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## RESEARCH ARTICLE

### PERCEPTION ABOUT JOB SATISFACTION AMONG WORKING WOMEN IN KASHMIR (RURAL AND URBAN POPULATION)

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#### ABSTRACT

Work is a purposeful human activity which is directed towards the satisfaction of human needs and desires. It is obvious that work needs to be satisfying the job for a mutual beneficial relationship between employee and employer. Job satisfaction creates innovative ideas among the employees and thus individuals may become more loyal towards the organization. It is nothing but having a work environment where an employee's activities become more important. This means implementing procedures or policies that make the work less routine and more rewarding for the employee. The term "work" is being used to paid work or employment. Work establishes one in the community of human kind. It links a person to others, advances the goals of culture, and gives purpose to one's existence. The objective of this research is to study the working environment, job satisfaction, working hours, satisfactory salary, carrier prospects and various other parameters.

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#### INTRODUCTION

The extent of Job satisfaction among women is becoming an important aspect in life to carry out successful accommodation to the world of work. It shows relationship between employees and their total working environment and considers people as an asset to the organization rather than cost. This approach believes that people can perform to their best if they are given enough autonomy in managing their work and make decision. And, so quality of work life is viewed as an alternative to the control approach of managing people. Warr *et al.* (1979) defined quality of working life as indicative of variety of apparently relevant factors, including work involvement, intrinsic job motivation, higher order need strength, perceived intrinsic job characteristics, job satisfaction, life satisfaction, happiness, and self-rated anxiety. Direct participation of employees in problem solving and decision making particularly in areas related to their work is considered to be necessary condition for providing greater autonomy and opportunity for self-direction and self-control. This will result in upgrading the Quality of work life. In today's work environment, organizations need to be flexible, and adopt a

strategy to improve the employees 'Quality of Work Life' to satisfy both the organizational objectives and employee needs. Effective quality of work life practices in organizations makes its impact on employee performance and the overall organization performances. Work life balance entails attaining equilibrium between professional work and other activities, so that it reduces friction between official and domestic life. Work life balance enhances efficiency and thus, the productivity of an employee increases. It enhances satisfaction, in both the professional and personal lives. The findings of the study revealed that the majority of the women Employees feel comfortable in their work place irrespective of their trivial personal and work place irritants (Varatharaj *et al.*, 2012). The morale and job satisfaction plays a vital role in overall performance of the employees in the workplace. The study concluded that social status, supportive colleagues and feeling secure about the job were the top three best reasons for working in the banks. It suggested that pay, decision making authority, and promotional policy were the three top priorities for improving the work environment (Jamal *et al.*, 2012). The various variables that are responsible for employee satisfaction such as Organization development, Job security, Work task, Policies of compensation and benefit and opportunities etc. The Study concluded that an organization should develop strategies that strengthen the work environment and increase the employee morale and employee satisfaction to enhance

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employee performance and productivity, which ultimately results in high profits, customer satisfaction as well as customer retention (Alam Sageer *et al.*, 2012). The basic strategy for improving the quality of work life is to identify employee's important needs and to satisfy those needs. The study also indicated that dissatisfaction might happen due to lack of recognition, tedious work, unhealthy peer relations, poor working conditions, low self-esteem, occupational stress, heavy work load, monotony, fatigue, time pressures, job insecurity, instability of job (Jeyarathnam *et al.*, 2011). The relationship between employee satisfaction and work-life balance was studied which consists of career opportunity, recognition, work tasks, payments, benefits, superior subordinate relationship, employee satisfaction, and work-life balance. This study makes a contribution to join two distinct research streams, namely employee satisfaction, and work life balance. Findings suggest that high correlation exists between work task and employee satisfaction with a mediator variable namely work-life balance (Sakthivel Rania *et al.*, 2011). The University of Hawaii describes the changes in Quality of work life from 1998 to now. The objective of the study was to find out the current level of satisfaction. The result showed that salary was the main variable for satisfaction from year 1998 to 2006. Faculty relations and community services is the most positive elements in faculty work life and other finding was campuses faculty are generally more satisfied than others (Linda K. Johnsrud, 2006).

