

Quality of work life of employees in private companies with reference to Coimbatore

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Abstract

Quality of work life is a critical concept with having lots of importance in employee's life. A high quality of work life (QWL) is essential for all organizations to continue to attract and retain employee. This study attempted to find out the factors that have an impact and influence on quality of work life of employees in private limited companies of Coimbatore. The Quality of Work Life of an organization can be assessed by opinions of employees on statements regarding quality of work life [QWL] aspects. If employees perceive an organization as offering a good quality of work in return for their contribution to an organization, then it is likely that employees will report higher levels of performance and job involvement. Employee satisfaction facilitates superior performance and also greater attraction and retention of the best employees, thereby enhancing the ability of the organization to deliver higher quality services. The aim of this study was to analyze the QWL among employees of Private Limited Companies in Coimbatore region.

Keywords: quality of work life, private limited, quality, employees life

Introduction

Quality of work life is the quality of relationship between employees and total work environment, concern for the impact of work on individuals as well as on organizational effectiveness and the idea of participation in organizational problem solving and decision making. The success of every organization is highly dependent on the utilization of organizational goals. To achieve organizational goal, individual goals have to be satisfied, in that Quality of work-life directly contributes to the utilization, development and achievement of organization and human resource goals. The research model for this study was based on the factors affecting Quality of work- life and the relationships between QWL and satisfaction of the employees in the Private Limited Companies.

For different industries, organizations and individuals there exist different set of factors, which influence the quality of work life and in turn motivate or demotivate the employees. A study of these factors is of extreme importance since a direct relationship between quality of work life and motivation, and motivation and productivity is known to exist (Danna and Griffin, 1999). Further, an in depth comprehension of these factors can also help in reducing the ever escalating levels of conflict and subsequently attrition in the workplace (Li and Yeo, 1979).

Quality of Work Life of the employees in an organization is the work environment. It is the responsibility of the management to provide a work environment, which conducive to good performance. To prevent such possibility from arising, the management should provide a good working environment where employees can work without stress, where necessary information for accomplishing task is made available adequate and fair compensation is given in the work place is safe, healthy and the supervisors motivates the employees.

The Management in every organization should sincerely invite their employees to suggest ways to improve their operation and the quality of their work life, only if these ideas are received in a spirit of appreciation. The employees should then be asked to participate in studying the feasibility that survives such review. Employee Security, Career Opportunities, and the Opportunities for Employees to have voice in matter which affect them is entirely consistent with meticulously controlled operations in the interest of effectiveness, Quality Assurance, Customer Service, Profitability and High Morale.

Meaning of Quality Work Life (QWL)

There are two ways of looking at what QWL means, one way it equals Quality of Work Life with a set of objective, organizational conditions and practices. The other way equates QWL with employee's perceptions that they are safe, relatively well satisfied and able to grow and develop as human beings. This relates QWL to the degree to which the full ranges of human needs are met.

QWL refers to the favorableness' or unfavourableness of a job environment for people. QWL like programs usually emphasize employee skill development, the reduction of occupational stress and development of more cooperative labour management relations.

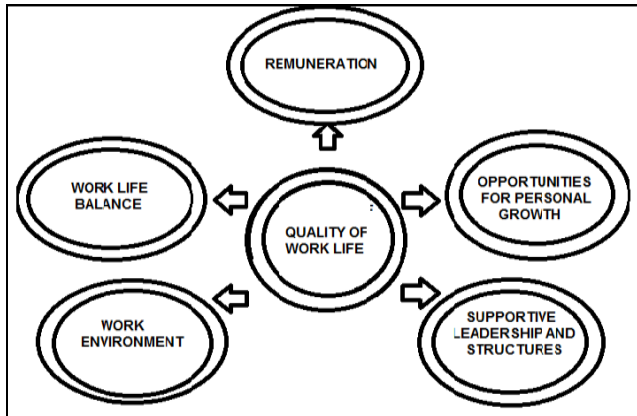
Definition

The QWL as strategy of Human Resource Management has assumed increasing interest and importance. Many other terms have come to be used interchangeably with QWL such as 'humanizations of work' 'quality of working life, 'industrial democracy' and 'participative work'. There are divergent views as to the exact meaning of QWL.

