A Study on Employee Satisfaction with Special Refernces to It Industry

Sanjana Y[1], Nanda Dinni [2]

[1]*Student, BITM, BALLARI*
[2]*Assistant Professor, DMS, BITM, BALLARI*

Abstract—**This study investigates employee satisfaction in the IT industry, an essential factor for organizational productivity and retention. A structured survey of 100 employees was conducted to assess satisfaction levels across factors such as compensation, career opportunities, work-life balance, stress levels, and organizational culture. Results indicate that while most employees are satisfied with their job roles and career growth prospects, high stress levels remain a concern. The study recommends strategic initiatives like stress management programs, recognition systems, and career development plans to enhance employee satisfaction and performance.**

I. INTRODUCTION

The IT industry is a cornerstone of India's economic growth, contributing significantly to GDP and global competitiveness. However, due to rapid technological changes and high performance expectations, employee satisfaction has become a pressing challenge. Satisfied employees are more productive, loyal, and innovative, making this study vital for both academic understanding and practical implications.

PRIMARY OBJECTIVE OF THIS STUDY

To evaluate the key factors influencing employee satisfaction in the IT industry and recommend practical strategies for organizations to enhance satisfaction, reduce stress, and improve retention rates. Supporting objectives include: - To measure current satisfaction levels among IT employees. - To identify problem areas such as stress and communication gaps. - To suggest actionable HR practices that foster long-term engagement.

II. LITERATURE REVIEW

1) Sharma Anupama (2025) the understanding of how important employee happiness is to the success of businesses in the IT industry is what spurred this investigation. The study is to provide insights that help direct HR procedures and organizational strategies to improve overall employee well-being and retention rates by analyzing the effects of company branding tactics on employee satisfaction. This paper's principal goal is to examine the connection between employee happiness and employer branding among executive-level IT workers in the Delhi-NCR area.

2) Naga Kamakshi (2025) the review article discusses the literature study, employee job satisfaction, and conclusion. Workers are the foundation of every business. When workers are happy with their employment and workplace, it's known as employee satisfaction. Employees who are happy are more productive than those who are not. India has the biggest vehicle market. Employees love their jobs when they are content with them. When employees are content with their workplace and working practices, job satisfaction arises. One aspect of life fulfillment for workers is job satisfaction.

3) Md. Abu Issa Gazi (2024). An individual's work actions are significantly influenced by their degree of job satisfaction. Performance as part of job behavior is greatly impacted by job satisfaction in every firm. Its significance in developing countries such as Bangladesh is evident. The current study examined the association between job behavior and job satisfaction among industrial workers in Bangladesh, since workplace habits have an impact on job performance. A standardized questionnaire was used to gather data from participants in this quantitative investigation.

4) Sulistio, Ananda (2024) Businesses must put more effort into enhancing their capabilities in light of a business environment that is changing quickly. It is crucial to keep in mind that an organization's

competitive advantage and success depend on having a committed, highly motivated, contented, and creative staff. Because it is thought to be linked to work happiness, employee empowerment is considered a critical technique in human resource management. Results from studies, papers, periodicals, and books that are relevant to the examination of the relationship between work satisfaction and employee empowerment are summarized in this survey of the literature.

5) Vekariya, Drashti C. (2024) Employee job happiness is of the highest significance. In order to help businesspeople formulate strategies to improve employee happiness, the current article aims to identify the different aspects that contribute to employee satisfaction. 75 workers of the organization, representing a range of ages, levels of experience, cadres, educational backgrounds, and genders, participated in the survey.

6) AGRAWAL SHRIDHI (2024) this research looks at ways to improve worker happiness at the well-known corporation Reliance. Because it affects retention, productivity, and overall business performance, employee happiness is essential for organizational success. This study examines current satisfaction levels, identifies important factors impacting satisfaction, and suggests focused improvements using a mixed-methods approach that combines surveys, interviews, and data analysis.

7) Ahmad Shakil (2023) through a thorough analysis of the literature, this study seeks to identify the elements that influence employee happiness. Furthermore, the research looked at how State Bank of India employees perceived these contributing variables. A review of related literature has been conducted using secondary sources. Using a questionnaire, 175 randomly chosen employees of State Bank of India in Mohali, Punjab, India, provided primary data. Thirteen factors were chosen from the literature study to inform the questionnaire's formulation.

8) In 2023, A Prashanth The purpose of this study is to investigate the degree of satisfaction among IT workers in Kerala, India. Given the growing importance of Kerala's IT industry and its economic impact on the state, it is imperative for businesses to comprehend employee satisfaction levels. The study's main goals are to learn more about the elements that affect employee happiness and pinpoint areas in need of development.

