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A STUDY OF JOB SATISFACTION AMONG EMPLOYEES AND WORKPLACE EXPERIENCE AT MARUTI SUZUKI PVT. LTD.

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ABSTRACT

This project titled “A Study of Job Satisfaction Among Employees and Workplace Experience at Maruti Suzuki Pvt. Ltd.” was conducted to analyze the satisfaction level of employees and understand the factors influencing their work experience. Employee satisfaction plays a vital role in improving productivity, motivation, and organizational performance. The study adopted a survey research design and primary data was collected through a structured questionnaire consisting of multiple-choice questions. A sample size of 100 employees was selected using the convenience sampling method during the period from 20 May 2024 to 20 July 2024. Statistical tools such as percentage analysis, hypothesis testing, and chi-square tests were used for analysis, supported by bar graphs and pie charts for data presentation. The findings revealed that a majority of employees were satisfied with the organization, work environment, supervisors, compensation, team spirit, and feedback system. Employees also expressed positive opinions regarding job roles and managerial support. However, some respondents highlighted areas requiring improvement, such as skill utilization, motivation, employee relationships, and career growth opportunities. The study concludes that maintaining both intrinsic and extrinsic motivational factors is essential to ensure higher employee satisfaction and organizational success in the competitive automobile industry.

Keywords: Employee Satisfaction, Maruti Suzuki, Job Satisfaction, Work Environment, Organizational Performance.

INTRODUCTION

Maruti Suzuki is one of India's leading automobile manufacturers, known for producing a wide range of cars that cater to various market segments. The company was established in 1981 as Maruti Udyog Limited and later became Maruti Suzuki India Limited in 2002 after Suzuki Motor Corporation of Japan acquired a majority stake.

Maruti Suzuki played a significant role in revolutionizing the Indian automotive industry. It introduced affordable and reliable cars, making car ownership accessible to the middle class in India. The brand is widely recognized for models like the Maruti 800, Alto, Swift, Dzire, and Baleno, which have become household names.

Maruti Suzuki is also known for its strong emphasis on fuel efficiency, after-sales service, and a widespread network of dealerships and service centers across India. Over the years, it has become synonymous with the concept of "Made in India," contributing greatly to the country's automotive growth. Additionally, the company has expanded its portfolio to include hybrid and electric vehicles, aligning with global trends toward sustainability.

Through its long-standing presence and innovations, Maruti Suzuki continues to be a dominant player in the Indian car market.

Maruti Suzuki India Limited is a subsidiary of Suzuki Motor Corporation, Japan. The company was established in 1981 as Maruti Udyog Limited by the Indian government to promote car production in India, which was a nascent industry at the time. Suzuki Motor Corporation entered into a joint venture with the Indian government in 1982, which marked the beginning of Maruti's journey. The first model to be launched was the Maruti 800 in 1983, which became an instant hit due to its affordability, fuel efficiency, and compact size, perfectly suited for India's urban and rural roads.

Maruti Suzuki has a significant manufacturing footprint in India, with multiple plants in locations such as Manesar and Gurgaon. The company also has a widespread dealership and service network, which ensures that its vehicles reach almost every corner of India. The Maruti Suzuki brand enjoys a commanding presence in both urban and rural markets due to its extensive affordability and reliability.

INDUSTRY PROFILE

History Of Industry

In 1769, a French engineer CAPTAIN NICHOLAS built the first load vehicle propelled by its own power. It was a three-wheeler, four seated vehicle fitted with steam engine. It attained a speed of about 21/2 M.P.H for 15 minutes. The first car was built by LENIOR in 1862.

His innovation was a compact of the internal-combustion engine powered by gas. Petrol- powered version soon followed, and the design was widely adopted.

The first mass production car, the model T Ford, was introduced in 1908, and by 15 million had been sold. Today's engine works on similar principles, although cars now are designed for greater efficiency, safety and comfort.

In 1920's the major developments were made in every car's features. The designers tried to produce a vehicle which will function at all conditions and which were comfortable to ride and easy to operate. Increase life of types, independent, front wheel suspension, four wheeler hydraulic brakes, high compression ratio, high power, use of new materials and hundreds of other changes have been made.