Objectives of QWL

- Improve employee satisfaction;
- Improve physical and psychological health of employees which creates positive feelings;
- Enhance productivity of employees;
- Reinforce workplace learning
- Improved management of the ongoing change and transition; and
- Build the image of the company as best in recruitment, retention, and in general motivation of employees.

Determinants of Quality of work life



Objectives of the study

- To study the factors affecting the quality of work- life of the employees in the Private Companies in Coimbatore.
- To study the relationship between the factors affecting quality of work life and satisfaction level of the employees in the Private Companies.
- To suggest suitable measures for improving Quality of Work Life.

Techniques for improving quality of work life

- Job Redesign
- Career development
- Autonomous work groups
- Flexible work schedules
- Participative management
- Job security
- Administrative justice

Review of the Literature

Nanjundeswaraswamy & Swamy (2013) ^[1] in their study “Quality of Worklife Of Employees in Private Technical Institutions” found that Male employees are more satisfied than female employees the chi square test confirms that all the demographical factors like gender, designation, salary, department, experience are independent of quality of work life of employees in private technical institution. Study also reveals that there is a significant association between QWL of Teaching and Non-teaching staffs.

S.Subhashini1, C.S. Ramani Gopal (2013) ^[3] in their study “Quality Of Work Life Among Women Employees Working In Garment Factories In Coimbatore District” explained about Women workers of the organization are most satisfied with the Work atmosphere and job security measures of the factory and are not much satisfied about the permitted leave that could be availed. The study also indicated that increase in

quality of work life results in increase in productivity. Jerome. S,” (2014), A Study on Quality of Work Life of Employees at Jeppiaar Cement Private Ltd: Perambalur” in his study he found that the quality of work life contributes to the workers’ performance in a holistic manner. The study also helps us to know the loop holes of the Company in providing the workers’ basic necessities and to know how the workers are treated by the management.

M. Aarthi & Dr. M. Nandhini, (2016) ^[4, 6], A Study on Quality of Work Life Among The Engineering College Faculty Members In Coimbatore District In their study found that there is a moderate level of Quality of Work Life is found among the faculty members and the demographic variables namely age, gender, marital status, income, experience and number of children has a significant influence on Quality of Work Life of the engineering college faculty members.

Shweta Pandey & M. S Khan (2016) ^[8] “A study of quality of work life and its impact on Performance appraisal” in their study high quality of work life is essential for organizations to continue to attract and retain employees. This is the reason QWL concept has gained momentum recently and researches are going on worldwide to find out inputs for framing effective QWL strategies. Moreover this study supports the relationship between QWL, employee performance and career growth aspects which leads to performance appraisal. Still many facets of QWL need to be unexplored through further studies.

M Aarthi, & Dr. M Nandhini (2016) ^[4, 6], “Influence of the Demographic Factors on Quality of Work Life of the Engineering College Faculty Members in Coimbatore District “in their study The impact of the Quality of Work Life of the faculty members is highly notable and it influences not only the institutions but also the students who are the future building blocks of the nation. The present study concludes that there is a moderate level of Quality of Work Life is found among the faculty members.

V. Sumathi & Dr. K. Dr.K. Gunadundari, (2016) ^[7] “Work Life Balance of Women Employees in Selected Service Sector with Reference to Coimbatore District” in their study found that the present situation of a large number of well qualified women who due to the various circumstances have been left their job needs to be addressed. The problems faced are several but, significantly, most often the "break in their careers" arises out of motherhood and family responsibilities.” Work life policies are most successfully maintained in the organizations which have clear understanding of their business rational and which respect the Importance of work life balance for all the employees.

Statement of the problem

Quality of Work Life in an organization is essential for the smooth running and success of its employees. The Quality of Work Life can affect such things as employees ‘timings, his or her work output, his or her available leaves, etc. Quality of Work Life helps the employees to feel secure and like they are being thought of and cared for by the organization in which they work. Now a day’s India business houses are also focusing on improving quality of work life of their organization to achieve heightened satisfaction, commitment and improved performance against this back ground the researcher find, this is the appropriate time to study the area to identify the importance of factors, related to work

environment which satisfies higher order and important needs of the employees to design quality of work life program or the identify the importance factors to achieve complete favorableness of employees towards the organization and to make them feel as “round peg in a round hole”.

