

## Job Satisfaction Among Employees Working in Rural Areas

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### Abstract :

Further the study measures the level of job satisfaction among different cadres of employees working in rural areas such as Gram Sevak, Patwari (Talathi), Anganwadi Sevika, Nurse, Teachers, Peon etc. and locates the factors which cause job satisfaction among them. Job satisfaction is a concept measuring psychological satisfaction of the employees. In the present study the level of job satisfaction has been analyzed from the point of view of the employees working in rural areas. The study highlighted the demographic profile of the employees working in the rural areas of Chandrapur District of Maharashtra State.

**Keywords :** Job Satisfaction, Rural Area, Employees.

### Introduction :

The employees working in rural areas plays a crucial role in the development of the country and is the dominant segment of the developing India. Employee satisfaction is the most significant factor for Government because it is what rural development depends on. Job satisfaction is one of the important factor that have drawn attention of the Government as well as academicians, social workers, NGO's and concerned departments. In view of the rising competition as a result of globalization, rural employees have placed great importance on the construct of job satisfaction. Job satisfaction is showing a positive emotion towards ones jobs. It is a state of mind. The job satisfaction can also be expressed as a feeling of happiness.

According to Weiss and Cropanzano (1996), Job satisfaction represents a person's evaluation of one's job and work context. This definition is still being debated. It captures the most popular view that job satisfaction is an evaluation and represents both belief and feelings.

This may be due to the findings of many studies that job satisfaction is significant determinant of organizational/Government commitment. Highly satisfied employees will exert extra effort and contribute positively to the effectiveness and efficiency of their organizations. Job satisfaction will lead to better performance and the employees will be more committed towards their organization. Hence the theoretical concept of framework is presented to have the conceptual clarity about job satisfaction. Indian rural villages has been divided mainly into two parts, Grampanchayat and Gat-Gram Panchayat.

### Review of Literature:

- Ankita Prabhakar, (2006) Global job satisfaction and job facet satisfaction jointly make job satisfaction phenomenon, Job satisfaction not necessarily always lead to employee locality, In the presence of workplace environment factors, job satisfaction will exist and would further lead to employee loyalty. In the absence of workplace environment factors, job

satisfaction would be missing and employee loyalty will not be achieved.

- Chahal, Aarti (2013) In her article “Job satisfaction among employees : An analysis of the contributing variables towards job satisfaction” highlighted the demographic profile of the employees working in the research area consists of mostly employees in the age group of 30-50 and married. The study also pointed out that the factors like working hours, training and development, the study has also found that employees working in personal and financial department were less satisfied. The author suggested that training and development programs should be conducted from time to time, so that the employees do not get bored with their job and effective HR practices must be adopted and implemented properly to enrich one’s job.
- Neeraj Kumari (2011) In her article “Job satisfaction of the Employees At the workplace” revealed that there was a significant negative correlation among communication and superior subordinates relationships and also there was a positive correlation with career development and commitment. There was a significant negative correlation between culture and opportunities.

#### **Research Questions :**

- What are critical factors influencing the job satisfaction of employees working in the rural areas ?
- What is the assess impact of employee job satisfaction of employees working in the rural areas ?
- How to analyses the job satisfaction of the employee with respect to various variables ?
- Employees who are working in rural areas are satisfied or not ?
- What are the major problems employees facing ?
- How training and career development effect on employment loyalty ?
- How nature of work effect on employee loyalty ?
- How influence of trade union effect on employee loyalty ?
- How performance appraisal effect on employee loyalty ?
- What is the effect of working environment on employee loyalty ?
- Which are the variables effect the job satisfaction of the employees working in rural areas ?

#### **Objectives of the study :**

- To identify the critical factors influencing the job satisfaction of employees working in rural areas.
- To assess the impact of employee job satisfaction on employee loyalty with respect to type of employer.
- To analyses the job satisfaction of employee working in rural areas with respect to various variables.

#### **Hypothesis of the Study :**

- Working relationship has a significant effect on employee loyalty.
- Training and career development has a significant effect on employee loyalty.
- Nature of work has significant effect on employee loyalty.
- Influence of trade union has a significant effect on employee loyalty.
- Perception has a significant effect on employee loyalty.
- Performance appraisal has a significant effect on employee loyalty.

- Working environment has a significant effect on employee loyalty.
- Non financial benefit has a significant effect on employee loyalty.

### **Research Methodology :**

In this particular research mainly survey and observation method is used. Important information is collected related to the research topic but it involves interpretation, evaluation and generalization which helps to proper understanding and skillful reporting of the findings. Descriptive and analytical methods have been used for the study. In present research paper partly secondary and partly primary data have been used. This research has taken the help of encyclopedia, dictionary, websites, relevant reference books, text books, magazines, news papers, research papers, journals, various research articles etc. Mainly analysis method is adopted for writing this research paper at the same times observation of the author is also taken into consideration. Reported observation and arrange group meeting with the employees working in the rural areas. Arrange repeated discussion with the selected employees to understand the various problems. All possible efforts have been made to make the study meaningful and objective oriented.

### **Significance of the study :**

The major findings of this research will be helpful for the social workers, various, Govt., Non-Govt. institutions, NGO's working in the particular field, research scholars and various important factors of the society at large for the development and job satisfaction among employees working in rural areas of India.

