



Organisational Factors Affecting Employee Satisfaction in the Event Industry

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Abstract

This research work has been done to measure the satisfaction level of employees with special reference to the Event Industry in Goa. Today to sustain in such a competitive market it's very important to retain good employees that contribute towards the attainment of Organizational goal and customer satisfaction as well. "Organizational factors affecting employee satisfaction in the event industry". Under this topic the main objective was to identify the current level of employee satisfaction and to make recommendations to help in understanding employee needs. The research was carried out during the period of February 2016-April 2016. Data was collected via questionnaires with a sample size of 101 employees working in the event industry. Independent T test, Correlations and Descriptive analysis were used to analyse the data and to derive the findings i.e. both male and female employees are satisfied with the event industry on a whole. The research indicates that there is a positive correlation between job satisfaction and superior subordinate relationship, existence relatedness and growth, organisational framework and policies, work environment and hygiene. It also showed that there is no correlation between job satisfaction and incentives and motivation. The study also indicates that there is a scope for trained industry experts after graduation. The study also reveals that most of the employees in the industry are bachelors and that there are equal number of male and female employees. Also showed that both male and female employees are satisfied on a average in the industry.

Keywords :- Job Satisfaction , Organisational Factors , Correlation

Introduction

Job satisfaction is defined as "a general attitude toward one's job; the difference between the amount of rewards workers receive and the amount they believe they should receive" (Bidyut Bijoya Neog, 2014). Locke (1976) explained job satisfaction as positive influence of employees towards their job. Job satisfaction has become the most significant and repeatedly studied attitude in the field of management.

In any organisation there is always a positive relation between employee well-being and their level of satisfaction which directly impacts on the organizational performance and ultimately organizational success. A high employee satisfaction levels can sometimes reduce employee turnover. When an employee is dissatisfied they tend to perform below their capabilities resulting in high turnover and moving their jobs relatively quickly and spreading the rumour about the dissatisfaction at their previous work place. Satisfied employees tend to contribute more in terms of Organizational productivity and maintaining a commitment to customer satisfaction. (Sinha, 2013).

Today, there are a number of companies hosting and organizing events on a regular basis. These range from the small time private events to the large-scale international events. A good number of young people are entering in this field because they realize the potential of the market and the demand and supply situation (Nair) . Event management, event planning, event management are an important part of the event industry. Event managers are needed in every event company in the industry. It is important to satisfy and to keep the event company employees happy as to motivate and retain key talent.

The event industry drains a lot out of employees in both mind and body. Employees work efficiently and effectively during work hours and after work hours till the full event is complete. The event



industry is filled with talented young people and experienced professionals who carry themselves well and represent the company while on field working. It is important to retain and motivate such employees for them to perform at their best.

Literature Review

The study of job satisfaction is a topic of wide interest to both people who work in organizations and people who study them. Job satisfaction has been closely related with many theories mainly Maslow's need theory and Herzberg's two factor theory. Researchers have attempted to identify the various components of job satisfaction, measure the relative importance of each component of job satisfaction and examine what effects these components have on employees' productivity.

Sony M. , Mekoth N (2016) examined the relationship between emotional intelligence, frontline employee adaptability and job outcomes by surveying 517 front line executives and found that there was a positive relationship between emotional, intelligence and frontline employee adaptability. Finally the authors conclude that all the dimensions of emotional intelligence positively impacted FLE adaptability.

Waqas A.et al. , (2014) studied factors affecting job satisfaction level, its impact on loyalty and the factors affecting it, to help efficient and effective management system in the developing countries like Pakistan. The results of study clearly showed that there was a positive and strong relation between job satisfactions to job loyalty.

Neog B.B. & Barua M. (2014) examined relationships between fair compensation and job satisfaction, supervisor support and job satisfaction, working environment and job satisfaction and Job Security and job satisfaction among employees of Automobile Service Workshop. The authors surveyed 100 respondents from authorised service workshops of ten automobile manufacturers and data was analysed using statistical techniques like correlations, T-test and Annova Test. The authors found that job satisfaction level of employees were average and it called for management attention towards enhancement of employee job satisfaction level. The result revealed that salary is the most important factor for influencing job satisfaction of employees.

