

Examining Employee Contentment In Hwashin Automotive India Private Limited

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Abstract

This study examines employee satisfaction within Hwashin Automotive India Private Limited, aiming to understand factors shaping employee expectations and satisfaction. Through analyzing the company's working environment, benefits, and grievances handling, the research identifies areas for improvement and proposes initiatives to elevate satisfaction levels. It also explores the relationship between working conditions, benefits, grievances, and employee loyalty. The study aims to foster a supportive work environment by proactively addressing job needs and expectations, thus cultivating a loyal, dedicated workforce. By providing actionable insights, the research contributes to enhancing employee satisfaction, driving organizational growth, and ensuring long-term success for Hwashin Automotive India Private Limited in a competitive business landscape.

Key Words: Employee satisfaction, benefits, grievances, loyalty, initiatives, growth.

1. INTRODUCTION

In the dynamic realm of modern businesses, the concept of employee satisfaction is more than just a trendy phrase—it's a fundamental pillar of organizational prosperity. As companies navigate through a landscape marked by intense competition and evolving market demands, the significance of nurturing a satisfied workforce cannot be overstated. This article aims to delve deep into the intricacies of employee satisfaction, exploring its multifaceted impact on organizational performance, productivity, and long-term growth.

When employees feel valued, supported, and fulfilled in their roles, they are more likely to demonstrate higher levels of engagement, productivity, and commitment. This, in turn, has a ripple effect, influencing customer satisfaction, organizational growth, and overall productivity. Numerous factors contribute to employee satisfaction, including but not limited to promotion policies, working conditions, job responsibilities, career prospects, and the quality of relationships between management levels. By strategically addressing these factors, organizations can foster a work environment conducive to employee motivation and performance. Moreover, the automotive industry, a significant economic driver in various countries including Turkey, underscores the importance of maintaining a conducive work environment.

OBJECTIVE

- To study about Employee satisfaction level in Hwashin Automotive India Private Limited.
- To analyze the company's working environment.
- To understand the benefits and Employee Grievances in the working condition.
- To suggest some initiatives and changes to remove the factors affecting the satisfaction level.

1.1 RESEARCH METHODOLOGY

Structured questionnaire is used for gathering data from the respondents for the study. Deductive methodology is used to collect the data. The secondary data is collected from the records, text books and journals. In the present study as the population size is infinite and decided to select 101 as sample size. The research is descriptive research. The objective is that to get the accurate response from the respondents. The statistical tools like Regression Analysis and Chi square Test has been used to analyse the relation between independent variable (Rewards, Salary and benefits, Opportunity and development) and dependent variable (over all job satisfaction of the employees).

1.2 STATISTICAL TOOLS AND ANALYSIS

REGRESSION ANALYSIS

Regression Analysis used to find the Relationship between overall job satisfaction and Engagement Practices in Hwashin Automotive India Private Limited.

Null Hypothesis [H0]:

There is no significant Relationship prevails between the overall job satisfaction and total rewards of employees working in Hwashin Automotive India Private Limited.

Alternative Hypothesis [H1]:

There is a significant Relationship prevails between the overall job satisfaction and total rewards of employees in Hwashin Automotive India Private Limited.

1.2. Table no 1

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	20.689	3	6.896	4.740	.006 ^b
Residual	66.931	46	1.455		
Total	87.620	49			

a. Dependent Variable: How satisfied are you with your overall job?

Predictors: (Constant), How satisfied are you with the work-life balance offered by the company? ,

Table no 2

Coefficients

	Unstandardized Coefficients	Standardized Coefficients		

Model				T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.372	0.632		2.172	0.035
Satisfaction level of work life balance	-	0.131	-0.018	-	0.891
	0.018	0.146	0.37	0.138	0.014
	0.37	0.131	0.196	2.544	0.18

a. Dependent Variable: How satisfied are you with your overall job?

1.2. Table no 3

Model Summary

Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate
1	.486 ^a	.236	.186	1.206

1.3

1.4 INFERENCE:

From the Regression analysis it is found to be positive regression which prevails between overall job satisfaction and Engagement Practices of employees working in Hwashin Automotive India Private Limited.

[r = 0.035, p >0.05].

Hence H0 is rejected and H1 is accepted, there is a significant Relationship which prevails between the Overall Job satisfaction and Engagement Practices of the employees working in Hwashin Automotive India Private Limited.

CHI SQUARE TEST

1.4.

1.4. Null Hypothesis [H0]:

1.4. There is no significant Relationship prevails between age and the overall job satisfaction of the employees working in Hwashin Automotive India Private Limited.

1.4.

1.4. Alternative Hypothesis [H1]:

There is significant Relationship prevails between age and the overall job satisfaction of the employees working in Hwashin Automotive India Private Limited.

Table no 4

Age * Overall Satisfaction Crosstabulation Count							Total
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
Age	20-28	5	2	4	2	2	15
	29-40	8	2	6	1	1	18
	41-50	5	16	6	2	1	30
	51-60	22	10	4	1	1	38
Total		40	30	20	6	5	101

Table no 5

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	170.437 ^a	12	.079
Likelihood Ratio	191.612	12	.079
N of Valid Cases	101		
a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is 1.19.			

1.5 INFERENCE:

Since P value (0.079) is greater than 0.05 at 5 percent level of significance, the null hypothesis accepted and alternate hypothesis is rejected. Hence There is no significant Relationship prevails between age and the overall job satisfaction of the employees working in Hwashin Automotive India Private Limited.indings

- 14.86% of the respondents belong to the age group of 20-28 years, 17.82% of the respondents belong to the age group of 29-40 years and 29.70% of the respondents belong to the age group of 41-50 years, 37.62% of the respondents belong to the age group of 51-60.
- 54.46% of the respondents are Male and 45.54% of the respondents are Female.
- 37.62% of the respondents belong to 7 to 12 years of experience, 24.75 % of the respondents belong to 0-6 years of experience and 21.78% of the respondents belong to 13-20 years and 15.84% have more than 20 years of experience.
- 31.68% of the respondents are Satisfied on the Salary and benefits provided by the organization.
- 34.65% of the respondents are Highly Satisfied on their opportunities for professional growth and development.

- 29.70% of the respondents are Satisfied based on their work-life balance offered by organization.

2. Conclusion

As the trading arm of Hyundai Group, Hwashin Automotive Private Limited has long been a pivotal player in South Korea's automotive industry. Through various transformations, including nationalization in 1953 and subsequent mergers and acquisitions, the company has maintained its significance in connecting India to the global automotive market. Moreover, Hwashin Automotive Private Limited grapples with persistent financial struggles. Despite efforts to address these challenges, the company continues to experience significant losses. In addition to internal challenges, Hwashin Automotive Private Limited must prioritize improving its customer experience. Despite its affiliation with the Star Alliance, the company has faced criticism regarding service quality and operational reliability. By addressing these concerns and delivering a superior customer experience, Hwashin Automotive Private Limited can attract more customers and bolster its revenues in the fiercely competitive automotive industry.

In conclusion, Hwashin Automotive Private Limited stands as a significant player in the Indian automotive landscape. However, it is imperative for the company to confront and address its challenges head-on. By prioritizing employee satisfaction, improving financial performance, and enhancing the customer experience, Hwashin Automotive Private Limited can undergo a transformative journey towards becoming a stronger and more profitable entity in the dynamic automotive industry.

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