9) Ms. Prakash Udhaya (2022) a person's level of happiness with their work is referred to as employee job satisfaction. People are thought to be more pleased when they are happier at work. Despite their obvious relationship, employee happiness and motivation are not the same. The goal of work design is to improve employee performance and happiness; strategies include job enrichment, job expansion, and job rotation.

10) Ms. Fernandes Sharmila (2022) the effect of worker job satisfaction on organizational performance in large and medium-sized manufacturing businesses was experimentally investigated in this study. It states that better organizational performance depends on employee job satisfaction. According to the publication, a worker who is highly satisfied with his work has favorable opinions about it. Conversely, a worker who is unhappy with his position has unfavorable opinions about it.

11) Prakash Udhaya (2022) a person's level of happiness with their work is referred to as employee job satisfaction. People are thought to be more pleased when they are happier at work. Despite their obvious relationship, employee happiness and motivation are not the same. The goal of work design is to improve employee performance and happiness; strategies include job enrichment, job expansion, and job rotation. Employee participation, empowerment, independent work groups, and management style and culture are other factors that impact employee happiness.

12) Dhanshetti Prapti (2021) The IT sector, one of the largest with millions of workers, is concentrating more on retaining skilled workers because happy employees work more efficiently, increasing productivity, decreasing absenteeism, and increasing loyalty and commitment. Employee satisfaction is currently the biggest challenge facing organizations. The most common study topics are job satisfaction and the IT sector, however there is a dearth of reviews of studies that take into account both of these topics.

13) Dubey Sandeep (2020) Motivation, retention, and goal attainment at work are all influenced by employee happiness. Promotion policy, working conditions, job responsibilities, career prospects, relationships between upper and lower level management, teamwork, resources, etc. are some of the factors that may affect employee satisfaction and are measured by

employee satisfaction surveys.

14) Kavitha Dasari, Mrs. (2019) Job satisfaction provides insight into how effectively a worker is doing his job. Numerous elements, including compensation, benefits, career possibilities, training, and incentives and rewards, affect job satisfaction. When a person is happy, they execute their job well and contribute to the organization's goals. The information technology sector is one that demands a high level of employee satisfaction and requires skilled workers. Information technology companies should prioritize employee happiness in order to keep their staff members for extended periods of time and gain a competitive edge. Failure to address employee needs might result in the company losing its workforce.

15) In 2019, Dr. K. Mekala Information technology (IT) has made it abundantly evident that the globe is flat. IT has created global industry and stirred up the planet. To succeed, a business must balance its organizational, information systems, and commerce strategies, according to the Information Systems Strategy Triangle. Therefore, it is not surprising that IT workers' job happiness contributes to the success of any business these days.

16) In 2019, Muhammad Rizwan This study report's primary goal is to identify the significant issues that workers encounter while working for companies and to determine how to foster employee loyalty. The goal of this study is to clarify the main elements that contribute to employee happiness, such as the work environment, rewards and recognition, teamwork, and training and development. These elements contribute to the success of the policies, and as a result, the management process becomes more efficient.

17) Beulah Mabel, Dr. S. (2018) Encouraging employees to remain with the company is a key component of employee happiness. Because employee expectations are always changing and managers need to choose qualified people for the firm, most of the time, companies have a lot of problems with employee retention. In the current environment, it is critical for firms to ensure employee satisfaction. Therefore, the goal of the study is to comprehend the different welfare amenities that the company provides to its employees in order to maintain their happiness as well as the effect that these amenities have on employee satisfaction.

18) Kaur, Guneet (2018) Management places a high value on employee job satisfaction as it has a direct impact on how employees behave inside a company. It also results in the development of a healthy environment for other people to enjoy. The goal of the current study is to examine how job satisfaction affects workers' job performance in the Delhi NCR IT industry. Data from a sample of 100 IT industry workers was gathered for this study using a self-administered questionnaire modified from earlier research.

19) Kumar, T. Sanjeev (2017) the purpose of this essay is to examine work satisfaction levels in relation to the IT sector. Better understanding the relationship between an individual and the circumstances of different internal and external elements that affect employee attitude is one potential area of employee attitude study. Job satisfaction is a person's degree of enjoyment with their work.

20) Ariani, Dorothy Wahyu (2015) there is debate concerning research on the connection between worker job satisfaction and output. To find out how job attitudes affected performance, the Hawthorne Studies were carried out in 1930. According to the study, a contented worker is a productive worker. Despite several prior research investigations and the Social Exchange Theory's backing, it is impossible to identify the relationship between employee job satisfaction and service quality.