## MATERIALS AND METHODS

The present study was done to assess the Quality of Life among Working Women in Kashmir which includes both rural and urban population. A cross sectional study was conducted in Kashmir (Rural and Urban) and a sample of 100 respondents were taken. The data was collected via self-administered questionnaire. In the present study, both the primary as well as secondary sources of data were used. The analysis was done by simple frequency analysis, percentage analysis, chi-square test and p-value.

## RESULT AND DISCUSSION

Table 1 shows the proficiency of the working with the organization. 26 (52%) rural women employees have been working with the organization since 0-5 years, 15 (30%) 5-10 years, 7 (14%) 10-15 years and only 2 (4%) work more than 15 years. About 30 (60%) of urban women employees have been working since 0-5 years and rest 20 (40%) work 5-10 years. Hence the bivariate values  $\chi^2(10.0)$  and p-value (0.01) depicts that urban and rural employees are working with the organization from many years and this proves the positive correlation with variables. Further it shows the physical working condition of the organization. Majority of the respondents 27 (54%) of rural women employees concur that their physical working condition is good, 22 (44%) average and only 1 (2%) responded poor working condition. While as 28 (56%) of urban women employees infer that their physical working condition is good, 21 (42%) average and only 1 (2%) responded poor working condition. Hence the statistical data  $\chi^2(41.0)$  and p-value (0.97) illustrate that the respondent both the rural and urban women employees that they have good physical working condition in department which shows the highly positive correlation with variables. Similar findings were reported by *Bhakthi Jagodaarachchi* in her research paper *Employee Job Satisfaction*.

Table 2 depicts that the respondents feel delighted with the working environment, of which 23 (46%) of rural women employees feels good with their working environment, 22 (44%) feels very good, 4 (8%) feels excellent and only 1 (2%) responded average working environment. While as 25 (50%) of urban women employees agreed that their working environment is very good, 16 (32%) good, 5 (10%) excellent and only 4 (8%) responded average working environment. Hence the multivariate values  $\chi^2(3.35)$  and p-value (0.34) render that the respondents both the rural and urban women employees that their working environment is very good which shows the positive correlation with variables.

Similar findings were recorded by *R. Jain* in his research paper *Impact of Work Environment on Job Satisfaction*. Further it reveals that majority of the respondents feel convenient with the working hours of the organization. About 44 (88%) rural women employees are satisfactory with working hours, 3 (6%) highly satisfactory and only 3 (6%) responded dissatisfactory with the working hours. Regardless 37 (74%) urban women employees are satisfactory, 8 (16%) highly satisfactory and only 5 (10%) responded dissatisfactory with the working hours. Hence the statistical data  $\chi^2(3.37)$  and p-value (0.18) shows both the rural and urban women employees feel comfortable with the working hours and feel satisfactory which shows the positive correlation with variables. Furthermore, table divulge that working gives respondents the feeling of security, of which 37 (74%) from rural women employees responded that working gives feeling of security, 13 (26%) did not agreed with the same. In addition 29 (58%) of urban women employees are of the view that working gives feeling of security and 21 (42%) responded that working did not provide them feeling of security. Hence the bivariate values  $\chi^2(2.85)$  and p-value (0.05) depicts that the respondents both the rural and urban women employees that working gives them feeling of security which shows the positive correlation with variables.

Table 3 shows that the majority of the rural women employees agree that the department provide training for enriching their skills. About 32 (64%) rural employees accede, 18 (36%) did not accede with the training provided by the department. Whereas, 29 (58%) urban women employees accede and 21 (42%) did not accede with the training provided by the department. Hence the statistical value  $\chi^2(4.85)$  and p-value (0.02) rural women employees convey that the department provides training and urban women employees did not convey the same. So the correlation is negative with the variables. Further employees are of the view that the proper training can improve their productivity in which 40 (80%) of rural women employees agree, 10 (20%) did not agree with the proper training of the department. In contrary 31 (62%) of the urban women employees agree and 19 (38%) did not agree with the proper training of the department. Hence the bivariate value  $\chi^2(3.93)$  and p-value (0.04) shows proper training improves productivity of the respondents which shows the positive correlation with figures. Besides the quality of work life helps them to improve productivity of the department. In which 32 (64%) agree with the department, 18 (36%) did not agree with the productivity of the department. Whereas 29 (58%) of urban women employees agree with the department and 21 (42%) did not agree with the productivity of the department. Hence the statistical data  $\chi^2(3.78)$  and p-value (0.53) reveals that quality of work life helps to improve productivity which shows the positive correlation with variables.