### **Educational Implications :**

- The critical factors of employee job satisfaction in rural areas are working relationship, training and career development, nature of work, influence of trade union, pay and benefits, perception, performance appraisal, working environment and non-financial benefits, by understanding these factors it can help to increase employee job satisfaction in rural areas.
- Working relationship plays an important role in any sector especially in servicing sector. Employees spend a good deal to time together. Workplace relationships can be a good thing. Team cohesiveness and work ultimately results in job satisfaction. Hence there is a need to form informal groups and to arrange a social gathering to maintain harmonious relations among employees.
- Most of the employees depend on trade unions to resolve their problems but their problems is a positive and negative results with influence of Trade Unions on job satisfaction. Job satisfaction is a major cause for unionization, dissatisfaction with various factors of job satisfaction like wages, job security, fringe benefits, promotion and relationship with supervisors etc. Are reasons which make employees join unions. Therefore there is a need of involvement of employer to resolve the problems and grievances of employees individually rather than the influence of trade union.
- Through the job description of employees of different cadre is same with respect to rural areas but there exists salary differentiation. The salary and administrative status of employees

are truly alternative than other employees. Hence the salary restructuring is needed to motivate the employees.

- Various methods of measuring job satisfaction should be carried out from time to time even they should be given an option to express their satisfaction and dissatisfaction. Linking the results of job satisfaction survey to employee performance appraisal will identify the issues and challenges faced in a particular job.
- To identify the job satisfaction with respect to personal variables of employees working in rural areas it was found that the main job satisfaction regarding nature of work with respect to gender is significant. This means the main job satisfaction is different for men and women. Hence it is very important to satisfy both the gender equally by understanding their problems and challenges.
- The opinion about the rural area from the retired employees may be elicited through exit interviews. This will help the employer to identify the strength and weakness of employees for further improvements.

#### **Delimitations of the Study :**

- The research design used in this study has methodological limitations. The observation and collected data at a single point of time that did not allow examinations of the employees perception on job satisfaction in rural areas over a period of time. Because the data was collected mostly from secondary sources at a single point of time, study was unable to establish cause and effect relationship among the variables of interest.

- The research analyses were based on employee job satisfaction working in rural areas in Chandrapur District of Maharashtra State. Therefore, study has limitation of generalizability of the research findings across rural areas in other states of India.
- There might be reliability and validity issues with the information obtained, because they were self-reported by the employees working in rural areas.
- The study is based on the opinions expressed by the employees working in the rural areas. Sometimes employees themselves don't seem to be sure what they feel about job and have answered whatever comes in their mind. But this applies to most of the surveys where opinion is sought, which is a major limitation to the present study.
- Despite these limitations, the study has solid evidence based on the response of the employees working in rural areas.

#### **Major Findings of the Study :**

Assesses the effect of working relationship, training and career development, Nature of work, influence of trade union, pay and benefits, perception, performance appraisal, working environment, non financial benefits on employee loyalty of rural employees. The hypothesized relationships are detailed below.

- **Working relationship has a significant effect on employee loyalty.**

The results of regression analysis indicate the variable working relationship has a statistically significant effect on employee loyalty with positive standard, Hence the hypothesis that working relationship significantly effects the employee loyalty is supported.

- **Training and career development has a significant effect on employee loyalty.**

The results of regression analysis indicate that the variable training and career development has statistically significant effect on employee loyalty with positive standard. Hence, the hypothesis training and career development significantly affects the employee loyalty is supported.

- **Nature of work has a significant effect on employee loyalty.**

The results of regression analysis indicate that the variable nature of work has statically significant effect on employee loyalty with positive standard. Hence, the hypothesis that nature of work significantly affects the employee loyalty is supported.

- **Influence of trade union has significant effect on employee loyalty.**

The results of regression analysis indicate that the variable influence of trade union has statistically no significant effect on employee loyalty. Hence, the hypothesis that influence of trade union significantly affects the employee loyalty is not supported.

- **Pay and benefits has a significant effect on employee loyalty.**

The results of regression analysis indicate that the variable pay and benefits has a statistically significant effect on employee loyalty with positive standard. Hence, the hypothesis that pay and benefits significantly effects the employee loyalty is supported.

- **Perception has a significant effect on employee loyalty.**

The results regression analysis indicate that the variable perception has a statistically significant effect on employee loyalty with positive standard. Hence, the hypothesis that perception significantly affects the employee loyalty is supported.

- **Performance appraisal has a significant effect on employee loyalty.**

The results of regression analysis indicate that the variable working environment has statistically no significant effect on employee loyalty. Hence, the hypothesis that working environment significantly affects the employee loyalty is not supported.

- **Working environment has a significant effect on employee loyalty.**

The results of regression analysis indicate that the variable working environment has statistically no significant effect on employee loyalty. Hence, the hypothesis that working environment significantly affects the employee loyalty is not supported.

- **Non-Financial benefits has a significant effect on employee loyalty.**

The results of regression analysis indicate that the variable influence of trade union has a statistically significant effect on employee loyalty with positive standard. Hence, the hypothesis that a non-financial benefit significantly affects the employee loyalty is supported.

#### **Conclusion :**

Most of the Employees working in rural areas are satisfied up to certain extend with training and career

development, nature of work, working environment, working relationship etc. and mainly these factors has a significant effect on employee loyalty.

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