III. RESEARCH METHODOLOGY

This study adopted a descriptive research design.

Type of Data collection: -
1) Primary Data
 It contains information collected through questionnaires filled out by respondents
2) Secondary Data
Secondary data was collected from textbooks, journals and other literate resources available through open source research and internet survey.

Sampling Design
The technique chosen to select an sample is called a sampling design. There are different types of sampling designs and they all provide guidelines for choosing or selecting an sample for a study.
This study employed probability sampling, specifically using simple random sampling.
Sample size

Sampling unit	The study focuses on the employees from 4 different companies
Sample size	A sample size of 100 Was used in this study
Graph	Pie Chart

IV. DATA ANALYSIS AND INTERPRETATION

Does Fair compensation is important to my job satisfaction

Particulars	No of respondents	Percentage
Strongly Agree	22	22%
Agree	51	51%
Neutral	13	13%
Disagree	10	10%
Strongly agree	04	04%
Total	100	100%
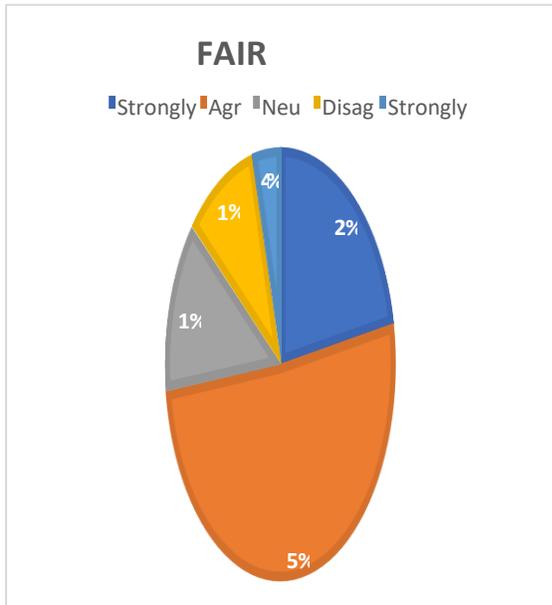
FAIR

Interpretation: in chart and table showing 22% strongly Agree, 51% Agree believe that fair compensation is important to their job satisfaction. In contrast, 10% Disagree, 4% assumed Strongly Disagree, while 13% remain neutral.

A supportive team is important to your job satisfaction

Particulars	No of respondents	Percentage
Strongly Agree	20	205
Agree	60	60%
Neutral	08	08
Disagree	07	07%
Strongly agree	05	05%
Total	100	100%
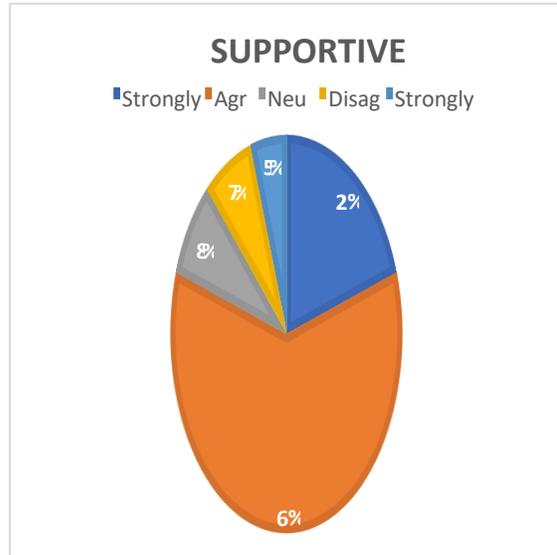
SUPPORTIVE

Interpretation: in chart and table showing 20% strongly Agree, 60% Agree, believe that a supportive team is important to their job satisfaction. In contrast, 7% Disagree, 5% assumed Strongly Disagree, while 8% remain neutral.

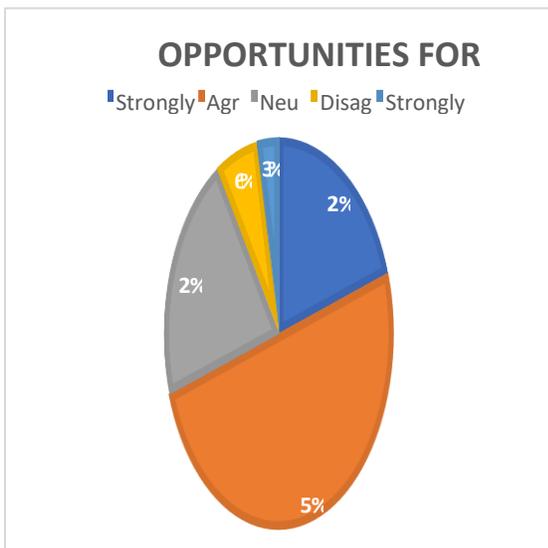Does Company provides opportunities for skill development are important to your job satisfaction?

