

# Employee satisfaction and its relevance to an organisation



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What does the term 'Satisfaction ' imply to an employee? It merely denotes the feeling of either being contented or non contented on utilizing a product/service while employee satisfaction is a step of how happy workers are with their occupation and working environment, it could besides be said to be a map of sensed public presentation and outlooks. It is a individuals ' feeling of pleasance or letdown ensuing from comparing a merchandise 's result to his/her outlooks. It 's chiefly how employees like their occupation ( satisfaction ) and dislike their occupation ( dis-satisfaction ) . Locke ( 1983 ) provinces

`` Job satisfaction is a enjoyable or positive emotional province ensuing from the assessment of one 's occupation or occupation experiences "

The biggest plus of an organisation is human capital direction. As cited in Doyle 2001 by ( Laffaldano and Muchinsky 1985 ) saying that `` there is a relationship between employee satisfaction and productiveness " .

Harmonizing to Samir Brikho, ( 2009 ) Chief Executive of AMEC Plc provinces on the company 's web site that:

`` a^| AMEC 's people are our most of import plus. It is the accomplishments of our people that our clients value ; in peculiar, our ability to present complex undertakings safely, on clip and on budget. "

From this position, employees are mostly a factor of production and an disbursal of making concern instead than the lone resource capable of turning inanimate factors of production into wealth. Employees are cardinal to concern success so it is critical for staff to be skilled, flexible and motivated which can be achieved through planned consistent preparation

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and development. Research has shown that motivated employees make higher client satisfaction and in bend positively influence organizational public presentation. Employee public presentation is an of import facet of human management/psychology required to be managed expeditiously by an organisation.

There are a figure of challenges in the western states which require the serious attending of HR directors to 'find the right campaigner ' and construct a 'conducive work environment ' which will be good for the employees, every bit good as the organisation but employee satisfaction has a heavy weight on administration performance/growth. Employees are an of import facet of an organisation and should be managed decently. To convey out occupation satisfaction, the organisation must concentrate on incentive factors, such as doing the work more interesting, ambitious, and personally honoring Harmonizing to Davidson, ( 2004 ) `` employees are the most valuable assets a corporation has " . The progress/success of any organisation is linked to the satisfaction of its employees. Employees can do or interrupt an administration. `` Good employees can bring forth extraordinary consequences while fringy employees can drag and maintain a concern down " ( Deal 2005 ) . The outstanding success of any administration depends on the quality of employee hired to work. Satisfied employees add positive value to organisation while disgruntled employee 's action could take to disinterest, absenteeism, low public presentation, turnover and perchance increase in administrative and preparation.

However, recent survey on psychological clime supports the impression of satisfaction with overall vision impacting overall occupation satisfaction. <https://assignbuster.com/employee-satisfaction-and-its-relevance-to-an-organisation/>

James and James ( 1992 ) defined psychological climate as " an person 's reading of the environment in a manner that is psychologically meaningful " which emphasizes the attitude of an person to an environment. Hence, assorted attitude possessed by an employee in a nutshell are related to the occupation under status with specific factors like rewards, conditions of work, subordinates dealings, prompt colony of grudges and just intervention by employer. Though, factors such as age, aspirations, societal position and some other of import factors besides contribute to occupation satisfaction. Using Coscharis Motors Limited as a instance survey, this research will verify if occupation satisfaction of employees at Coscharis motors has got an consequence on its productiveness and keeping of its employees. Besides, I will critically analyze how efficient employee satisfaction can be achieved in West Africa compared to developed states

## **1. 1 Organizational Background ( Case survey )**

Coscharis group which today is a family name in the West African state of Nigeria, evolved out of a modest company called " Maduka Brothers Company " that was incorporated in 1977. The company metamorphosed from Maduka Brothers to COSDAV Motors and subsequently to the COSCHARIS GROUP. Coscharis was derived from the names " Cosmas " and " Charity " . From a modest beginning with the importing and distribution of bikes and its trim parts, ball and roller bearings, and original Nipponese motor trim parts, the company has expanded its frontiers to include such concern as gross revenues and services of cars, BMW, FORD and LANDROVER, ABRO trade name of auto-care merchandises, Computer and Accessories, Medical equipment, General Air conditions ; Financing/Leasing

etc. Its Head Office is located at No 1-7 Coscharis Street, Kirikiri Industrial Estate, Maza-Maza, Lagos, Nigeria. COSCHARIS GROUP has got six subordinates viz. ; Coscharis motors, Coscharis car industry, Coscharis Technologies, Coscharis Beverages, Coscharis Medical & A ; Foods and Coscharis Finance & A ; Investings.

Coscharis Motors Limited, the parent and the chief research company comprises of the listed sections: Presidency, finance/accounts, information engineering, administrative, logistics and conveyance, care, selling while the principal and managerial staff can be found in appendix. Coscharis Group has got 10 local subdivision webs in the northern and eastern portion of Nigeria and an luxuriant operational base in Gabon, Ghana and Cote d'Ivoire.

