



International Journal of Engineering Research and Science & Technology

www.ijerst.org

ISSN : 2319-5991

Vol. 22 No. 1 (2026)



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Research**A STUDY ON EMPLOYEE JOB SATISFACTION IN SRINIDHI MILK DIARY**B. Brahmaiah¹, S. Izaz Ahammed²¹-Student Department of MBA, Chaithanya Bharathi Institute of Technology, Proddatur²- Assistant Professor, Department of MBA, Chaithanya Bharathi Institute of Technology, Proddaturbrahmaiahb469@gmail.com, Izazahammed2010@gmail.com**ABSTRACT**

This study focuses on employee job satisfaction at Srinidhi milk dairy. The main objective of the study is to examine the level of job satisfaction among employees and identify the key factors influencing their motivation and performance. Employee satisfaction is essential for improving productivity, reducing employee turnover, and maintaining a healthy work environment. The study is based on primary data collection through structured questionnaires distributed to employee of Srinidhi milk dairy. Secondary data was gathered from company records, journals, and relevant literature. The analysis includes important factors such as salary and benefits, working conditions, management support, job security, promotion opportunities, and work-life balance.

The findings of the study provide insights into employees' perceptions regarding their jobs and workplace environment. Based on the results, suitable suggestions are offered to improve employee satisfaction and enhance overall organizational effectiveness.

KEY WORDS: Employee job satisfaction, Work environment, Employee Motivation, Job Security.

Received: 30-01-2026

Accepted: 04-03-2026

Published: 10-03-2026

I. INTRODUCTION

Employee job satisfaction is a key element in determining the overall success and efficiency of an organization. It refers to the positive feeling or attitudes employees have towards their job, workplace environment, and the organization as a whole. When employees are satisfied, they are more motivated, productive, and committed to achieving organizational goals. On the other hand, dissatisfaction can lead to absenteeism, low productivity, conflicts, and high employee turnover.

In today's competitive business environment, organizations are realizing that human resources are their most valuable assets. Especially in industries like milk dairy production, where operations involve procurement, processing, quality control,

packaging, storage, and distribution, employees play a vital role in ensuring smooth functioning. The performance and dedication of employees directly affect product quality, customer satisfaction, and the company's reputation in the market.

Srinidhi milk dairy operates in a sector that requires continuous coordination, time management, and adherence to hygiene and quality standards. Employees work in different departments such as production, administration, marketing, and distribution. Their satisfaction depends on various factors including salary, job security, working conditions leadership style, recognition, promotion opportunities, and work- life balance.

Understanding employee job satisfaction helps management identify strengths and areas

needing improvement. It also helps in developing better HR policies, improving communication between management and employees, and creating a positive organizational culture. A satisfied workforce contributes to increased productivity, better teamwork, reduced employee turnover, and long-term organizational growth.

Therefore, this study focuses on analyzing the level of job satisfaction among employees at Srinidhi milk dairy. The research aims to identify the major factors influencing satisfaction and provide practical suggestions to enhance employee morale and overall organizational performance.

OBJECTIVES OF THE STUDY:

1. To identify the factors which improve the satisfaction level of employees.
2. To know the cause of dissatisfaction among the employees.
3. To determine the level of employee satisfaction in their relationship with their superiors, managers and co-workers.
4. To identify the impact of employee's job satisfaction on their performance.

SCOPE OF THE STUDY:

The scope of this study is limited to analyzing the level of employee job satisfaction at Srinidhi milk dairy. The research focuses on identifying the factors that influence employee satisfaction and dissatisfaction within the organization. It examines various aspects such as salary and benefits, working conditions, relationship with superiors and co-workers, job security, promotion opportunities, and overall work environment.

The study aims to determine the level of satisfaction among employees and understand the causes of dissatisfaction, if any. It also analyzes the relationship between employee job satisfaction and their performance in the organization. The research is confined to the employees of Srinidhi milk dairy and does not

cover other dairy industries or organizations.

