

A Study on Employee Engagement and Job Satisfaction at HASCO Leather Exports

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Abstract: Employee engagement and job satisfaction are vital components that significantly impact an organization's overall productivity and success. These factors represent the emotional, cognitive, and behavioral commitment employees have to their roles, along with their level of contentment regarding workplace conditions, opportunities for growth, and recognition. By cultivating a culture that prioritizes engagement and satisfaction, organizations can boost employee motivation, loyalty, and performance. Implementing effective strategies to enhance these aspects not only increases individual productivity but also aligns employee efforts with organizational objectives, fostering sustained growth and a competitive edge in the industry.

Key words: Employee engagement, Job satisfaction, Work-lifebalance.

1. STATEMENT OF THE PROBLEM

This study aims to evaluate the awareness and satisfaction levels related to statutory, non-statutory, and social security measures within an organization. It explores how different employee welfare initiatives—such as recognition, work environment, and career development opportunities—impact job satisfaction and engagement. Additionally, the research assesses whether these welfare provisions meet employee expectations and support their overall motivation and performance. By pinpointing any gaps in the existing welfare offerings, the study highlights the significance of enhancing employee satisfaction to boost productivity and improve overall organizational effectiveness.

2. OBJECTIVES OF THE STUDY

- To assess employee engagement in terms of motivation and their dedication towards company's goal.
- To measure job satisfaction by examining employees' contentment with job responsibilities, performance reviews, opportunities for professional growth.

- To identify key factors influencing engagement and satisfaction
- To evaluate the effectiveness of current practices by measuring management strategies and work conditions
- To recommend improvement strategies based on employee's satisfaction level

3. COMPANY PROFILE:

Hasco Leather Exports, founded in 2001, stands as a prominent manufacturer and exporter of premium leather goods, distinguished by its innovative designs, exceptional durability, and contemporary aesthetics. Situated in Melvisharam, Tamil Nadu, the company is dedicated to producing leather products that exemplify superior craftsmanship, consistent quality, and competitive pricing. By seamlessly blending traditional artisanal techniques with advanced manufacturing technologies, Hasco creates meticulously handcrafted goods that reflect India's rich leather-working heritage while maintaining high production efficiency. The company's customized production facility enables the creation of bespoke leather products that cater to specific client requirements, balancing cutting-edge fashion trends with practical functionality. Supported by a skilled and experienced workforce, Hasco Leather Exports continues to drive innovation and successfully meet the evolving demands of the global marketplace.

4. RESEARCH METHODOLOGY

Research Methodology:

Population: The total population for this study consists of employees working at the organization, with a workforce of 140 employees.

Sampling Size: Based on the total population of 140 employees, the sample size for the study was calculated at a 95% confidence level and a 5% margin of error, resulting in a required sample size of 101.

However, due to time constraints, data was collected from 101 respondents.

Sampling Techniques:

Convenience Sampling: In this method, the sample is selected based on ease of access and availability of respondents. This non-probability sampling technique involves selecting individuals who are readily available and willing to participate in the study. It was used for this research due to time and resource limitations, with employees from various departments being surveyed.

Tools Used for Analysis:

- Simple Percentage Analysis
- Chi-Square Test
- One Way ANOVA

5. REVIEW OF LITERATURE

Xu et al. (2013) in their study found that employee identity can be captured by the attitude employees show towards their work and that employees' mental states vary from person to person. Thorne et al. (2012) explained that engagement is about focusing on work

roles and creating a positive work environment, which motivates employees to work towards achieving organizational goals. Mone and London (2010) described Employee engagement to employees who feel interested, committed, passionate, and empowered in their work. This refers to an employee's devotion and involvement with their organization and its principles. To foster engagement, both employers and employees must collaborate. Thus, employee engagement serves as a barometer for determining a person's affiliation with the organization. Mahendru and Sharma (2006) emphasized that successful organizations are built through employee contributions, which are only effective if employees are involved in strategic decisions and other initiatives. Sangeetha (2006) emphasized that business success is directly related to employee engagement and also stated that successful companies are those that identify opportunities to foster employee engagement.

6. DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST

Table: Relationship between Marital status and overall job satisfaction

Crosstab

			Marital Status		Total
			Married	Unmarried	
Overall job satisfaction	Strongly Disagree	Count	6	10	16
		Expected Count	7	9	16.0
		% within Overall job satisfaction	37.50%	62.50%	100.0%
		% within Marital Status	13.60%	17.50%	15.8%
	Disagree	Count	5	16	21
		Expected Count	9.1	11.9	21.0
		% within Overall job satisfaction	23.80%	76.20%	100.0%
		% within Marital Status	11.40%	28.10%	20.8%
	Neutral	Count	16	2	18
		Expected Count	7.8	10.2	18.0
		% within Overall job satisfaction	88.90%	11.10%	100.0%
		% within Marital Status	36.40%	3.50%	17.8%
	Agree	Count	9	17	26
		Expected Count	11.3	14.7	26.0
		% within Overall job satisfaction	34.60%	65.40%	100.0%
		% within Marital Status	20.50%	29.80%	25.7%
	Strongly Agree	Count	8	12	20
		Expected Count	8.7	11.3	20.0
		% within Overall job satisfaction	40.00%	60.00%	100.0%
		% within Marital Status	18.20%	21.10%	19.8%

Total	Count	44	57	101
	Expected Count	44	57	101.0
	% within Overall job satisfaction	43.60%	56.40%	100.0%
	% within Marital Status	100.00%	100.00%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.563 ^a	4	0.001
Likelihood Ratio	21.095	4	0
Linear-by-Linear Association	0.116	1	0.733
N of Valid Cases	101		

Interpretation:

ONE WAY ANOVA

P value = .001

P value is less than .05, hence null hypothesis is rejected. Therefore there is a significant association between Marital Status and Overall job satisfaction.

Table: Relationship between age and employee engagement.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Employee Engagement	Between Groups	121.306	3	40.435	3.079	.031
	Within Groups	1274.021	97	13.134		
	Total	1395.327	100			

Interpretation:

P value = .031

P value is less than .05, hence null hypothesis is rejected. Therefore there is significant difference between age and employee engagement.

meetings to explain how their work contributes to the company's success.

- A significant number of employees feel undervalued and unrecognized by their supervisors. The company should train supervisors to provide regular feedback and appreciation.
- Employees are dissatisfied with the work environment. Investigate the causes and enhance workspace conditions and job demands.
- While employees enjoy challenging tasks, they seek more opportunities for personal development. Establish clear career development paths with appropriate mentorship and guidance.
- Employee satisfaction levels vary by gender and marital status. Offer tailored options to enhance their satisfaction.
- Some employees are unclear about their job responsibilities, leading to a perceived lack of resources. Ensure roles are clearly defined and provide the necessary tools for effective performance.

7. FINDINGS OF THE STUDY

- ☐ Majority of the employees (27.7%) strongly agree that their work is important to the company.
- ☐ Majority of the employees (29.7%) strongly disagree that their work is recognized and appreciated.
- ☐ Majority of the employees (28.7%) are very satisfied that there are opportunities for their professional growth.
- ☐ Majority of the employees (35.6%) disagree to connect with the company's goals and values.
- ☐ Majority of the employees (25.7%) are very dissatisfied with the work environment and conditions.
- ☐ Majority of the employees (31.7%) strongly agree that they believe the company cares about employee engagement and satisfaction.

8. SUGGESTIONS

- Many employees feel disconnected from the company's goals. It is recommended to hold team

9. CONCLUSION

The research on employee engagement and job satisfaction at Hasco Leather Exports reveals a mixed outcome. While the employees appreciate the

importance of their work, opportunities for growth, and positive relationships with other employees, there are some notable issues about the job excitement, recognition, and alignment with the company's goals. Some of them feel undervalued by their supervisors, and there is dissatisfaction with the work environment and conditions. Despite these issues, there is motivation to take on new tasks and employees are generally satisfied with their responsibilities and compensation. To improve overall engagement, the company should focus more on enhancing recognition, leadership involvement and creating a better work environment.