

JOB SATISFACTION IN WOMEN EMPLOYEES OF PUBLIC AND PRIVATE SECTOR BANKS OF SRI GANGANAGAR DISTRICT

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Abstract:

The present study concentrated on the extent of job satisfaction among women employees of public and private sector banks in Sri Ganganagar district. The study sample consisted of randomly selected 100 women employees of various public and private sector of this region. The study investigated the socio-demographic profile of the women employees and assessed the level of job satisfaction in them. It was concluded that public sector banks offered better job security and benefits whereas private sector banks provided a better working environment and salary package to their women employees. Although women employees in both these different environment were mostly satisfied with their jobs according to their individual circumstances.

Keywords: Job satisfaction, public sector, private sector, welfare measures, amenities, promotion, opportunities.

INTRODUCTION

Job satisfaction in general terms may be defined as “the range of an employee’s self-motivation and comfort in context of his or her job.” In other words, it is the level of satisfaction toward job stability, growth (both in terms of financial and designation status) and comfortable and relaxed working hours. Job satisfaction has been defined variously by different authors. According to Statt, 2004, job satisfaction is the contentment an employee receives from his job especially in concern with intrinsic motivation. Kaliski, 2007, mentions “job satisfaction” as an important characteristic which leads to appreciation, money, promotion and fulfillment of specific goals of one’s life.

Job satisfaction is not a recent concept. Back in 1935, Hoppock stated that “Job satisfaction” is a mixture of psychological, physiological and environmental conditions which motivate a person to admit contention towards his job. He emphasized that job satisfaction is an intrinsic sense under the influence of numerous extrinsic elements (Hoppock, 1935). It is an individual’s approach toward his or her job and a significant aspect of human resources of an organization. It is the most widely considered characteristic by researchers in studies related to organization’s working environment and behaviors of employees.

Job satisfaction is the extent of liking accompanying a job. The extent of liking is directly proportional to job satisfaction. More the liking higher is job satisfaction and vice versa. The

significance of job satisfaction is clearly recognized when we consider the adverse output of the other aspect of job satisfaction i.e. dissatisfaction. The output can decreased devotion and faithfulness, increased absenteeism, increased errors and many more.

Job satisfaction is the conclusive sense of a person after accomplishing a task. The degree of job satisfaction is related to the level of fulfillment of an individual’s requirement according to his hopes and ethics. The sense of satisfaction can be positive or negative depending upon the fulfillment of the aims of an individual. Job satisfaction is not synonymous with motivation and morale. Motivation is “the willingness to work” whereas satisfaction is “a positive emotional state” and morale suggests “an attitude towards work and work environment.” Job satisfaction can be regarded as a facet of morale and morale can be a result in satisfaction. Attitudes are tendencies that guide an individual’s behavior. Job satisfaction, on the contrary, is the conclusive sense which can effect succeeding behavior.

RANGE OF JOB SATISFACTION

The range of job satisfaction is varied among various subjects in different professions and organizations. A variety of factors influence the extent of job satisfaction which vary specifically with individuals, professions and organizations. These important variables or factors are linked with around age, occupational level, and organizational

size too. Some of the significant factors which influence the extent of job satisfaction are-

- Challenges and risks associated with job- this factor is individual specific, as some may find challenges and risks more interesting and some may not.
- More chances and opportunities of promotions increase the level of job satisfaction.
- Unbiased treatment by the management of any organization often motivate its employee.
- Liberty and motivation in working scenario and for crafting innovative ideas and their implementation.
- Job security for a secured future.
- Attractive salary and packages with timely increments.
- Organizational support and assistance during tough situations along with a participation in the management of an organization.
- Attractive self and family wellbeing amenities like medical, uniform, canteen etc. for a better quality life.
- Affectionate interpersonal relations that crust in the banks and unprompted communication pattern at all levels.

Banking is a public dealing business. It is basically a service industry in which human resources play a pivotal role in proper functioning of the bank. A customer in general prefers a bank whose employees are well-trained and informed and deal nicely with the customers. Due to this reason the employees are selected and trained according to the aims and objectives of the bank. Bank officials are a connecting link between the customers and the management of the bank. Therefore, it is very essential for the employees to be satisfied in to achieve the desired objectives of the bank efficiently. Dissatisfaction of employees can be very harmful for the future of the bank.