The data for the study is collected through questionnaires and limited interactions with employees, which reflects their opinions and perceptions during the study period the findings and suggestions are based on the responses provided by employees and are intended to help the management improve policies, employee morale, and overall organizational performance.

Thus, the scope of the study is restricted to evaluating employee job satisfaction and its impact on performance within Srinidhi milk dairy.

LIMITATIONS OF THE STUDY:

1. **LIMITED SAMPLE SIZE** – The study is based on responses from a limited number of employees at Srinidhi milk dairy, which may not represent the views of all employees.
2. **TIME CONSTRAINT** – The study was conducted within a limited period, which may have restricted detailed analysis and in-depth investigation.
3. **RESPONSE BIAS** - some employees may not have provided completely accurate or honest responses due to fear, hesitation, or personal bias.
4. **LIMITED AREA OF STUDY** – The research is confined only to Srinidhi milk dairy and cannot be generalized to other dairy industries or organizations.

II. REVIEW OF LITERATURE:

KUMAR & SHARMA (2020) --- conducted a study on employee job satisfaction in the manufacturing sector. The study found that salary structure, job security and working conditions significantly influence employee satisfaction. It concluded that supportive management and fair compensation improve employee performance and reduce turnover.

REDDY&PRIYA (2021) ---Examined the relationship between leadership style and employee job satisfaction. The study revealed

that participative leadership and effective communication positively impact employee morale, motivation, and overall productivity within organization.

ARSHAD & JINGJIE (2024) --- Analyzed how rewards, organizational culture, and employee engagement influence job satisfaction. The study concluded that recognition programs and a positive work environment play a major role in enhancing employee commitment and organizational performance.

IBRAHIM & YOSEPHA (2025) --- Investigated the impact of work environment, workload, and compensation on employee job satisfaction. The findings showed that balanced workload and fair compensation significantly improve employee satisfaction and contribute to better organizational outcomes.

SHARMA & GUPTA (2025) ---- Examined the role of leadership and communication in improving job satisfaction. The study concluded that supportive managers and clear communication improve employee morale and reduce dissatisfaction.

RAMESH & KIRAN (2025) --- Analyzed the relationship between workload and employee satisfaction. The findings showed that balanced workload and proper recognition help improve employee commitment and productivity.

III. RESEARCH METHODOLOGY:

Research methodology refers to the systematic process used to collect and analyze data for the study. This research was conducted to analyze employee job satisfaction at Srinidhi milk dairy.

RESEARCH DESIGN:

The study is DESCRIPTIVE in nature as it aims to describe and analyze the level of job satisfaction among employees.

SOURCES OF DATA:

Primary data: collected through structured questionnaire distributed to employees.

Secondary data: collected from company records, books, journals, relevant websites related to job satisfaction.

SAMPLE SIZE:

The sample size for the study is 50 employees working in different departments of SRINIDHI MILK DAIRY.

SAMPLING METHOD:

Simple random sampling method was used to select the respondents.

RESEARCH PROCESS:

The research process followed in this study on employee job satisfaction at Srinidhi Milk Dairy consists of the following steps:

IDENTIFICATION OF THE PROBLEM:

The first step was to identify the problem, which is to study the level of job satisfaction among employees at Srinidhi milk dairy.

REVIEW OF LITERATURE:

Relevant books, journals, and previous research studies related to employee job satisfaction were reviewed to understand important concepts and factors influencing satisfaction.

SETTING OBJECTIVES:

Clear objectives were framed to determine the level of job satisfaction, identify factors influencing satisfaction, and employee performance.

RESEARCH DESIGN SELECTION:

A descriptive research design was selected for the study.

DATA COLLECTION:

Primary data was collected through questionnaires from 50 employees. Secondary data was collected from company records and other reference materials.

DATA ANALYSIS AND INTERPRETATION:

The collected data was organized, tabulated, and analyzed using percentage method, tables, and charts.

FINDINGS AND SUGGESTIONS:

Based on the analysis, findings were drawn and suitable suggestions were provided to improve employee job satisfaction.