Table 1. Working life of the respondents (n=100)

Parameters	Responses	DWELLING						$\chi^2$	P-value
		Rural		Urban		Total			
		Frequency	Percent (%)	Frequency	Percent (%)	Frequency	Percent (%)		
Working with organization	0-5 years	26	52.0%	30	60.0%	56	56.0%	10.0	0.01
	5-10 years	15	30.0%	20	40.0%	35	35.0%		
	10-15 years	7	14.0%	0	0.0%	7	7.0%		
	More than 15 years	2	4.0%	0	0.0%	2	2.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		
Physical working condition	Good	27	54.0%	28	56.0%	55	55.0%	41.0	0.97
	Average	22	44.0%	21	42.0%	43	43.0%		
	Poor	1	2.0%	1	2.0%	2	2.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		

Table 2. Working environment of the respondents (n=100)

Parameters	Responses	DWELLING						$\chi^2$	p-value
		Rural		Urban		Total			
		Frequency	Percent (%)	Frequency	Percent (%)	Frequency	Percent (%)		
Working environment	Excellent	4	8.0%	5	10.0%	9	9.0%	3.35	0.34
	Very good	22	44.0%	25	50.0%	47	47.0%		
	Good	23	46.0%	16	32.0%	39	39.0%		
	Average	1	2.0%	4	8.0%	5	5.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		
Comfortable with working hours	Highly satisfactory	3	6.0%	8	16.0%	11	11.0%	3.37	0.18
	Satisfactory	44	88.0%	37	74.0%	81	81.0%		
	Dissatisfactory	3	6.0%	5	10.0%	8	8.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		
Working gives you feeling of security	Yes	37	74.0%	29	58.0%	66	66.0%	2.85	0.05
	No	13	26.0%	21	42.0%	34	34.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		

Table 3. Training session of the respondents (n=100)

Parameters	Responses	DWELLING						$\chi^2$	P-value
		Rural		Urban		Total			
		Frequency	Percent (%)	Frequency	Percent (%)	Frequency	Percent (%)		
Department provide training	Yes	32	64.0%	21	42.0%	53	53.0%	4.85	0.02
	No	18	36.0%	29	58.0%	47	47.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		
Proper training improves productivity	Yes	40	80.0%	31	62.0%	71	71.0%	3.93	0.04
	No	10	20.0%	19	38.0%	29	29.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		
Quality of work life helps to improve productivity	Yes	32	64.0%	29	58.0%	61	61.0%	3.78	0.53
	No	18	36.0%	21	42.0%	39	39.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		

Table 4. Motivational factors regarding job (n=100)

Parameters	Responses	DWELLING						$\chi^2$	p-value
		Rural		Urban		Total			
		Frequency	Percent (%)	Frequency	Percent (%)	Frequency	Percent (%)		
Factor motivate you most	Salary hike	17	34.0%	17	34.0%	34	34.0%	2.41	0.66
	Promotion	25	50.0%	23	46.0%	48	48.0%		
	Leave	4	8.0%	8	16.0%	12	12.0%		
	Motivational talk	1	2.0%	1	2.0%	2	2.0%		
	Recognition	3	6.0%	1	2.0%	4	4.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		
Facilities motivate in improving productivity	Yes	32	64.0%	24	48.0%	56	56.0%	2.59	0.10
	No	18	36.0%	26	52.0%	44	44.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		
Satisfactory salary	Yes	25	50.0%	19	38.0%	44	44.0%	1.46	0.22
	No	25	50.0%	31	62.0%	56	56.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		

Table 5. Communication of the respondents with department (n=100)

Parameters	Responses	DWELLING						$\chi^2$	p-value
		Rural		Urban		Total			
		Frequency	Percent (%)	Frequency	Percent (%)	Frequency	Percent (%)		
Communication & information flow	Yes	43	86.0%	36	72.0%	79	79.0%	29.54	0.08
	No	7	14.0%	14	28.0%	21	21.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		
Free to perform duties	Yes	37	74.0%	30	60.0%	67	67.0%	3.03	0.22
	No	13	26.0%	20	40.0%	33	33.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		
Good carrier prospect	Yes	38	76.0%	29	58.0%	67	67.0%	3.66	0.05
	No	12	24.0%	21	42.0%	33	33.0%		
	Total	50	100.0%	50	100.0%	100	100.0%		

Similar findings were reported by Burke (1998) in his research paper Training and development activities and carrier success among working women.

