | 38             | 9%           |
| <b>Total</b> | <b>425</b>     | <b>100%</b>  |

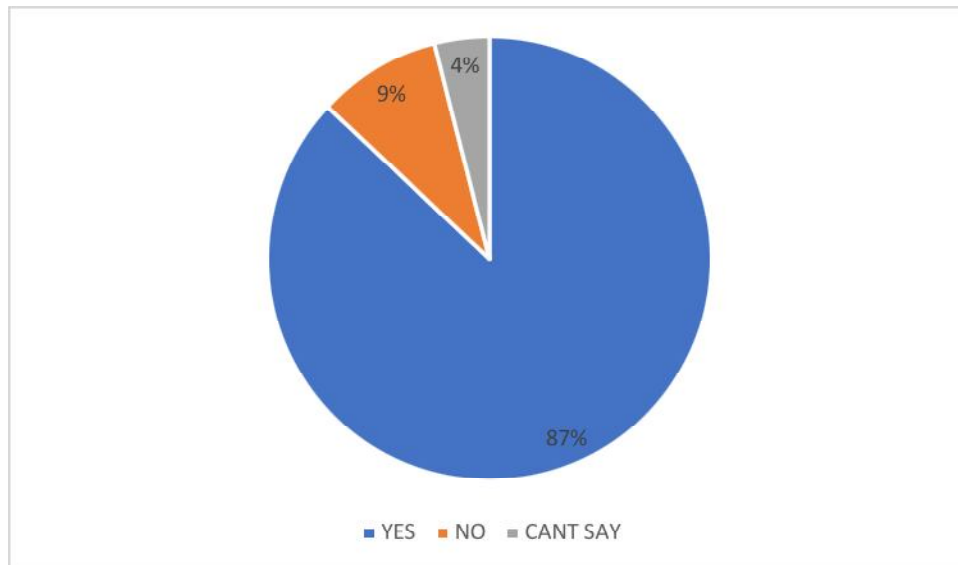
**Interpretation-**

From the above response employee's rated LG company as follows;

Where 41% employees rated company 5 points. While 23% employees rated company 4 points. And 3points are rated by 16% of employees. Where 11% of employees rated company 2 points. 1 point is rated by 9% of company employee.

**Q.6.Are you assigned where you have expertise?**

| RESPONSE     | NO. OF RESPONSE | PERCENTAGE  |
|--------------|-----------------|-------------|
| YES          | 370             | 87%         |
| NO           | 38              | 9%          |
| CAN'T SAY    | 17              | 4%          |
| <b>Total</b> | <b>425</b>      | <b>100%</b> |

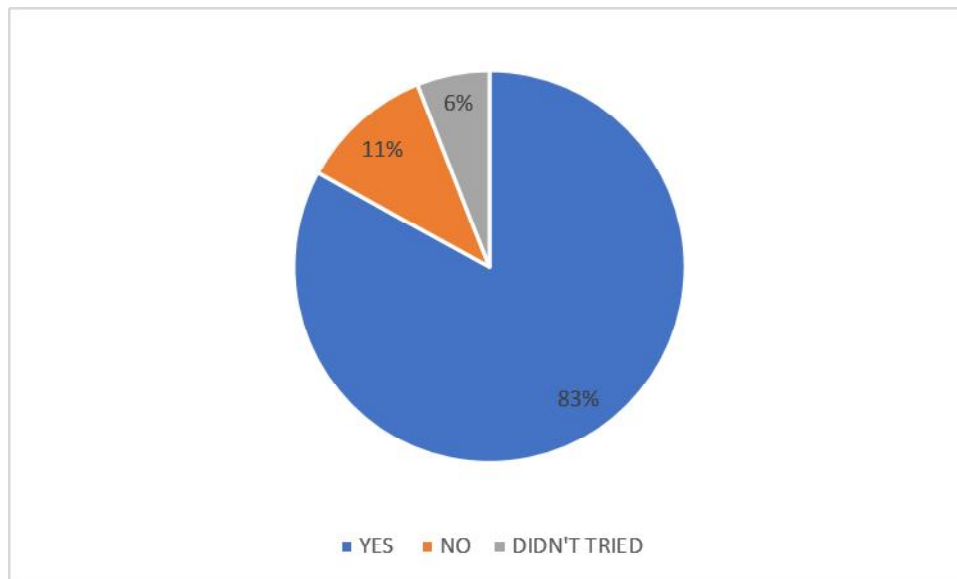
**Interpretation:-**

Response from employees it is observed that 87% employees responded that they are assigned where they are expertise.

While 9% of the employees responded that they are not assigned where they are expertise. And 4% of the employees responded that they can't say .