COMPANY PROFILE

This chapter consists of overview of Maruti Suzuki India Limited and Hyundai Motors India Limited with respect to Manufacturing facilities, Corporate Milestones, Sales and Service network with their few popular brands. History & Milestone of Maruti Suzuki India Limited: Maruti Suzuki is one of the leading automobile manufacturing companies in India. It is the market leader in the automobile industry both in terms of production and revenue generation. The history of Maruti Suzuki is very fascinating. In the year February 1981, Maruti Udyog Limited was incorporated under the provisions of the Indian companies act,

1956.

The major objectives of Maruti Udyog were to modernize the Indian automobile industry, to produce fuel-efficient cars and mass number of vehicles. The company was formed as a government company, with Suzuki as a minor partner, to make people's car for middle class India. In October 2, 1982, the company signed the license and joint venture agreement with Suzuki Motor Corporation of Japan. In the year 1983, the company started their productions and launched Maruti 800.

In the year 1983, the company launched its most awaited Maruti Omni and in 1985, the company launched Maruti Gypsy in the Indian Market. The Gypsy was the first modern four-wheel drive vehicle in the Indian market. In June 1986, the company launched new model of Maruti 800. In the year 1987, the company forayed into the foreign market by exporting first lot of 500 cars to Hungary. In the year 1990, the company launched India's first three box car, sedan

i.e. Maruti 1000.

In the year 1992, Suzuki Motor Corporation, Japan increased their stake in the company to 50 percent. In the year 1993, the company introduced the Maruti Zen and in 1994 the company launched Maruti Esteem in the market. In the year 1995, the company commenced their second plant. In the year 1997, the company started Maruti Service Master as model workshop in India to look after sales services. In the year 1999, the third plant with new press, paint and assembly shops became operational. With the growing demand of customers in the Indian automobile market the company launched Maruti Alto in 2000.

In the same year i.e in 2000, the company launched a call centre. This was the first time a car company had ever launched a call centre in India.

In this year, Maruti set up a website for its Wagon-R car, introduced a new model of Zen, got the IRTE National award for its safety initiative, traffic management and environment protection, launched the Baleno and the Wagon-R with electric power steering. Maruti introduced its first CNG.

REVIEW OF LITERATURE

Shinde Govind P. & Dubey Manisha (2011) the study has been conducted considering the segments such as passenger vehicle, commercial vehicle, utility vehicle, two and three wheeler vehicle of key players performance and also analyze SWOT analysis and key factors influencing growth of automobile industry.

Sharma Nishi (2011) studied the financial performance of passenger and commercial vehicle segment of the automobile industry in the terms of four financial parameters namely liquidity, profitability, leverage and managerial efficiency analysis for the period of decade from 2001-02 to 2010-11. The study concludes that profitability and managerial efficiency of Tata motors as well as Mahindra & Mahindra ltd are satisfactory but their liquidity position is not satisfactory. The liquidity position of commercial vehicle is much better than passenger vehicle segment.

Singh Amarjit & Gupta Vinod (2012) explored an overview of automobile industry. Indian automobile industry itself as a manufacturing hub and many joint ventures have been setup in India with foreign collaboration. SWOT analysis done there are some challenges by the virtue of which automobile industry faces lot of problems and some innovative key features are keyless entry, electrically controlled mechanisms enhanced driving control, soft feel interiors and also need to focus in future on like fuel efficiency, emission reduction safety and durability.

Zafar S.M.Tariq & Khalid S.M (2012) the study explored that ratios are calculated from financial statements which are prepared as desired policies adopted on depreciation and stock valuation by the management. Ratio is simple comparison of numerator and a denominator that cannot produce complete and authentic picture of business. Results are manipulated and also may not highlight other factors which affect performance of firm by promoters.

Ray Sabapriya (2012) studied the sample of automobile companies to evaluate the performance of industry through indicators namely sales, production and export trend etc for period of 2003-04 to 2009-10. The study finds that automobile industry has been passing through disruptive phases by over debt burden, under utilization of assets and liquidity instability. The researcher suggested to improving the labour productivity, labour flexibility and capital efficiency for success of industry in future.

Dawar Varun (2012) Study to analyze the effect of various fundamental corporate policy variables like dividend, debit, capital expenditure on stock prices of automobile companies of India. The study tends that dividend & investment policy are relevant and capital structure irrelevant to stock prices.

Mistry Dharmendra S. (2012) understood a study to analyze the effect of various determinants on the profitability of the selected companies. It concluded that debt equity ratio, inventory ratio, total assets were important determinants which effect positive or negative effect on the profitability. It suggested to improve solvency as to reduce fixed financial burden on the company profit & give the benefit of trading on equity to the shareholders.