## **1. 2 AUTO COMPONENTS**

This division of Coscharis Motors Limited is vested with the duty of pull offing all trim parts franchises apart from Auto-care. From the origin of the company, Coscharis has established a solid relationship with abroad makers of echt spare parts, largely from Japan and other South Asiatic states every bit good as from Europe, and have supplied the Nigerian car industry with a significant portion of genuine spare parts needed to prolong the fix and care demands of the industry.

That the name of this company has become about synonymous with car trim parts in Nigeria and some parts of the Central and West Africa sub part is as a consequence of the huge scope of trim parts supplied and marketed in these parts by Coscharis. A There is small uncertainty that Coscharis has

occupied a leading place in the selling and supply of car parts to Nigerian environments and the West Africa sub part in general.

Coscharis has gained the position of Sole Franchise Holder in Nigeria. A every bit good as merely Franchise Holder for some of these legion merchandises which are categorized as follows:

a^? A Bearings ( KG and Nachi trade names of roller bearings )

a^? A Rings & A ; Metallic elements ( NPR, TP and RIK Piston rings, Taiho and NDC engine bearings )

a^? A Suspension & A ; Transmission parts ( Tokico daze absorbers )

a^? A Pumps & A ; Carburettors ( GMB H2O pumps, Kyosan fuel pump and Mitsubishi electric fuel pumps )

a^? A Motor Electrical Parts ( FD cut-outs and ignition spirals, Mitsubishi/Hitachi contact points )

a^? A Automotive batteries ( Abro dry cell, Abro care free, Fukuda prohibitionist cell, Coslite prohibitionist cell and care freeA batteries etc )

The Auto constituents division besides constitutes a unit called ASPAMDA which manages the personal businesss of all clients located at the Auto Spare Parts and Market Dealer Association subdivision of the Trade Fair Market at the Fair Complex, Badagry Expressway, Lagos, Nigeria. This unit guarantee that high degree client dealings is facilitated and maintained at all times in regard of quick/easy facilitation of payment instruments of clients

every bit good as prompt supply and bringing of goods to customer/consumers. This unit besides ensures that the authorization of the makers to forestall debasement of their franchise trade names is smartly sustained.

### **1. 3 Research Questions**

What degree of occupation satisfaction is operated in Coscharis Motors

What factors contribute to its current degree of dissatisfaction

What is the manner frontward for the company?

### **1. 4 Research Aims**

In the context of quality and within the clip and resources available, peculiar accent was placed at analyzing and acquiring a clearer apprehension of employee satisfaction within the range of this undertaking, factors that contribute dissatisfaction, its relevancy and to do recommendation in Coscharis. This research survey seeks to set up the drivers behind the challenges of retaining its employees, satisfaction, and whether this determination has a negative or positive impact on the organisation. Coscharis as a instance survey will be utile in critically analyzing how efficient employee satisfaction can be achieved as the findings will assist infer the feasibleness of employee satisfaction as a competitory advantage mechanism in today 's planetary economic system.

### **1. 5 Justification of the survey**

Looking at the manner motive affects employee 's willingness to execute, anchor of employee satisfaction, countries direction demand to concentrate

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on, positive and negative impacts of motive and benefits associated with employee satisfaction and what amenities direction has to supply workers to better morale. This research will warrant employee satisfaction in relation to productiveness at Coscharis motors and aid in placing different ways in actuating employee 's delivery into focal point its relevancy. These relevant information and paperss will be collected by questionnaires from employees. Thus information collected will be analysed to reason the research which might better the credibleness of the company, employee 's motive, allegiant to the company, better relationship between direction and employees and eventually the company will larn how to pull off its employees for future happening.

## **1. 6 Structure of the survey**

The research consists of five chapters, mentions and appendices.

Chapter One ( Introduction ) is an debut of the research undertaking that gives a general mentality of employee satisfaction, the aims, justification every bit good as the construction of the research.

Chapter Two ( Literature reappraisal ) located a huge scope of resources, which identifies occupation satisfaction, motive, engagement and an effectual environment. It explains all the constructs involve in occupation satisfaction, the rules and relevancy to an administration and a brief overview of ways to guarantee its effectivity.

Chapter Three ( Methodology ) explains the research methodological analysis used for the research.



Chapter Four ( Discussion and presentation of informations ) is the line of life of this research work because it contains analysis used in doing premises.

Chapter Five ( Data analysis ) is a sum-up of the informations collected by participants.

Chapter Six ( Reflective acquisition, decision & A ; recommendation for farther work ) is the last chapter which is a sum-up of the research, decision and recommendations made for farther research.