In present times our society has realized the significance of women in building the nation and the society. The concept of women empowerment has gained significance in the past few decades. Women are playing important role in the industrialization throughout the globe. They are significantly contributing to the banking sector as well. Although

faced by numerous problems such as gender discrimination, excessive working hours, molestation, male supremacy etc, women are still significantly contributing to the banking industry. Thus the job satisfaction in women employees is also a concern of prime importance in the banking sector.

The present research investigation highlights the job satisfaction in women employees of public and private sector banks of Sriganganagar district.

OBJECTIVES OF THE STUDY

The present study was designed with the following research objectives:

1. To assess the socio-demographic characteristics of the subjects chosen for the study.
2. To analyze the level of job satisfaction in women employees of public and private sector banks in Sriganganagar district.
3. To suggest measures on the basis of the findings of the present study for improving the level of job satisfaction.

SCOPE OF THE STUDY

There are numerous public and private sector bank operating in India and providing various services to its customers. However this study has been designed to assess the level of job satisfaction in banks functioning in Sriganganagar district of Rajasthan. This study will help public and private sector banks to improve the extent of job satisfaction in women by suggesting appropriate measures in this regard.

RESEARCH DESIGN AND METHODOLOGY

The study adopts an investigative and descriptive cum analytical approach. It is based on both primary and secondary data collection. The primary data was collected from a sample of randomly selected 100 employees of various public and private sector banks of Sriganganagar district of Rajasthan with the help of questionnaire designed for the study. Secondary data was assessed from various research journal papers, books, bank reports, encyclopedia, websites etc.

Questionnaire consisted of various socio-demographic and certain other parameters that

influence the level of job satisfaction among women employees. Some of them are discussed as follows:

1. **Job Profile:** Job profile in terms of accomplishments, acknowledgement, progress, responsibility and the type of work itself are important parameters which provide job satisfaction especially in comparison to their male counterparts.
2. **Designation level:** The higher is the level of job designation in the hierarchy of the organization, more job satisfaction is observed. A higher post is often also linked with better salary and facilities for the employees, thereby increasing job satisfaction.
3. **Salary, increments and promotion:** This are the factors which plays the most significant role in the job satisfaction of women employees.
4. **Work environment and group:** With factors such as gender discrimination and women inequality still functioning in the background, a better working group and environment without any discrimination and inequality definitely improves the range of job satisfaction. This improves the social and psychological aspects thereby improving the work efficiency as women can work in a stress free environment.
5. **Proper supervision:** A considerate positive and helpful supervision help to expand the level of job satisfaction of women employees. An efficient supervision helps to achieve the desired objectives efficaciously and also allows them to be a part in the decision making process, thereby helping to improve job satisfaction.
6. **Individual factors:** Certain specific individual factors significantly influence job satisfaction. For example:
 - **Age-** a positive interrelation has been observed between age and job satisfaction. Women employees in higher age group tend to be more satisfied with their jobs. This can be attributed to the adjustment they make over the years between their family and professional life i.e they adapt themselves according to the working conditions.
 - **Sex-** Varied aspects are seen in this regard. Some women employees are dissatisfied in their jobs due to the discrimination they face in terms of promotion and opportunities in comparison to male employees. In other cases women employees are more satisfied than male employees due to their lower occupational ambitions.
 - **Educational status-** In general it has been observed that highly educated employees tend to be

dissatisfied with their jobs most probable due to their higher ambitions.

- **Marital Status-** Married employees with family and more with dependents on them are more satisfied owing to their greater responsibilities. Unmarried women employees are observed to be of more ambitious without any responsibilities and therefore can be less satisfied with their work.
- **Experience-** Job satisfaction is observed to increase with increasing years of job experience.

DATA ANALYSIS AND INTERPRETATION

Table 1 : Classification of Respondents by their Age

S. No.	Age	No. of Respondents
1	Below 30	27
2	30 – 40	48
3	40 – 50	18
4	Above 50	7
	Total	100

Table 2 : Classification of Respondents by their Educational Qualification

S. No.	Educational Qualification	No. of Respondents
1	Degree	83
2	Professional	9
3	Other	8
	Total	100

Table 3 : Classification of Respondents by their Area of living

S. No.	Area of living	No. of Respondents
1	Rural	65
2	Semi Urban	35
	Total	100

Table 4 : Classification of Respondents by their Marital Status

S. No.	Marital Status	No. of Respondents
1	Married	60
2	Unmarried	40
	Total	100

Table 5 : Classification of Respondents by their Type of the family

S. No.	Type of the family	No. of Respondents
1	Joint family	60
2	Nuclear family	40
	Total	100

Table 6 : Classification of Respondents by their total number of members earning in their family