Murlidhar, A. Lok Hande & Rana Vishal S. (2013) the author tries to evaluate the performance of Hyundai Motors Company with respect to export, Domestic Sales, productions and profit after tax. For this purpose, the pie chart and bar graph are used to show the performance of company various years.

Dharmaraj, A. and Kathirvel N. (2013) explored an overview of new industrial policy act 1991, which allow 100 percent foreign direct investment. An attempt is made to find out the effect of FDI on financial performance of automobile industry. It is concluded that the liquidity ratios shows minor changes and profitability shows an increasing trend during post FDI when compared to pre FDI. Post FDI efficiency ratio shows that companies are efficiently utilizing the available resources

Rapheal Nisha (2013) the author tries to evaluate the financial performance of Indian tyre industry. The study was conducted for period 2003-04 to 2011-12 to analyze the performance with financial indicators, sales trend, export trend, production trend etc. The result suggests the key to success in industry is to improve labour productivity and flexibility and capital efficiency.

Hotwani Rakhi (2013) the author examines the profitability position and growth of company in light of sales and profitability of Tata Motors for past ten years. Data is analyzed through ratios, standard deviations and coefficient of variance. The study reveals that there not exists a strong relationship between sales & profitability of company.

Sharma Rashmi, Pande Neeraj & Singh Avinash (2013) for understanding how social media monitoring can help diving the consumer decision & also study. The functions of social media i.e. monitor, responses amplify and lead at maruti Suzuki India ltd. The researcher had discussion with social media team median managers for collecting data & also visited the official social media sites of MSIL. Daniel A.

Moses Joshunar (2013) the study has been conducted to identify the financial strength weakness of the Tata motors Ltd. using past 5 year financial statements. Trend analysis & ratio analysis used to comment of financial status of company. Financial performance of company is satisfactory and also suggested to increase the loan levels of company for the better performance.

Dhole Madhavi (2013) Investing the impact of price movement of share on selected company performance. It advises due investors consider various factors before choosing the better portfolio. Sentimental factors do play a role in price movement only in short term but in long run annual performance is sole factor responsible for price movement.

RESEARCH METHODOLOGY

The data need for the study is collected from the employees, through questionnaire. Analysis and interpretation have been done by using the statistical tools and data presented through tables and charts.

Research Design

The study was based on survey method. The aim of the study is to find satisfaction levels of employees.

Sample Design

A sample design is a definite plan for obtaining a sample from a given population. Convenience sampling method used in selected samples.

Period Of Study

This study on employee satisfaction was conducted during the period of 20 may 2024 to 20 july 2024

Sample Size

The sample size of this study is 100

Data Collection

The data collected for the study consists of both primary and secondary data.

Primary Data

In this study primary data were collected through personnel interview using questionnaire.

Secondary data for this study was collected from.

- Preciously published records, statistics, research summer internships and documents. .
- Books, Periodical and Websites.

Questionnaire

In this study the researcher has used a questionnaire consisting of twenty-two multiple choice-based questions.

Tools Used for Analysis

Percentage Analysis, Hypothesis Testing, Chi-square Test are used as statistical tools for the analysis.

Graphical Representation of Data

Graphical Representation tool such as Bar Graphs and Pie charts has been used for the data analysis.