Research Methodology

The research design chosen is descriptive in nature. The sample size taken to conduct the research is 175 employees in private companies the respondents were selected by using convenient sampling technique. Structured interview schedule was used for primary data collection. Secondary data was collected from earlier research work, various published

journals, magazines, websites and online articles. Simple Percentage Analysis, Rank correlation and Weighted Average method Analysis are the tools used for data analysis.

Limitations of the study

- The study is limited to the workers of Private Companies in Coimbatore and therefore the findings of the study cannot be extended to other areas.
- Personal bias of the respondents might have crept in while answering a few questions in the structured interview schedule.
- Results of the study may not be generalized.

Table 1: Demographic profile of the respondents

S. No	Category	Options	Number of respondents	Percentage
1	Age	Below 20 years	49	28
		20 to 30 years	64	37
		Above 30 years	61	35
		Total	175	100
2	Gender	Male	143	70
		Female	52	30
		Total	175	100
3	Educational Qualification	Primary Education	5	3
		SSLC / +2	68	39
		Graduates	102	58
		Total	175	100
4	Occupation	Government Employee	4	2
		Private Employee	101	58
		Professionals	10	6
		Self Employed	60	34
		Total	175	100
5	Monthly Income	Less than Rs.10,000	11	6
		Rs.10,000 – Rs.15,000	63	36
		Rs.15,000 – Rs.20,000	71	41
		More than Rs.20,000	30	17
		Total	175	100

From the above table, it shows that 37% of the respondents are belongs to below 20 to 30 years of age,70% of respondents are male, 66% of respondents are graduates, 58%

of the respondents are private employees, 41% of respondents have their monthly income ranging from Rs 15,000 – Rs 20,000.

Table 2: Perception of Employees towards various factors affecting Quality of Work Life

S. No	Factors	Mean Score
1	Relationship with co worker	3.78
2	Opinion with workload	3.44
3	Health and safety measures	3.03
4	Satisfaction about feedback	3.81
5	Training programs given by the organization	3.73
6	Opinion about working hours	3.69
7	Grievance handling procedure	3.99
8	Opinion about Respect at workplace	3.66

Table 2 shows the responses towards Parameters regarding quality of work life. The mean scores infer that the employees of Private companies opined that their satisfaction on

Grievance handling (3.99) was good and were dissatisfied with the Health and Safety measures (3.03).

Table 3: Satisfaction level of the employees regarding the QWL factors of the Private Companies

Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Weighted Average	Weighted Score	Rank
Salary	40	60	45	20	10	228	15.67	4
Health and Safety	12	32	36	45	50	216	14.37	5
Job Security	40	54	45	20	16	342	23.26	2
Working Environment	63	47	30	15	20	393	26.53	1
Leave Facilities	26	34	47	33	35	242	16.93	3

Table: 3 shows that Satisfaction level of the employees regarding the QWL factors of the Private Companies. It shows that the employees of the private companies are highly satisfied with the Working environment and job security. The Employees are not much satisfied about the leave facilities that could be availed and they are least satisfied with the Health and Safety provided by the company.

Suggestions

- The Company should focus on workers' welfare by providing the basic necessities such as quality food and hygienic sanitary equipments which will give to the workers psychologically, emotionally and physically fit enough to work.
- The study recommended that an attractive pay scale can be offered and permissible leave limits can be extended
- The Company should also address the policies to the employee so that they don't feel deprived of their rights. Also the Company should provide emotional support and guidance when the worker is irregular or not performing well which may caused by his family situation.
- The organization can be improving Infrastructure facilities. Organization has to contribute to its positive efforts to make their employee satisfaction

Conclusion

In today's world, Employees are considered as the most important assets of the organization. An assured good quality of work life not only attracts young and new talent but also retain the existing experienced talent. In order to have a greater and effective quality of work life the private companies must fulfill and need to go extra mile in order that the employee can retained with least effort and can provide the best results to the company. The success of any organization depends on the efficiency of labour are increasing the efficiency. The organization promote of Quality of work life in the employees.

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