Particulars	No of respondents	Percentage
Strongly Agree	21	21%
Agree	57	57%
Neutral	11	11%
Disagree	09	09%
Strongly agree	02	02%
Total	100	100%
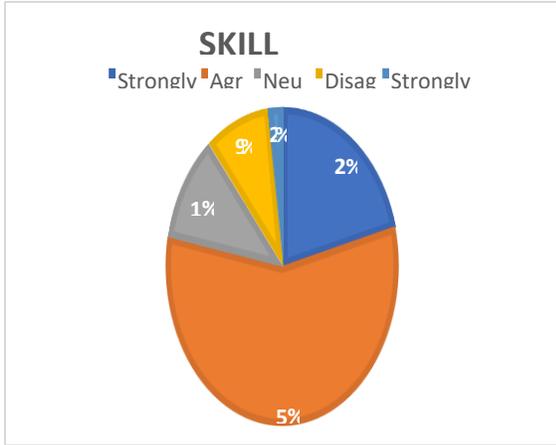
SKILL

Interpretation: in chart and table showing 21% Strongly Agree, 57% Agree believe that opportunities for skill development provided by the company are important to their job satisfaction. In contrast, 9% Disagree, 2% assumed Strongly Disagree, while 11% remain neutral.

Does your company organization provides opportunities for growth and development.

Particulars	No of respondents	Percentage
Strongly Agree	20	20%
Agree	50	50%
Neutral	21	21%
Disagree	06	06%
Strongly agree	03	03%
Total	100	100%

OPPORTUNITIES FOR

Interpretation: in chart and table showing 20% Strongly Agree, 50% Agree believe that the company provides opportunities for growth and development. 6% Disagree, 3% assumed Strongly Disagree, while 21% remain neutral.

Are you satisfied with work-life balance in your company

Particulars	No of respondents	Percentage
Strongly Agree	16	16%
Agree	52	52%
Neutral	15	15%
Disagree	07	07%
Strongly agree	10	10%
Total	100	100%
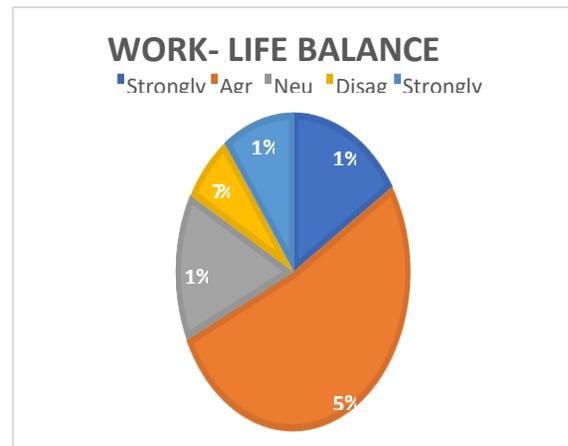
WORK- LIFE BALANCE

Interpretation: in chart and table showing 16% Strongly Agree, 52% Agree, are satisfied with the work-life balance in their company. 7% Disagree, 10% assumed Strongly Disagree, 15% remain neutral.

How satisfied are you with the level of information access you have to do your job

Particulars	No of respondents	Percentage
Strongly Agree	18	18%
Agree	55	55%
Neutral	15	15%
Disagree	07	07%
Strongly agree	05	05%
Total	100	100%

LEVEL OF INFORMATION

Strongly   Agr   Neu   Disag   Strongly

1%

5%

1%

7%

5%
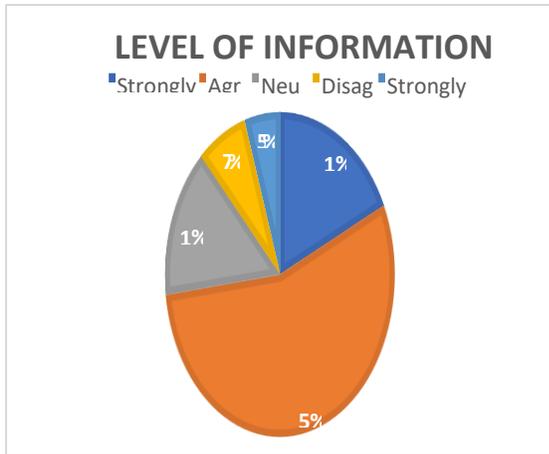
Interpretation: in chart and table showing 18% Strongly Agree, 55% Agree, are satisfied with the level of information access they have to do their job. 7% Disagree, 5% assumed Strongly Disagree, while 15% remain neutral.