Sinha E. (2013) in her research paper titled "A research work on Employee Satisfaction measurement with special reference to KRIBHCO, Surat" surveyed employees from various organizations through questionnaires and used probabilistic sampling techniques and systematic sampling and found that employees were satisfied on the basis of Empowerment & Work Environment, Working Relation, Salary & Future prospects, Training & work Involvement and Job Rotation

Sageer A, Rafat S. & Agarwal P. (2012) in their study titled "Identification of Variables Affecting Employee Satisfaction and Their Impact on the Organization" discussed the variables which are responsible for employee satisfaction such as Organization development factors, Job security factors, Work task factors, Policies of compensation and benefit factor and opportunities which gave satisfaction to employees such as Promotion and career development also has been described. The authors identified 13 steps to improve employee satisfaction.

Wadhwa D. S., Verghese M. & Wadhwa D.S. (2011) focused on the report of the Behavioural, organizational and environmental factors and attempted to find the relation between these factors and employee job satisfaction by interviewing 150 respondents. The authors employed regression analysis and found that there was a positive relationship between the above factors and employee job satisfaction.



M.M. Parvin & M.M. N. Kabir (2011) in his research paper titled “The factors affecting employee job satisfaction of pharmaceutical sector”. The author surveyed employees of different pharmaceutical companies via a questionnaire and used statistical tests the results revealed that Employees were found satisfied on the basis of pay and promotion, job security, work conditions, fairness and relationship with co-workers and management.

Objectives of the study

The objective of the study is as follows:

- To identify the organisational factors affecting the satisfaction level of employees in Event industry.
- To study the relationship between job satisfaction and organizational factors.

Methodology

A structured questionnaire was prepared to interview the employees in the event management industry on distinct 23 parameters like: salary, superior subordinate relationship, work environment, welfare measures etc. measured on five point Likert scale, which was later reduced to 5 factors with help of factor analysis. A convenience sampling method was employed to gather information targeting around 101 employees from various event companies. Further Descriptive statistics, independent T test and correlation and regression techniques were used to analyse the data.

Hypothesis

- H_0 : There is a relationship between Superior Subordinate Relationship and job satisfaction.
- H_0 : There is a relationship between Existence, Relatedness and Growth and job satisfaction.
- H_0 : There is a relationship between Incentives and Motivation and job satisfaction.
- H_0 : There is a relationship between Organization Framework and Policies and job satisfaction.
- H_0 : There is a relationship between Work environment and Hygiene and job satisfaction.

Results and Discussion

From table 1.1, it is inferred that 52.5% (53) of the respondents are Male, 47.5% (48) of the respondents are Female . Table 1.2 revealed the educational qualification of the respondents , out of 101 respondents surveyed 8.9% (9) of the respondents have completed X std pass, 13.9% , (14) of the respondents have cleared their higher secondary education, 59.4% (60) of the respondents have joined event management after their graduation and 17.8% (18) of the employees are highly qualified whit a post graduation. Marital status of the employees revealed that (Table 1.3) that 29.7% (30) of the respondents are married, 70.3% (71) of the respondents are bachelors. Table 1.4 Interpretation on Independent Samples Test with regards to satisfaction on basis of gender shows that on an average both Male and Female respondents are both more or less equally satisfied with their jobs in the event industry. Male respondents satisfaction level ($M=3.3962$ $SE=.13014$) slightly vary as compared to Female respondents ($M=3.4255$ $SE=.12446$)

Table (1.5) :- The research findings in this study of organizational factors affecting employee satisfaction in the event industry ($n=101$), indicated that there is a moderate correlation $r(101) = .383$, $p < 0.5$ between job satisfaction and superior subordinate relationship. The correlation .383 indicates that approximately 38% of the variance of employee satisfaction was accounted for by superior subordinate relationship. The above table reflects that a correlation ($N=101$), $r(101)=.383$, $p<0.5$ was obtained between job satisfaction and superior subordinate relationship. Hence the null hypothesis is accepted.



