

Relation between Job Satisfaction and Organizational Culture

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Abstract:

The purpose of the present research was to explore the impact of organizational culture on the job satisfaction, employee's commitment and the retention of the employees in the organization. The research was based on primary data, and this research is conducted on the employee's working in Ceramic Industry within territory of Delhi NCR. This study examines the relationship between organizational culture and employee satisfaction in national & international companies operating NCR. It investigates which corporate cultures lead to higher levels of job satisfaction and tries to identify reasons for this relation. It analyses the role of national culture as well as specific employee factors that have an effect on the satisfaction level in the organization. These relationships are of high importance due to their significance impact on employee performance and productivity.

Keywords: Organizational Culture, Employees Commitment, Employees Retention, Jobsatisfaction

1. Introduction

It is very important for the organization to establish a culture of organization in order to maintain its position in the market. Organizational culture should be developed that can provide organizational support and bring about sustainable development. The culture of the organization is very important for the advancement of the organization because it contributes to the commitment and maintenance of employees. If the organization's culture is flexible it will provide a working environment for employees who can work in it easily and independently without feeling any burden. Every organization needs the commitment of employees because it is very important for the smooth running of the organization. If employees understand the culture of the organization correctly in order to improve their performance, that performance is the foundation of the organization.

This study focuses on the Organizational Impact on Work Satisfaction, Employee Commitment. In addition, it was introduced to us the major problems caused by the inefficient Organization culture that leads workers to resign. This study will not only enable us to understand the impact of the Society's culture on employee responsibility, job satisfaction and the causes of change goals but will also provide assistance in finding solutions to these problems. This study will also suggest ways to overcome problems and improve current processes.

2. Research Objectives

1. The main purpose is to assess the impact of organizational culture on organizational performance
2. Find out the impact of organizational culture on employee performance.
3. Determining whether the culture of the organization contributes to satisfaction and level of retention. This study examines the impact of organizational culture on the commitment and retention of employees if the organizational culture is positive and flexible in which it improve employees' performance and commitment. It helps in the achievement of organizational goals. If the organization's culture is wrong and weak then it will reduce employee's performance and will be an obstacle to achieving the organization's goal, it tells how the organization can create a better culture that will increase staff commitment and engagement.

3. Literature Review:

3.1 Organizational Culture:

- a) "Organizational culture defined by Schein in 1992 as a pattern of shared basic assumptions that the group learned as it solved its problems of external adaptation and internal integration that has worked well enough to be considered valid and, therefore, to be taught to new members as the correct way you, think, and feel in relation to those problems".
- b) "According to Needle 2004, organizational culture presents the collective values, beliefs and principles of organizational members and is a product of such factors as history, product, market, technology, and strategy, type of employees, management style, and national culture".
- c) "According to Swanberg, 2004 explained supportive organizational culture is the culture which includes personal and family insurance evident in today's workforce".
- d) "According to Hudrea, 2006 said that to provide basis for cooperation, problem solving and communication, organization culture directions can be the biggest vigor, whereas organization culture can also be one of the constraints for inhibitvital changes. Organization culture changes may occur slowly but without organization changes many other changes will not be applied. The organization culture of an organization is the biggest major contributor to organization success, although, organizational culture is purely of more than one type. Therefore, change is an important part for the organizations to occur".
- e) "Culture explained by Vats, 2013 explained culture as communal or normative adhesive that binds an as so citation together. It is the values and belief that is shared by the organizational members. Organizational culture is one of the variables which are pivotal in determining the leader success. So, it is important to manage organizational culture and for managing it effectively it is important to understand existing and desired culture in the organization".

3.2 Job Satisfaction

Job satisfaction indicates an employee's level of satisfaction with his or her job. The happiest people are within their careers. It is up to each individual to see their work ethic. Job satisfaction can also be defined as the accomplishment of a task. It works in a touching situation that may exist as a result of individual activity. Satisfaction with work takes into accounts a person's feelings, beliefs, and behavior. Satisfaction with work is about feelings of how an employee feels about his or her job. Job satisfaction is the subject of much research. To achieve this, there is a need for more satisfied employees. A satisfied employee can prove his or her performance by working harder and better. Therefore, for the good of the organization, the organization can create more satisfied employees. In order to survive in this dynamic and challenging production environment, it is important to build a staff that is satisfied with participation and motivation. They also say that job satisfaction for employees is linked to productivity, absenteeism, employee turn over, workplace, and organizational behavior and citizenship and customer satisfaction. It was also explained that employee satisfaction can be achieved through good work environment and good working conditions which can lead to increased employee productivity.