V. FINDINGS

➢ Most of the respondents are young and single.

➢The mainstream of those surveyed have a master's degree.

➢A large number of respondents express dissatisfaction with their jobs.

➢ Job satisfaction is thought to be influenced by fair compensation.

➢Having a supportive team is thought to be crucial for job satisfaction.

➢ Job satisfaction is influenced by the company's skill-development opportunities.

➢The most of respondents believe that their coworkers help them out when they need it.

➢A large number of respondents express satisfaction with their company's work-life balance.

➢ High levels of stress at work are experienced by many of the respondents.

➢ The Company must address high stress levels and enhance work-life balance.

➢ The Company should keep creating a positive team atmosphere and offering chances for skill improvement.

VI. SUGGESTIONS

1. Stress Management: Implement stress-reduction initiatives, such as mindfulness programs, flexible work hours, or employee wellness activities, to support employees' mental health.

2. Career Growth and Development: Provide opportunities for professional growth, training, and mentorship to help employees develop new skills and advance in their careers.

3. Work-Life Balance: Encourage work-life balance by offering flexible work arrangements, such as remote work options, flexible hours, or compressed workweeks.

4. Communication and Feedback: Foster open and transparent communication throughout the organization, and provide regular feedback and recognition to employees.

5. Employee Engagement: Organize team-building activities, social events, and employee recognition programs to promote a sense of community and belonging.

6. Job Satisfaction: Conduct regular job satisfaction surveys to identify areas for improvement and make data-driven decisions to enhance employee satisfaction.

7. Well-being Initiatives: Offer employee wellness programs, such as health insurance, gym memberships, or on-site fitness classes, to support employees' physical and mental well-being.

8. Recognition and Rewards: Develop a recognition and rewards system to acknowledge and reward employees' contributions and achievements.

VII. CONCLUSION

In the IT industry, employee happiness is a crucial component of company success. Understanding the elements that affect employee happiness and taking proactive measures to establish a productive workplace that promotes employees' growth, development, and well-being are crucial for aspiring managers and leaders. Because of its dynamic and competitive character, the IT industry requires highly qualified and driven workers who can spur innovation and expansion. Organizations may cultivate a culture of engagement, productivity, and retention by placing a high priority on employee happiness, which will eventually boost business results. A thorough grasp of the intricate relationships between elements like communication, chances for growth and development, work-life balance, and recognition is necessary for

effective management of employee happiness. MBA students may get the abilities and knowledge required to manage high-performing teams and propel corporate success in the IT industry by acknowledging the significance of these elements and putting policies in place that promote worker well-being and job happiness.

Bibliography BOOKS:
Kothari C.R., Research Methodology, New Delhi; New Age International publication, second edition. 2. Jayasankar. S, Marketing Management, Margham publication. 3. Customer relationship management, Supriya Singh and Bhanu Prakash Verma, published by THAKUR PUBLISHERS, CHENNAI. 4. Premavathy .N.DR, Marketing Management, Shri Vishnu publications.

WEBSITES:
 www.googlescholar.com   www.shodhganga.in www.wikipedia.in

REFERENCES

[1] Prapti Dhanshetti (2021) Employee Satisfaction among IT employees: A review of Literature ISSN: 2456-5660 Volume 06, Special Issue 01, August 2021, DOI: https://doi.org/10.46243/jst.2021.v6.i04.pp494-501

[2] Anupama Sharma (2025) Optimizing employee satisfaction in India's IT sector: a focus on employer branding Humanit Soc Sci Commun 12, 512 (2025). https://doi.org/10.1057/s41599-024-03689-9

[3] Mrs. Kavitha Dasari (2019) Impact of Job Satisfaction on Employee Job Performance in Information Technology Industry –A Select Study in Bangalore 2019; 10(1): 49-52. doi: 10.5958/2321-5763.2019. 00009.X

[4] Brikend AZIRI (2011) JOB SATISFACTION: A LITERATURE REVIEW VOL. 3 ISSUE 4 (2011) PP: 77-86 ISSN 2067- 2462

[5] Dr. S. Beulah Mabel (2018) A REVIEW OF EMPLOYEES SATISFACTION TOWARDS BENEFITS PROVIDED BY THE ORGANISATION Volume 5, Issue 7 www.jetir.org (ISSN-2349-5162)

[6] Md. Abu Issa Gazi (2024) Analyzing the impact of employee job satisfaction on