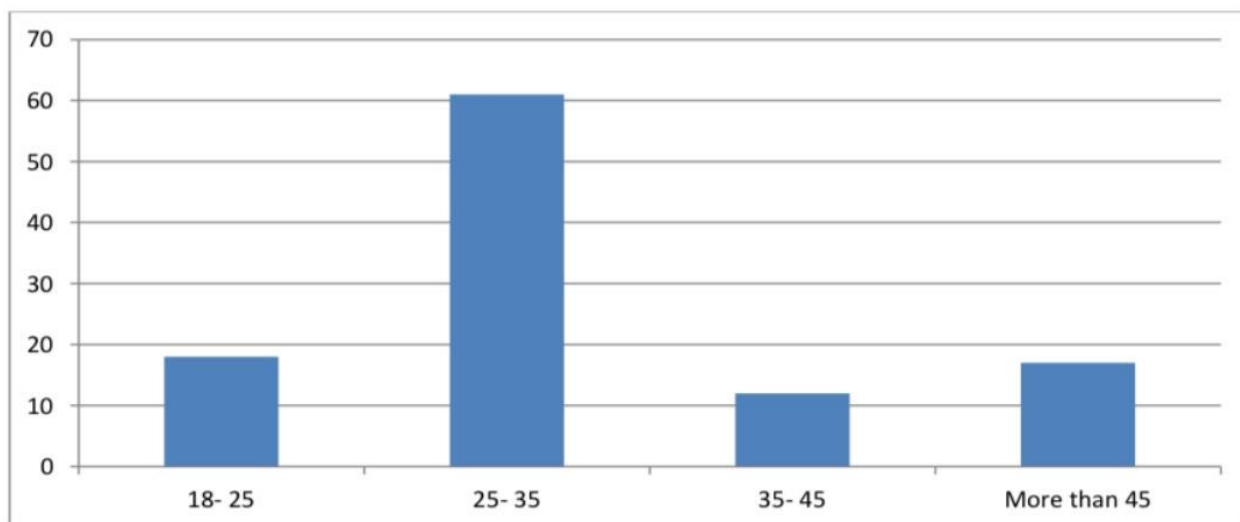
Data Analysis and Interpretation

Percentage Analysis

Age of the Respondent Table No. 1

Age	No. Of. Respondent	Percentage
18-25	25	21%
25-35	35	41%
35-45	22	20%
More Than 45	18	18%
Total	100	100%

CHART NO. 1



Age of the respondent

Interpretation

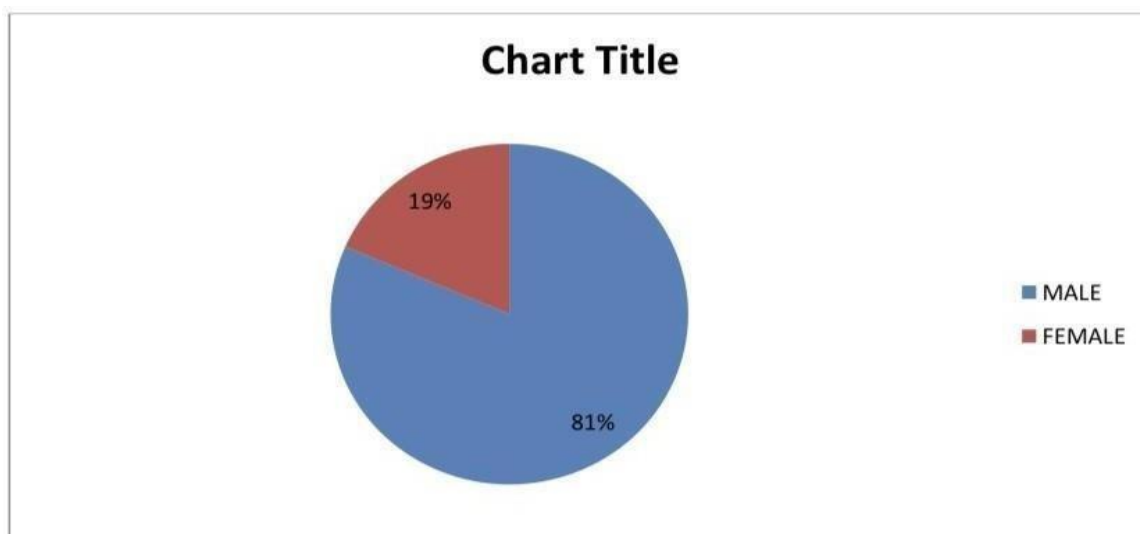
Form the above table it is interpreted 21% of respondent are of age group 18-28, 41% of them belong to age group 25-35 and 20% belong of the age group 35-45 and 15% belong to age group more than 45.