## **Chapter TWO**

### **2. 0 Literature Review**

The literature reappraisal in any research is a really of import facet that shows the research worker the right way to follow. Ticehurst and Veal ( 2000: 46 ) describe it as `` being able to demo how much has been done on the capable affair and besides serves the intent of exciting thoughts which are both methodological and substantial '' .

Job satisfaction could be traced late to the beginning of civilisation with the acclaimed Hawthorne research conducted by Elton Mayo at the Western electronic company in 1920 ; although since Hawthorne 's research at that place have been a sensible academic work to correlate occupation satisfaction. Job satisfaction, possibly the most widely studied construct in organisational psychological science reveals employee satisfaction could be linked to motive as they go at the same time while assorted writers have given different definitions of motive which are reviewed as follows: Kreitner, ( 1995 ) argues that motive is the psychological procedure that gives

behaviour intent and way, while Buford et Al ( 1995 ) argues it to be a sensitivity to act in a purposive mode to accomplish specific unmet demand while Higgins ( 1994 ) states motive to be an internal thrust to fulfill an unsated demand.

Harmonizing to Marc Drizin, an employee trueness specializer as cited by Modic

`` ... Employees are assets with pess ; they are the lone resources companies have that make a witting determination to return the following twenty-four hours " Modic ( 2005 ) .

Employee satisfaction has got monolithic influence to the success of an organisation. Surveies have shown that organisations that excel in employee satisfaction issues cut down turnover by 50 % from the norm and increases client satisfaction to a minimal norm of 95 % , while labour cost is been reduced by 12 % and raising pre-tax borders by an norm of 4 % . Carpitella, ( 2003 ) . The manner an administration manages its employee 's public assistance it 's got a batch to make with its employees been satisfied and fulfilled working in the administration. Employees are cardinal to concern success so it is critical for staff to be skilled, flexible and motivated which can be achieved through planned consistent preparation and development.

Harmonizing to Ed Schmitt, ( 2005 )

`` Today 's workers have different outlooks from the organisations they work for and are much less hesitating to go forth one occupation from another if

they do n't experience those outlooks are being met. Job security is less of import to today 's worker "

When employees are motivated and satisfied with their occupation and criterion in an organisation they feel more valuable, particularly when they see the `` consequences stemming from their actions " ( Calder & A ; Douglas, 1999 )

Administrations, which give due acknowledgment to the perceptual experiences, attitudes, motive and larning abilities of employees, successfully make an efficient work force thereby giving room to motivation/satisfaction. Efficient work forces identify themselves with the administration 's mission and assistance in its success. The best manner to retain effectual staff is to supply them with a better trade than they perceive they could acquire by working for another employee. There is demand for proviso of fulfilling occupation along with calling development chances and competent line direction.

Motivating employee 's by turn outing preparation, development and seting in topographic point waggess and assessment system instead than ending employees is a major key to occupation satisfaction and profitableness in organisations. `` Companies can either put in supplying mentoring, preparation and growing chances now or pay the costs of turnover subsequently " ( Clark, 2005 ) .

Harmonizing to McKeown, ( 2002 ) Maslow one time summarized his findings as follows `` the sadness, malaise and agitation in the universe today is caused by people populating far below their capacity " This impacts the <https://assignbuster.com/employee-satisfaction-and-its-relevance-to-an-organisation/>

thought of employee satisfaction making a theoretical account of human demands that should be met to a sensible criterion. Employee 's satisfaction could come by giving employees a combination of influence, information, wages or inducements. ( Hammuda and Dulaimi, 1997 )

Training and development of employees does non merely fit employees to execute their occupations in a satisfactory mode, it is besides critical in footings of employees experiencing good about working for their administrations ( McClenahan, 2003 )

Training and development of employees created chances for growing within and outside the organisation thereby making dedication and committedness to the organisation, `` better preparation is a major factor in converting employees to go on to remain with their current employer `` ( Clark, 2005 )

Harmonizing to research carried out, workers in Japan and many European states are smarter than U. S workers though it 's got nil to make with intelligence ( Hansen, 2004 ) . This is a consequence of the soft attack used by these administrations to acquire desired consequence non minding cost. Administrations that are cost witting would utilize difficult attack to cut down cost on disbursals by non developing staff, non developing and seting necessary wellness and safety steps in topographic point and purposes at accomplishing a short term end at net income.

Harmonizing to Sirgy et Al ( 2006 ) the cardinal factors in quality of working life are as follows: satisfaction based on occupation demands, need based on work environment, occupation satisfaction based on supervisory behavior, satisfaction based on organized programmes and organisational  
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committedness. All these work together in accomplishing occupation satisfaction in an organisation from a working environment as these need direction resources, activities to be put in topographic point in accomplishing positive result from engagement in the workplace while Maslow 's demand were seen as relevant in understanding this wide facet of direction control through engagement.

Therefore, this research survey seeks to set up a logic utilizing Coscharis as a instance survey as the findings will be illustrated and able to name organisations mistakes and urge the manner frontward.