Organizational factors affecting employee satisfaction in the event industry (n=101), indicated that there is a positive correlation $r(101) = .450$, $p < 0.5$ between job satisfaction and Existence, Relatedness and Growth. The correlation .450 indicates that approximately 45% of the variance of employee satisfaction was accounted for by superior subordinate relationship. The above table reflects that a correlation (N=101), $r(101) = .450$, $p < 0.5$ was obtained between job satisfaction and superior subordinate relationship. Hence there is positive relationship between organizational factor and Job satisfaction in Event Industry.

Of all independent variables organizational framework and policies resulted in the positive correlation with job satisfaction. The results indicated that approximately 43% of variance was accounted for the organizational framework and policies. The above table reflects that a correlation (n=101), $r(101) = .434$, $p < 0.5$ was obtained between job satisfaction and organizational framework and policies.

The above table shows a positive relationship between job satisfaction and work environment and hygiene with a correlation of (n=101), $r(101) = .399$, $p < 0.5$ was obtained between job satisfaction and organizational framework and policies.

There is no relationship between job satisfaction and incentives and motivation. Its correlation of (n=101), $r(101) = .388$, $p > 0.5$ was obtained between job satisfaction and organizational framework and policies. This happens because employees work to achieve the monetary targets against their satisfaction. They are in the industry only for the incentives.

Conclusion

The study on Organisational Factors Affecting Employee Satisfaction in the Event Management Industry revealed that there is a positive relationship between superior subordinate relationship, existence relatedness and growth, organizational framework and policies, work environment and hygiene and job satisfaction in the event industry of Goa. The study revealed that there is no relationship between incentives and motivation and job satisfaction indicating that employees work for the monetary incentives against their will for the various benefits. The study will help event companies in Goa to focus on organizational policies which will help them in retaining a talented and motivated work force which will lead to overall prosperity of the business.

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Annexure I :- List of Tables

Table 1.1: Gender of the respondents

Gender		
Gender	No of respondents	Percent(%)
Male	53	52.50
Female	48	47.50
Total	101	100.00

Table 1.2: Educational qualification of the respondents

Education qualification		
	No of respondents	Percent(%)
SSC	9	8.90
HSSC	14	13.90
Graduate	60	59.40
Post Graduate	18	17.80
Total	101	100.00

Table 1.3: Marital status of the respondents

Marital status		
	No of respondents	Percent
Single	71	70.30
Married	30	29.70
Total	101	100.00

Table 1.4: Independent Samples test on satisfaction of male and female and female employees

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
I am happy with the overall organizational treatment to me	Male	53	3.3962	.94746	.13014
	Female	47	3.4255	.85325	.12446



Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper	
I am happy with the overall organizational treatment to me	Equal variances assumed	.236	.628	-.162	98	.872	-.02931	.18122	-.38893	.33032
	Equal variances not assumed			-.163	97.973	.871	-.02931	.18008	-.38666	.32805

Table 1.5: Correlation Matrix

Correlations		JS	SSR	ERG	IM	OFAP	WEAH
JS	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	101					
SSR	Pearson Correlation	.383**	1				
	Sig. (2-tailed)	.000					
	N	101	101				
ERG	Pearson Correlation	.450**	.652**	1			
	Sig. (2-tailed)	.000	.000				
	N	101	101	101			
IM	Pearson Correlation	.194	.388**	.456**	1		
	Sig. (2-tailed)	.052	.000	.000			
	N	101	101	101	101		
OFAP	Pearson Correlation	.434**	.321**	.532**	.280**	1	
	Sig. (2-tailed)	.000	.001	.000	.005		
	N	101	101	101	101	101	
WEAH	Pearson Correlation	.399**	.440**	.457**	.323** *	.273**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.006	
	N	101	101	101	101	101	101

** . Correlation is significant at the 0.01 level (2-tailed).

**Table 1.6 : Summary of Hypothesis**

Organizational Factors	Compared with		Results
Superior Subordinate Relationship	→	Job Satisfaction	Supported
Existence Relatedness and Growth	→		Supported
Incentives and Motivation	→		Not supported
Organizational Framework and Policies	→		Supported
Work Environment and Hygiene	→		Supported