3.3 Ceramic Industry

Ceramics also known as fire clay is a solid inorganic, nonmetallic article, produced by the art or process of subsequent heating and cooling. Ceramics is a diverse industry and contains several categories of products, including sanitaryware, refractoriness, cement, advanced ceramics and ceramic tiles. Ceramic products such as utensils, cleaning materials, tiles etc. play a very important role in our daily lives. This is because, in addition to their decorative appearance, ceramic products are primarily hygienic products. This is also one of the main reasons for its widespread use in toilets and kitchens in modern homes in medical centers, laboratories, milk stalls, schools, community facilities etc. The pottery industry has along history. It is used to store water and food, which is thought to have existed from 9,000 or 10,000BC . The ceramic industry has been continuously developing, with new techniques in product design, quality etc

3.4 Ceramic Tile Industry in India

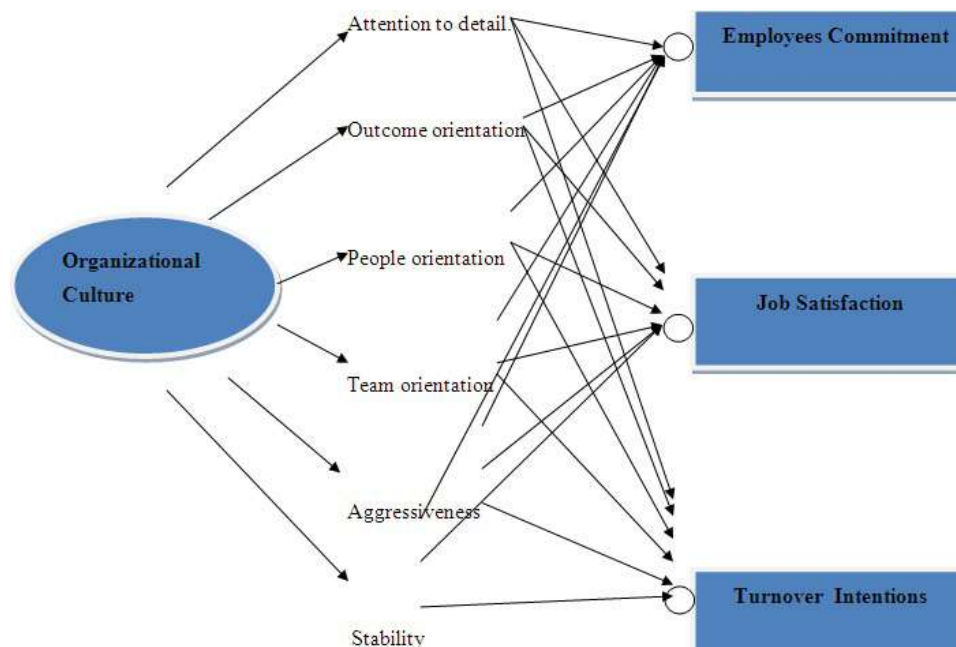
Ceramic tiles to day have become an integral part of home improvement. It can make a big difference in how you're interior and exterior look and feel. India's ceramic tile industry is estimated at Rs 35,000-40,000 crores in 2019, recording a single digit growth. About 40% of the industry was organized, while 60% were randomly composed of players from Morbi, Rajkot and other collections.

- 0.6 Sq.m, individual use of tiles in India
- 4.0 Sq.m, individual use of Chinese tiles
- 3.4 Sq.m, individual use of Brazilian tiles
- 1.4 Sq.m, the global individual use of tiles

India is not only the second largest producer of ceramic tiles in the world after China but also the second largest supplier of ceramic tiles in the world after China with a quantum consumption of 750 millionsq.Km.meters and accounts for about~6% of the earth. India is also the fourth largest exporter of ceramic tiles with an estimated export value of 274 million sq.Km. meters compared to228 million sq.m. meters in 2017, accounting for a global share of 10%.