**Q.7 Are your genuine views considered by authorities?**

| RESPONSE     | NO.OF RESPONSE | PERCENTAGE % |
|--------------|----------------|--------------|
| YES          | 353            | 83%          |
| NO           | 47             | 11%          |
| DIDN'T TRIED | 25             | 6%           |
| <b>Total</b> | <b>425</b>     | <b>100%</b>  |

**Interpretation-**

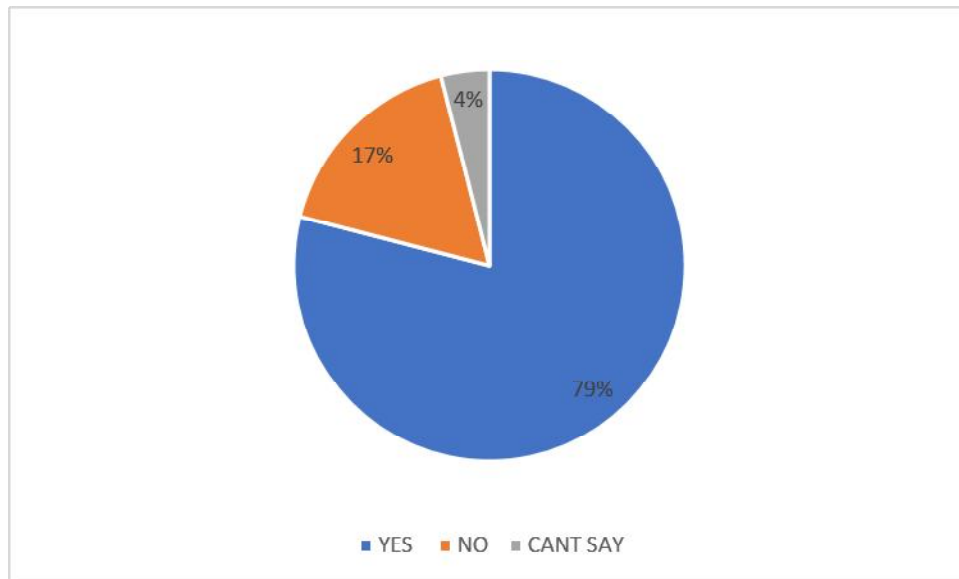
It is observed that in LG Company 83 % of the employee's says that their genuine views are considered by authority.

While 11% of employees responded that their genuine views are considered by authority.

And 6% of employees responded that they have not tried to convey their views.

**Q.8 Do you enjoy our company's culture?**

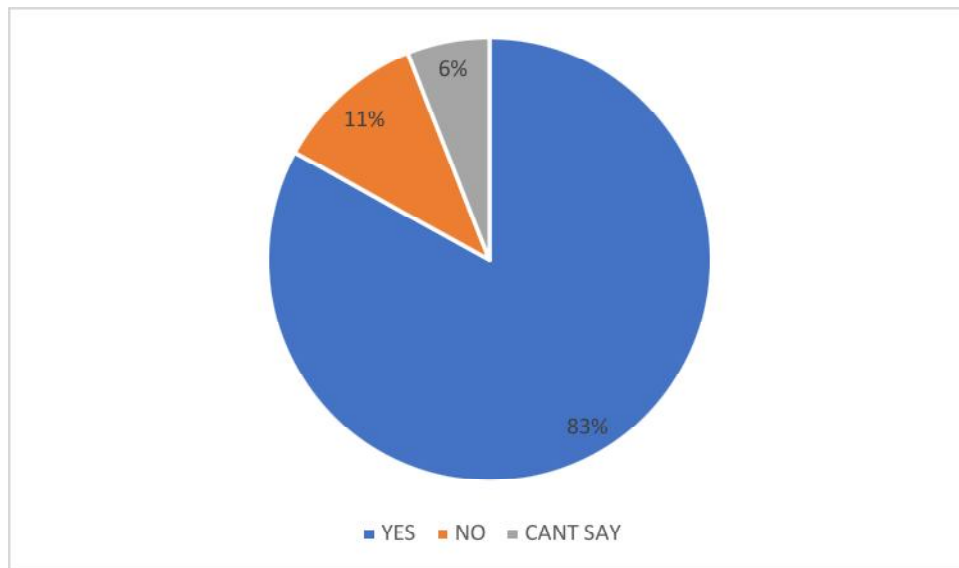
| RESPONSE     | NO.OF RESPONSE | PERCENTAGE % |
|--------------|----------------|--------------|
| YES          | 336            | 79%          |
| NO           | 72             | 17%          |
| CAN'T SAY    | 17             | 4%           |
| <b>Total</b> | <b>425</b>     | <b>100%</b>  |

**Interpretation;**

While its observed that 79% of the employees in the company enjoy company's culture. Where 17% of employees responded that they don't enjoy the company 's culture. And 4% of employees resounded that they can't say.

