



IMPACT ON JOB PERFORMANCE OF EMPLOYEE'S JOB SATISFACTION IN SHOPPING MALLS AT NAGPUR REGION

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Abstract:

Employment is a relationship between two parties that is employer and employee. An employee is a person who is hired to provide services to the organization in exchange of money or compensation. In India there is contract labour like minimum wages. Employment is a long term partnership of employees and employers with common interest. The employee satisfaction survey is a part of the strategic framework and is one of several measures used to indicate overall organizational performance. When employees are motivated when they understand their role in business success and when they feel involved in the development of the organization, the customers get better treatment. Employee satisfaction is an important indicator in company's success and continuous growth. It is not only important for companies to be able to generate new business opportunities but also ensure that they have satisfied existing customers. It is the existing satisfied customers who help to bring new customers by spreading goodwill and reputation of the organization. They talk about the politeness, guidance, advice, helping nature of the employee.

Keywords : Job satisfaction, job performance, innovative trading, cool environment.

Selection of the Topic

Organized retail malls are of recent origin in Indian society. They look for advanced as compare to conventional retailer at the corner. The air cool environment, attractive displays, innovative products, free access to customers is some points of attraction, especially among the young generation. The employees are sincerely putting their efforts in making the customers feel satisfied.

Objectives of the Study

Following objectives considering the nature of subject study,

- 1) To understand the concept of employee's satisfaction in relation to service industry.
- 2) To identify the parameters influencing employee's performance in malls.
- 3) To study the factors influencing job performance and level of job satisfaction, and to identify reasons of low/high level of job satisfaction.
- 4) To identify the co-relationship between the level of job satisfaction and employee's performance in malls.

- 5) To suggest an appropriate behavioral model for improving the level of job satisfaction as well as employee behavior.

Hypotheses of subject

Following hypothesis were tested during the study process,

- 1) Employees in the shopping malls of Nagpur region are happy with the service conditions offered.
- 2) Performance evaluation of employees in shopping malls and their job satisfaction are positively co-related.
- 3) There is no significant difference in the Job Satisfaction across males and females employed in Malls.
- 4) There is an association between customer's satisfaction and employee's job satisfaction in malls.

Sample size of the Study

The number sample size of study should be taken as follows.

Table 1 Sample Design: Universe and Sample size

Sr. No.	Types of Respondents	Universe	Sample size	Sample as % of Universe	Method of Sample selection
1	Store Managers	10	10	100	Simple Random
2	Divisional Heads	70	14	20	Simple Random
3	Sales Managers	100	20	20	Simple Random
4	Sales Supervisors	400	80	20	Simple Random
5	Sales Associates	800	160	20	Simple Random
6	Customers	∞	500	Quota	Simple Random
	Total...		784	-	

The study has considering the sales manager, sales supervisors and sales associate

for employee because there is no difference between them. Only seniority is consider in shopping malls.

Sources and Methods of data collection

For collecting the necessary information and the statistical data related to the subject problem following methods of data collection were used.

A) Primary Sources

1) Questionnaire

A structured questionnaire was prepared and distributed among the employees who were expected to respond in writing.

2) Personal Interview

A structured Interview Schedule was prepared to obtain information on key issues of human relation policies and practices adopted in Malls. The supervisors and managerial staff of the Malls were interviewed.

Parameters is to be used

A) Following parameters were used to assess the level of job satisfaction among employees

- (1) Opinion regarding work culture.
- (2) Relationship with superior.
- (3) Relationship with associates and colleagues.
- (4) Number of activities performed.
- (5) Willingness to undertake innovative activities.
- (6) Desire to continue with the existing job.

B) Following parameters of Job performance were used -

- (1) Type of work performed.
- (2) Risk perception regarding work and nature of activities performed.
- (3) Achievement of targets.
- (4) Enhancement of efficiency/ Perception regarding career advancement.
- (5) Approach towards human relations.

Testing of Hypotheses

Following parameters and variables were used for testing of Hypotheses:

Parameters to be tested

- 1) HR policies and job satisfaction
- 2) Factors of job satisfaction
- 3) Socio-economic conditions of Nagpur region and performance of malls
- 4) Strategies adopted by retailers for sale maximization
- 5) Customer feed-back and employee performance evaluation by managers
- 6) Working conditions in malls and employee performance

Conclusion:

1- "There is an association between service conditions guided by management policies and happiness of employees".

2- "Performance improvement initiatives by the managements and job satisfaction of the employees are interdependent."

3- "There is no significant difference in the Job Satisfaction across Males and Females employed in Malls is statistically insignificant".

4- "There is an association between customer's satisfaction and employees' job satisfaction in malls are interdependent."

Recommendations:

The subject has given the recommendation with best knowledge and experience related to the topic.

- 1) There is clear evidence of customer dissatisfaction on account of communication gap between employees and customers regarding price, quality, and exchangeability of defective products or otherwise, that resulted into number of complaints against employees. To improve the employee's communication skill to the customer because customer service is key to any successful business. Treat customers with respect, best advertising can come from a happy customer.
- 2) Consumers' education for dealing in malls is a need of the time to accommodate customers of conventional retailers in mall culture. The buying habits of the customers need be molded to suit urban buying habits. Management should try to provide training of their customers in this direction.
- 3) Level of happiness from participation in decision making process is negative it means there is no chance to take decision in shopping malls to the employee, management to give a chance to take participation in decision making process.
- 4) Employees are not happy with interaction between top and middle level management, it is necessary to the management to interact between the employee for their happiness and problem solving.

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