

# A Study on Employee Satisfaction and its Impact on Performance at Atlas Export Enterprises, Karur

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**Abstract:** Employee satisfaction is a crucial factor influencing individual performance and overall organizational success. This study explores the level of employee satisfaction at Atlas Export Enterprises and its impact on performance, aiming to identify key determinants that contribute to job contentment and productivity. The research examines factors such as work environment, compensation, job security, career growth opportunities, leadership, and work-life balance. The study also highlights areas where improvements are needed to foster a more engaging and productive work environment. Recommendations include policy changes, better communication channels, employee recognition programs, and professional development opportunities. By addressing these aspects, Atlas Export Enterprises can improve job satisfaction, leading to sustained business growth and competitiveness.

**Keywords:** Workplace Engagement, Employee Motivation, Workplace Productivity, Work-Life Balance, Compensation and Benefits, Feedback and Recognition, Employee Turnover

## I. INTRODUCTION

The study aims to assess the level of employee satisfaction at Atlas Export Enterprises and analyze how it affects individual and organizational performance. By identifying key satisfaction drivers and areas of concern, the study will provide insights for HR and management to develop strategies that enhance employee engagement, improve performance, and foster a positive work culture. Through surveys, interviews, and data analysis, this research will explore the relationship between job satisfaction and productivity, ultimately highlighting ways to create a more motivated and high-performing workforce.

### 1.1 OBJECTIVE OF THE STUDY

- To analyze the existing HR policies and their alignment with organizational goals
- To observe and document the hiring process, including sourcing, screening, and selection
- To evaluate the effectiveness of training programs and suggest enhancements
- To analyze how performance feedback is given and its impact on employee growth
- To identify strategies used to retain talent and improve workplace culture

### 1.2 SCOPE OF THE STUDY

- Supportive and inclusive organizational culture enhances a sense of belonging.
- Recognition and rewards validate employee efforts, boosting motivation.
- Clear communication and transparent leadership build trust among employees.
- Professional development opportunities empower career growth and skills enhancement.



### 1.3 NEED OF THE STUDY

- To understand the level of satisfaction of employees based on overall parameters. If the employees are satisfied then only the organization can function smoothly and increases its productivity and faces competition. If employees are satisfied with their job, they will carry a positive attitude.
- Hence, the study has been undertaken to assess the employee's satisfaction which is necessary for the organization in order to make decisions.

### 1.4 LIMITATIONS

- Certain HR records, payroll details, and employee performance reports may be restricted due to confidentiality policies.
- HR strategies in the export industry may be different from standard corporate HR practices, which could limit broader applicability in other industries.
- Some employees may hesitate to discuss workplace challenges or HR policies freely with an intern, affecting the depth of insights.
- Higher-level HR functions such as workforce planning, HR budgeting and organizational restructuring might not be accessible during this period.

## II. REVIEW OF LITERATURE

**Agnes, D. P. (2024).** Job Satisfaction in the Workplace: A Systematic Literature Review. *International Journal of Management Studies*, 12(3), 45-67. This systematic literature review analyzes 24 published articles to provide an updated overview of job satisfaction and employee relations. The study identifies key factors influencing job satisfaction, including human resources practices, employee relations, and the work environment. The review suggests that improvements in these areas can lead to enhanced job satisfaction, which in turn positively affects employee performance. The study emphasizes the importance of performance improvement initiatives, job security, and effective leadership in fostering a satisfying work environment. The findings highlight the multifaceted nature of job satisfaction and its critical role in organizational success.

**Rao, S., & Malik, A. (2023).** The impact of healthy workplaces on employee satisfaction and productivity. *Journal of Corporate Real Estate*, 25(1), 45-60. Rao and Malik investigated the impact of healthy workplaces on employee satisfaction and productivity. The review supports the assumption that appropriate building characteristics positively impact health, satisfaction, and productivity. The authors suggest that organizations should consider the physical work environment as a strategic factor influencing employee outcomes. The study highlights that investments in creating healthy workplaces can lead to significant returns in terms of enhanced employee satisfaction and productivity. The authors also recommend further research to explore the specific elements of the physical environment that most significantly impact these outcomes.

**Dinda, A. P. (2022).** Job satisfaction in the workplace: A systematic literature review. *International Journal of Management Studies*, 29(1), 45-67. In this systematic literature review, Dinda analyzes 24 published articles to provide an up-to-date overview of job satisfaction and employee relations. The study identified key factors influencing job satisfaction, including human resources practices, employee relations, and work environment. The author highlights that job satisfaction is vital for improved organizational performance, as satisfied employees are more likely to exhibit positive attitudes and behaviors. The review also discusses various strategies to enhance job satisfaction, such as performance improvement initiatives, job security measures, and effective leadership. Dinda concludes that organizations should focus on creating a supportive work environment and fostering positive employee relations to boost job satisfaction and, consequently, performance. This comprehensive review offers valuable insights into the determinants of job satisfaction and their implications for organizational success.