**Q.9 Does our company offers sufficient opportunities for promotion and career development?**

| RESPONSE     | NO.OF RESPONSE | PERCENTAGE % |
|--------------|----------------|--------------|
| YES          | 352            | 83%          |
| NO           | 47             | 11%          |
| CAN'T SAY    | 26             | 6%           |
| <b>Total</b> | <b>425</b>     | <b>100%</b>  |

**Interpretation-**

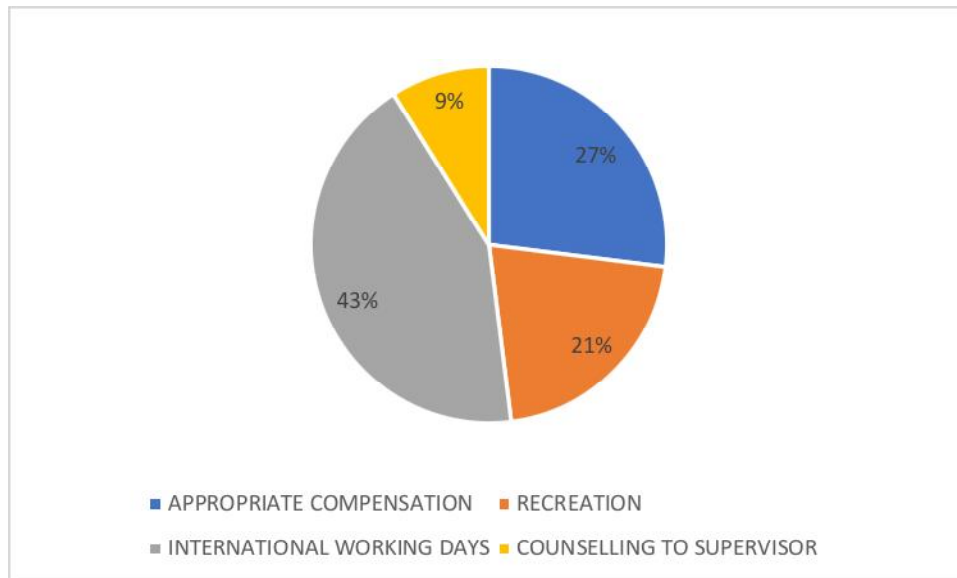
By the employees view its observed 83% of workers say that company do offers sufficient opportunities.

While 11% of employees responded that company does not offers sufficient opportunities for promotion and career development.

And only 6% of employees responded that they can't say about sufficient promotion opportunities.

**Q.10.What company has to do to minimise job dissatisfaction?**

| RESPONSE                   | NO.OF RESPONSE | PERCENTAGE % |
|----------------------------|----------------|--------------|
| Appropriate compensation   | 115            | 27%          |
| Recreation                 | 89             | 21%          |
| International working days | 183            | 43%          |
| Counselling to supervisor  | 38             | 9%           |
| <b>Total</b>               | <b>425</b>     | <b>100%</b>  |

**Interpretation-**

From the above response of the 27% of people think a company should provide appropriate compensation to minimise dissatisfaction.

While 21% of people think company should create recreation for dissatisfaction.

And the most 43% means most of the people think that there should be international working days included.

while 9% of workers responded about counselling to supervisor.

**FINDINGS:**

- Most of the workers or employees working on the assembly line of the company are satisfied with the context to the Job satisfaction in LG electronics.
- Few employees on assembly line are dissatisfied for the reasons of Salary, leaving policy, overtime, work culture etc. For the employee's satisfaction in the assembly line company has to minimize some factors of appropriate compensation, recreation, including international working days to the employees and the counselling to supervisor.
- Many of the employee's work is been appreciated and acknowledged by the authority in the company. For the reason of satisfaction of job in LG electronics on

assembly line employees will suggest company to the friends and relatives for the good carrier opportunities, Employees are more satisfied in the assembly line because their genuine views are considered by the authorities. It is been observed that the many of the assigned work to employees are in which they have been expertise. Many of the employees are been given sufficient opportunities for career development.

**CONCLUSION:**

- Company also have to focus on the overtime compensation for the employee's who will be the resourceful factor for company as its the dissatisfaction reason.
- There are small modifications in the areas of Salary, Work culture, leave policy, international working day to employees in the assembly line department etc.
- The results suggest that the factors had satisfactorily explained job satisfaction, if company want to effectively achieve the goal by satisfying the employees in the assembly line with the help of eliminating the dissatisfaction factors which are influencing workers in the assembly line of the company.

**References:**

- [www.Lgelectronics.in](http://www.Lgelectronics.in)
- Research Methodology by C R Kothari.
- Referred documents and data provided by LG Electronics during internship.