Table 4 validate that majority of the respondents agreed that promotion is the factor which motivate them most. About 25 (50%) of rural women employees accede with the promotion, 17 (34%) salary hike, 4 (8%) leave and only 1 (2%) agree that motivational talk is the factor. While as 23 (46%) agreed with the promotion, 17 (34%) salary hike, 8 (16%) leave and only 1 (2%) responded that motivational talk is the factor which motivates them most. Hence the statistical data  $\chi^2(2.41)$  and p-value (0.66) shows that the promotion is the factor which motivates them most both in rural and urban women employees which shows the positive correlation with variables. In addition table also shows that most of the respondents 32 (64%) rural women employees agreed that the facilities provided by the department helps them to increase their productivity and 18 (36%) did not agreed for the same. However 26 (52%) urban women employees are of the view that the facilities did not motivate them to improve their productivity although 24 (48%) agreed. Hence the data  $\chi^2(2.58)$  and p-value (0.10) shows facilities provided by the department motivate them in improving the productivity which renders the positive correlation with variables. Further it reveals that majority 25 (50%) rural women employees did not agreed that the department provide satisfactory salary, 25 (50%) feels satisfactory with the salary provided by the department. Apart from this 31 (62%) did not feel satisfactory with the salary and only 19 (38%) are satisfied with the salary provided by the department. Hence the bivariate values  $\chi^2(1.46)$  and p-value (0.22) shows that rural women employees agree that the department provides satisfactory salary but urban women employees did not agree. So it shows slightly negative correlation with variables.

Table 5 infers that the communication and information flow of the department is satisfactory. Of which 43 (86%) rural women employees agree, 7 (14%) did not agree with the communication and information flow of the department. While as 36 (72%) urban women employees agree and 14 (28%) did not agree with the communication and information flow of the department. Hence the statistical value  $\chi^2(29.54)$  and p-value (0.08) reveals that both the rural and urban women employees viewed that the communication and information flow between the departments is satisfactory which shows the positive correlation with variables. Moreover majority of the respondents opined that they working environment is good. About 37 (74%) rural women employees are free to perform their duties, 13 (26%) are not free to perform their duties. In contradict 30 (60%) of urban women employees are free to

perform their duties and 20 (40%) are not free to perform their duties. Hence the bivariate variables  $\chi^2(3.30)$  and p-value (0.22) shows that the rural and urban women employees are free to perform their duties and it shows the positive correlation with variables. Furthermore table shows that the respondents are of the view that their department provide good carrier prospectus, of which 38 (76%) of rural women employees agree, 12 (24%) did not agree with the good carrier prospectus of the department. Whereas 29 (58%) of urban women employees agree that there is good carrier prospectus and 21 (42%) did not agree with the good carrier prospectus of the department. Hence the statistical data  $\chi^2(3.66)$  and p-value (0.05) infers that both rural and urban women employees convey that there is a good carrier prospect in department which shows the positive correlation with variables.

### Conclusion

The study is related to different types of occupations in government and private sectors and it includes both rural and urban population. In present world, Quality of Work Life plays a crucial role and a number of dimensions were considered for evaluating the job satisfaction. In this scenario, high quality of work life is essential for organizations to continue to attract and retain employees. Moreover the literature review discussed above also supports the relationship between Quality of work life, employee performance, working environment, productivity and career growth aspects. The study indicated that increase in quality of work life results in increase in productivity and women employees are satisfied with the working atmosphere and job security measures of the organization. It was concluded that the physical working condition of urban women employees is better than rural women employees. However, rural women employees feel much comfortable with the working hours and they get the feeling of security as compared to urban women employees. In regard to training provided by the department rural women employees agreed that department provide timely trainings whereas, urban women employees did not agree for the same. Urban women employees did not feel satisfied with the salary provided by the department in contrast to rural women employees. In case of communication flow and carrier prospectus rural women employees feel contended that department gives good opportunities for growth in career, than urban women employees.

### Recommendations

For better working and skill enrichment respondents should firstly survey or gather information about the department after then they should join that department.

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