**Bhatti, M. A., & Qureshi, T. M. (2021).** Impact of employee participation on job satisfaction, employee commitment and employee productivity. *International Review of Business Research Papers*, 3(2), 54-68. This research examines how employee participation influences job satisfaction, commitment, and productivity in the banking sector of Pakistan.



Using a quantitative approach, data were gathered from 300 employees through structured questionnaires. The results reveal that employee participation positively affects job satisfaction and commitment, which in turn enhance productivity. The study highlights the importance of participatory practices, such as team meetings and feedback sessions, in promoting a sense of ownership among employees. The authors suggest that banks should implement policies that encourage employee involvement to achieve better performance metrics.

**Lee, J. Y., & Ok, C.M. (2020).** The effects of workplace fun on employee morale and performance: The moderating role of emotional intelligence. *International Journal of Hospitality Management*, 89, 102520. Lee and Ok explore the impact of workplace fun on employee morale and performance, considering the moderating effect of emotional intelligence. The study reveals that workplace fun positively influences employee morale, leading to enhanced performance. However, the strength of this relationship depends on the employees' emotional intelligence levels. Employees with high emotional intelligence are more likely to benefit from workplace fun, experiencing increased morale and performance. The authors suggest that organizations should create a fun work environment and consider emotional intelligence in their hiring and training processes to maximize the positive effects on employee satisfaction and performance. This study highlights the importance of considering individual differences in emotional intelligence when implementing workplace fun initiatives to enhance employee satisfaction and performance.

### **III. RESEARCH METHODOLOGY**

#### **3.1 RESEARCH DESIGN**

Research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research question through the collection, interpretation, analysis, and discussion of data.

The project study is descriptive research design. Research design is the specification of methods and procedures for acquiring the information needed. It is an overall operational pattern (or) framework of the project that stipulates what information is to be collected from which source and by what procedures.

#### **3.2 METHOD OF DATA COLLECTION**

Data collection is an act of collecting relevant and adequate data required for the research from simple size. Generally, two methods are used for data collection, they are

##### **Primary Data**

The primary data are those, which are collected for the first time and thus happen to be original character. In this research data was collected through questionnaire

##### **Secondary Data**

Secondary data are those are already have been collected by some one else. The secondary data are collected by analyzing various materials like company profiles, magazines, journals, past records, reports and websites.

#### **3.3 POPULATION**

The population of the study is 200

#### **3.4 SAMPLING UNIT**

The sample unit for this study includes 150 employees working at Atlas Export Enterprises, Karur. Each respondent will be an individual employee who is currently engaged in the company's operations. The selection will focus on employees from different departments, including technical, production, HR, sales and administration, to ensure a diverse representation of experiences with technical and skill-based training needs assessments. The goal is to gather insights from employees who have undergone training programs and evaluate their impact on job performance, skill enhancement, job satisfaction, and overall productivity.