CONCLUSION:

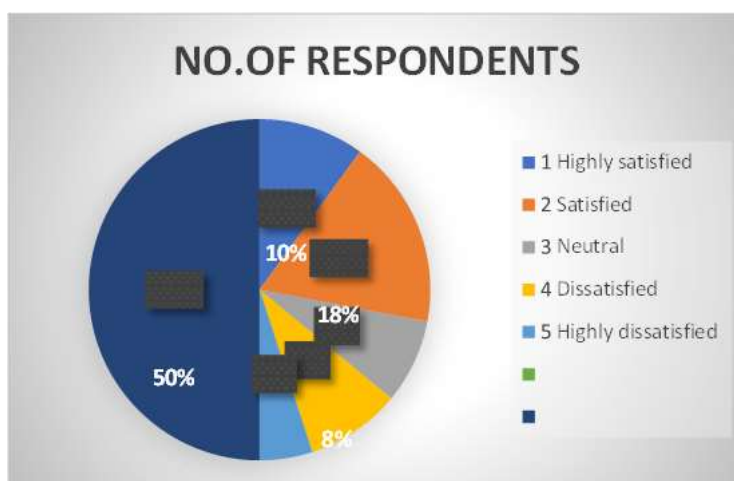
conclusion based on the overall findings.

Finally, the study was summarized with a

IV. DATA ANALYSIS AND INTERPRETATION:

1. Are you satisfied with current job?

S.NO	RESPONSE CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	10	20%
2	Satisfied	18	36%
3	Neutral	8	16%
4	Dissatisfied	9	18%
5	Highly dissatisfied	5	10%
	TOTAL	50	100%

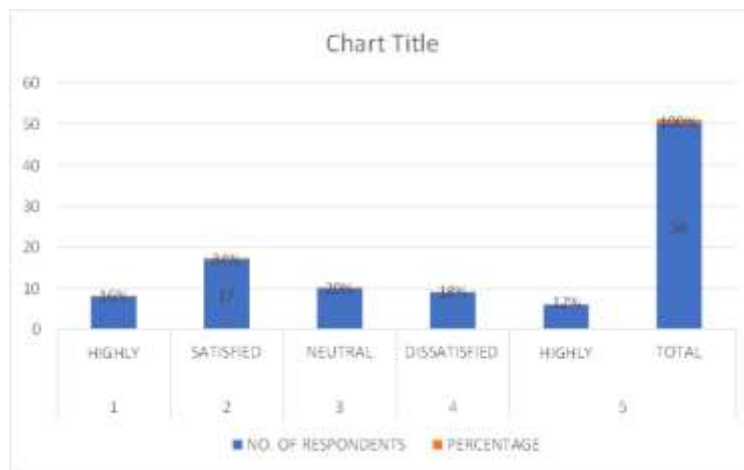
**INTERPRETATION:**

(56%) are satisfied, (28%) are dissatisfied, (16%) remain neutral.

2. Are you satisfied with your salary and benefits?

S.NO	RESPONSE CATEGORY	NO.OF RESPONDENTS	PERCENTAGE
1	HIGHLY SATISFIED	8	16%
2	SATISFIED	17	34%

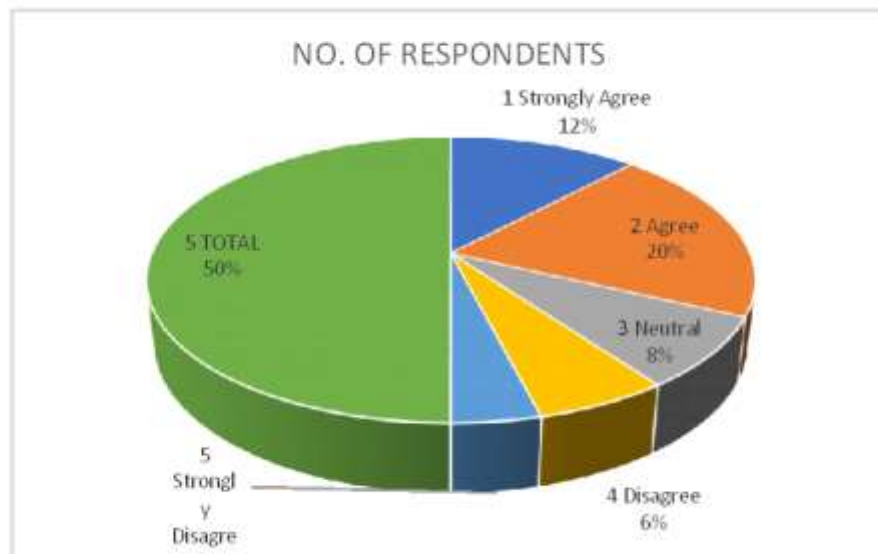
3	NEUTRAL	10	20%
4	DISSATISFIED	9	18%
5	HIGHLY DISSATISFIED	6	12%
	TOTAL	50	100%