S. No.	Age	No. of Respondents
1	One	10
2	Two	62
3	Three	18
4	Above four member	10
	Total	100

Table 7 : Classification of Respondents by their Name of the Bank

S. No.	Name of Bank	No. of Respondents
1	Indian Overseas Bank	19
2	Indian Bank	16
3	State Bank of India	17
4	ICICI	9
5	HDFC Bank	21
6	Others	18
	Total	100

Table 8 : Classification of Respondents by their Experience

S. No.	Experience	No. of Respondents
1	Below 5 year	19
2	5-10 years	46
3	10-15 years	29
4	Above 15 years	6
	Total	100

Table 9 : Classification of Respondents by their Monthly Income

S. No.	Monthly Income	No. of Respondents
1	3000-5000	18
2	5000-10000	62

3	10000-15000	16
4	Above 15000	4
	Total	100

Table 10 : Getting Promotion on the basis of Experience & Qualification

S. No.	Experience & Qualification	No. of Respondents
1	Strongly Agree	54
2	Agree	40
3	Undecided	0
4	Disagree	4
5	Strongly Disagree	2
	Total	100

Table 11 : Getting Promotion on the basis of Welfare measure

S. No.	Welfare Measure	No. of Respondents
1	Strongly Agree	34
2	Agree	46
3	Undecided	8
4	Disagree	10
5	Strongly Disagree	2
	Total	100

Table 12 : Classification of Respondents by their Willing to Job Acceptance

S. No.	Willing to Job Acceptance	No. of Respondents
1	Strongly Agree	26
2	Agree	48
3	Undecided	10
4	Disagree	16
5	Strongly Disagree	0
	Total	100

Table 13 : Classification of Respondents by their Promotion Induce

S. No.	Promotion Induces	No. of Respondents
1	Positive Motivation	70
2	High Morality	30
	Total	100

Table 14 : Classification of Respondents by their Choice of choosing bank jobs

S. No.	Choice of choosing bank jobs	No. of Respondents
1	Because of Good working condition	32
2	Because of Better Status	30
3	Because of Safety	38
	Total	100

Table 15 : Classification of Respondents by their level of Job Satisfaction

S. No.	Job Satisfaction	No. of Respondents
1	Highly Satisfied	24
2	Satisfied	58
3	Dissatisfied	18
	Total	100

RESEARCH FINDINGS

The present research study has unveiled significant data regarding job satisfaction in women employees of public and private sector banks in Sriganganagar District. Among 100 subjects selected for the study, majority of the subjects were in the age group of 30-40 years, thereby suggesting a large contribution in banking sector of this specific age group. Most of the subjects were graduates with degree as their qualification. Another surprising element was that, most of the subjects i.e. 65% were from rural areas. Most of the women were married and about 66% of the respondents belonged to nuclear families.

Majority of the respondents were working under CUB and most of them belonged to families having two earning members. Single women earning member were rarely observed. Majority of the subjects had 5-10 years of work experience. Most of the women employees were satisfied with their present position according to their qualification and experience, but some showed discontent concerning discrimination during public dealing. 46% of the total subjects selected agreed that their welfare measures were satisfactory. Majority of women were satisfied with their job due to safety, as they consider this job as a safe job with job security.

SUGGESTION

In view of the present research study some significant suggestions can be given to improve the level of job satisfaction in women employees of the bank. Some major suggestions are-

- Banks should periodically monitor the level of job satisfaction among its women employees.
- Banks should take steps to improve the monetary and non-monitory benefits of the women employees.
- Promotion guidelines should be such that promotions and increments can be given according to their experience besides designation and without any discrimination. They should be given equality of opportunity.
- The working place and hours should in concern with the safety of women. Excessive working hours should be reduced by providing extra privileges and voluntary retirement schemes should be implemented.

CONCLUSION

Thus evidence from the present study in Sriganganagar District, conclude that public sector banks offer better job security and benefits such as medical, pension, gratuity, etc. to their women employees. The private sector banks are ahead in providing better work environment and group with attractive salary packages. Although they lack behind in the job security aspect. However, it can also be stated that both the private and public sector banks are taking measures in order to increase the level of job satisfaction in women employees. Women Employees working in banks of this region were satisfied with the salaries, amenities, nature of the work and other allowances.

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