The Indian tile industry is divided into a formal and informal sector. The organized sector is made up of about14 players. The current size of the planned sector is Rs7,200 crores. The informal sector makes up about 60% of the industry total which proves how the sector can grow.

4. Theoretical Framework



5. The Research Method

5.1 Participant

We used a closed questionnaire with four variables for each study consisting of six questions, so the questionnaire had a total of 24 questions.

5.2 Procedures

We have visited all of these organizations and first informed the respondents that all their details would be kept confidential and then received a direct response from there spondents right away.

5.3 Sampling

We used random sampling design to select samples from individuals.

5.4 Sample Size

Sample size of 235 respondents from whom we collected data.

5.6 Data Collection

We used a list of questions that contained 24 questions for 4 dynamic impact of organizational culture. We distributed 280 questionnaires and received a total of 235.

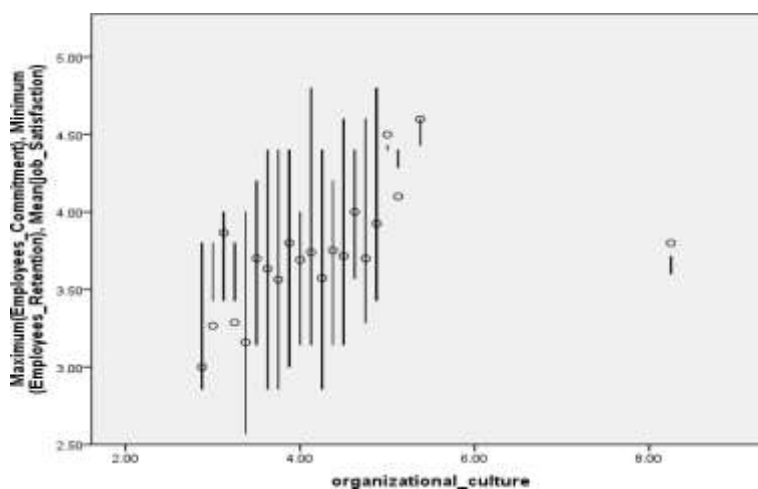
5.7 Data Analysis

Data collected from respondents were entered into SPSS 19 and used for analytical analysis to validate the study results

6. Results and Discussions

Descriptive Statistics

	Mean	Std. Deviation	N
Organizational_culture	4.16	0.580	219
Employees_Commitment	3.63	0.521	229
job_Satisfaction	3.72	0.568	225
Employees_Retention	3.77	0.433	222



Conclusions

Every employee who works for an organization has its own practices and values and different beliefs about the organization in which he or she operates. Sometimes the culture of an organization differs from the norms and standards of employees so whenever any employee joins an organization, he or she must all himself or herself to come up with them or not. The organizational culture has a strong and profound effect on the performance of employees, which helps employees to be content with the order and thus results in improved employee productivity. Based on the findings of this study we concluded that there is a positive and significant correlation between the impact of organizational culture on employee responsibility, job satisfaction and employee retention. In our study we have found that the Organization's culture is a key factor in influencing staff commitment, job satisfaction and employee retention. As organizational culture has a positive or negative impact on these three variables and is considered the basis for the functioning of any organization. If the organization's culture is good, it will improve employee commitment, job satisfaction and reduce staff retention, automatically performance will increase. It is much easier to develop your organization in a constructive way if any work is in the right direction. In this study it was considered a strong organizational culture is very helpful for new employees to apply the organizational culture and gain competitive advantage.

Recommendations

The organizational culture has a strong and profound effect on the performance of employees, which helps employees to be content with the order and thus results in improved employee productivity. Organizational policies regarding culture should be clear in order to understand employees. The conduct of employees in their work and organization is influenced by organizational and cultural policy. The organization must have a flexible culture and senior management must adopt a separate management system so that lower-level employees have the authority and power to make decisions on any issue they face in terms of their authority. Each employee has to deal directly with senior management. This will have a positive impact on their level of satisfaction and performance of employees which will increase the productivity of the organization. The organization must provide a solution to the problems of the intelligence member first, because if any employee is facing a problem at any stage and has some confusion about a particular function, the organization must have a clear policy to solve staff problems, otherwise this creates confusion for employees and has a negative impact on their performance. There must be team work among employees in the organization that can improve the performance of employees.

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