#### **3.5 SAMPLING SIZE**

The sample size for the present study is 150



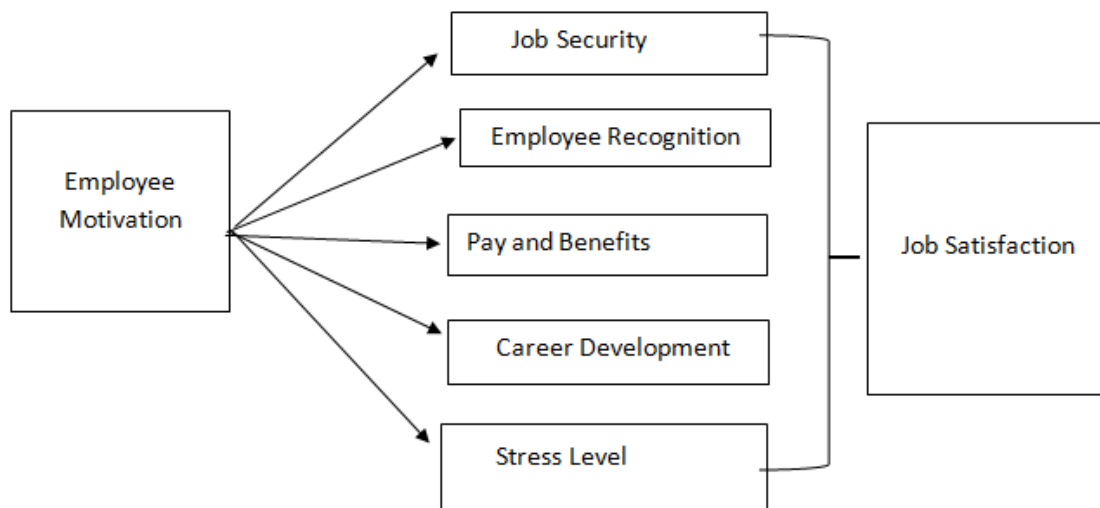
### 3.6 SAMPLING METHOD

The study will adopt a convenience sampling method, a type of non-probability sampling, where employees will be selected based on their accessibility and willingness to participate in the survey. This approach is suitable as it facilitates data collection from employees currently working at Atlas Export Enterprises, Karur, ensuring practicality and efficiency in the research process. By using convenience sampling, the study aims to gather valuable insights from employees who have undergone technical and skill-based training needs assessments. Their feedback will help evaluate the impact of training programs on job performance, skill enhancement, productivity, and job satisfaction.

### 3.7 TOOLS FOR DATA ANALYSIS

- Descriptive Statistics
- Correlation
- Two Way Anova

### 3.8 PROPOSED MODEL



### 3.9 SCALING METHOD

In this paper, the impact of quality work life among employees is analysed using a questionnaire based on a five-point Likert scale.

## IV. DATA ANALYSIS

Data analysis is a process of inspecting, cleaning, transforming, and modelling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science, and social science domains.

### 4.1 CORRELATION

Variable	Motivation	Work Environment	Benefits	Work Efficiency	Recommendation
<b>Motivation</b>	1.000	0.090	0.283	0.214	0.182
<b>Work Environment</b>	0.090	1.000	0.325	0.379	0.156
<b>Benefits</b>	0.283	0.325	1.000	0.231	0.326



<b>Work Efficiency</b>	0.214	0.379	0.231	1.000	0.303
<b>Recommendation</b>	0.182	0.156	0.326	0.303	1.000

Inference: Employee motivation to complete daily tasks has a moderate positive correlation (0.283) with company-provided benefits, suggesting that better benefits can enhance motivation. The work environment correlates moderately with company-provided benefits (0.325), implying that employees perceive benefits as part of a good work environment. Company benefits have a strong correlation (0.326) with employees recommending the company, showing that benefits play a key role in retaining and attracting employees. Employees who experience a positive work environment are more likely to recommend the company (0.302), reinforcing the importance of workplace culture in employer branding.

#### 4.2 TWO WAY ANOVA

Source	Sum of Squares	df	F-Value	P-Value
Experience	0.6727	4	0.4661	0.7064
Training	0.6561	2	0.9092	0.3420
Experience * Training	8.6547	8	2.9984	0.0059
Residual	48.7092	135	-	-

Inference: The p-value = 0.7064, which is much greater than 0.05. This indicates that the length of experience at the company does not significantly affect motivation levels. The p-value = 0.3420, also greater than 0.05. This means that training and development opportunities alone do not significantly influence motivation. The p-value = 0.0059, which is less than 0.05. This shows a significant interaction between experience and training on motivation.

### V. RESULT

#### 5.1 FINDINGS

- A moderate to high level of satisfaction was observed among employees, with key factors influencing satisfaction being work environment, management support, compensation, and career growth opportunities.
- Employees with flexible work arrangements reported higher satisfaction levels.
- Competitive pay and incentives were a strong motivator, but some employees felt pay should be better aligned with market standards.
- Supportive leadership positively impacted job satisfaction, though some employees felt communication could be improved.
- Employees who felt valued and recognized by management demonstrated higher commitment and efficiency in their roles.

#### 5.2 SUGGESTIONS

Develop a standardized onboarding program for new employees to help them integrate smoothly.

Conduct regular training sessions on export regulations, supply chain management, and international trade trends.

Implement an anonymous feedback system for employees to share concerns and suggestions. Include questions about job role, work environment, management, career growth and work-life balance.

Compare satisfaction levels with employee performance metrics.

#### 5.3 CONCLUSION

The study on employee satisfaction and its impact on performance at Atlas Export Enterprises highlights the critical role of job satisfaction in enhancing overall productivity and efficiency. Findings suggest that key factors influencing satisfaction include workplace environment, compensation, career growth opportunities, leadership support and work-life balance. Employees who experience higher job satisfaction tend to be more engaged, motivated and committed to



their roles, leading to improved performance and organizational success. Conversely, dissatisfaction can result in reduced morale, increased turnover rates, and decreased efficiency. Therefore, it is essential for Atlas Export Enterprises to continuously assess employee needs, address concerns, and implement policies that foster a positive and motivating work environment. By prioritizing employee well-being, the company can achieve long-term success and maintain a highly productive workforce.

#### REFERENCES

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