Gender of the respondent

TABLE NO.2

Gender	No.Of. Respondent	Percentage
Male	81	81%
Female	19	19%
Total	100	100%

CHART NO. 2



Gender Of the Respondents

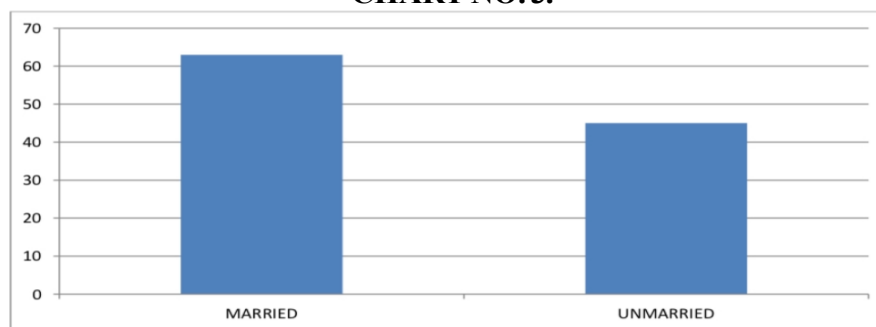
Interpretation

From the above table, it is interpretation that 81% of respondent are male category and 19% belong female category.

Marital status of the respondent TABLE NO. 3

Gender	No. of. Respondent	Percentage
Married	60	60%
Unmarried	40	40%
Total	100	100%

CHART NO. 3.



Marital status of the respondent Interpretation

From the above table, it can be interpreted that out of the option given 60% of respondent are married, 40% of respondent are unmarried.

FINDINGS

Majority of employees heard about the position from friend and recruiter. Maximum of the employees are recruited by employee referral or linkedin.

Majority of the employees are extremely satisfied with the Organization. +All respondents got offer letter by mail and WhatsApp.

Majority of the respondents found work in Maruti suzuki pvt. Ltd.is easy. Most of the people have less than 6 months of job experience at Maruti Suzuki pvt. Ltd.

Majority of people felt team spirit in the company. Some people felt neutral about the team spirit in the company None respondent is dissatisfied about the supervisor listening to their opinions and suggestions.

Majority of workers agree with the satisfaction level towards trainers and supervisors of the organization Some people felt neutral and some does not feel at all in the organization.

Majority of people feel proud to connect with the organization.

Majority of the people feel that the employees get regular feedback from their superior regarding their performance.

Majority of the people satisfied with the level of trust the manager shows towards the team Majority of people say that they find their job role interesting and challenging. Some of them does not find their job role interesting and challenging.

Majority of people agrees with the superior caring about employees as a person Majority of the respondent overall satisfied with the company.

Majority of people feels like their job utilize their skills and abilities as much as it could.

Some of people feels like their job does not utilize their skills and abilities as much as it could.

Majority of people are satisfied with the current compensation and benefits offered by the company Some of the people are not satisfied with the current compensation and benefits offered by the company.

SUGGESTION

- Majority of the respondent are happy and satisfied at their work. Hence 15% of the respondent are selected 60% happy in there work we need to find the solution to give 100% Happy at their work.
- Sufficient opportunities should be given to employees to improve their skills.
- Majority 75% of the respondent are said that they have a strong relationship with the co- workers. Hence 23% of them are said No we need to find the solution and give the employees a strong relationship to make a positive work space with the co-workers and support your fellow team members.
- Majority 66.9% of the respondent are Feel Motivated and energized while arrive at the office at morning. Hence some of them are selected I can manage stressful situation and can't wait to go home we need to find solution to give every employee to get motivated and energized.
- Majority 65.7% of the respondent are selected Agree morale in there department is high. Hence 17% of them are selected Neither agree or disagree have Measure the employees morale regularly and make positive changes.
- Majority 45.1% of the respondent are selected Moderately sense of accomplishment. Hence 19.9% of them selected Not at all we need to find solution and give them a great sense of accomplishment and give them have skill and opportunity to make a measurable contribution in work. .
- To get a personal growth in the company they should promote and acknowledge and encourage outside development.
- To feel valued for your contribution you should a meaningful work and celebrate achievements and make time for the team.

CONCLUSION

From the study it was identified that the most of the employees are satisfied with the organization.

Majority of the employees are satisfied with compensation, work provided & timings and majority of

people feels like their job utilize their skills and abilities as much as it could.

Almost every person was satisfied in working with the supervisor. Employees find their find their job role interesting and challenging. employees are satisfied with the organization.

Job satisfaction among employees is an important aspect of achieving desired productivity target and remaining sustainable. It can be said that, organizations need to nurture both the extrinsic and intrinsic factors, which are responsible for developing and maintaining positive effect on the level of job satisfaction among employees. In this summer internshipI made an attempt to investigate the concept of job satisfaction among the employees in the Maruti Suzuki pvt. Ltd..

I also made an questionnaire and it was filled up the employees of the organization to know the satisfaction level of the employees.

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