**INTERPRETATION:**

50% employees are satisfied, 30% are dissatisfied and 20% are neutral with their salary and benefits.

3. Do you feel secure in your job?

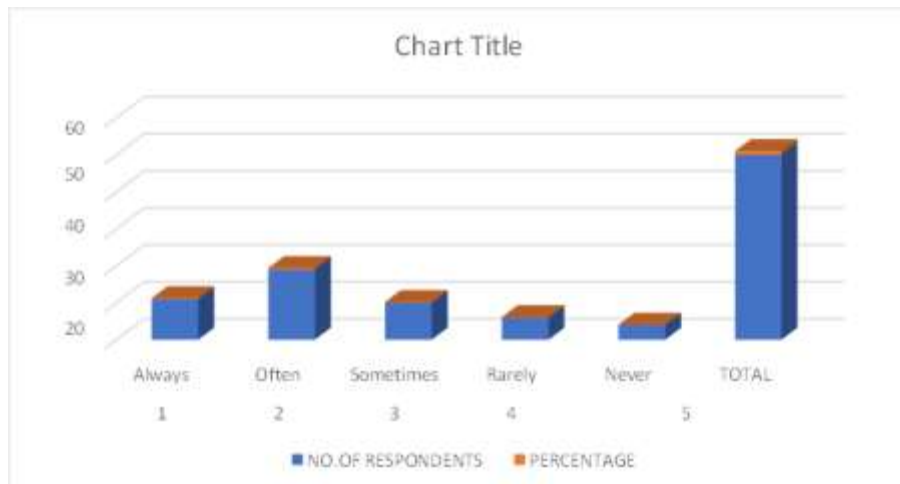
S.NO	RESPONSE CATEGORY	NO. OF RESPONDENT S	PERCENTAGE %
1	Strongly Agree	12	24%
2	Agree	20	40%
3	Neutral	8	16%
4	Disagree	6	12%
5	Strongly Disagree	4	8%
	TOTAL	50	100%

**INTERPRETATION:**

A majority employees 64% feel secure in their job, while 20% feel insecure and 16% remain neutral.

4. Do you receive support from your supervisor?

S.NO	RESPONSE CATEGORY	NO. OF RESPONDENTS	PERCENTAGE
1	Always	11	22%
2	Often	19	38%
3	Sometimes	10	20%
4	Rarely	6	12%
5	Never	4	8%
	TOTAL	50	100%

**INTERPRETATION:**

60% employees receive support from their supervisor always or often, while 20% receive support rarely or never and 20% sometimes.

V. FINDINGS:

- Majority of employees are satisfied with their current job.
- Half of the employees are satisfied with their salary and benefits, but a notable percentage are dissatisfied.
- Most employees feel secure in their job within the organization.
- A majority of employees receive support from their supervisor.
- Overall, employee job satisfaction at Srinidhi milk dairy is moderate to high, with some areas needing improvement.

VI. SUGGESTIONS

- The organization should review and improve salary and benefits packages to increase employee satisfaction.
- Management should provide regular training and development programs to enhance employee skills and motivation.
- Supervisors should maintain open communication and provide continuous support to

employees.

- Steps should be taken to reduce workload stress and maintain a healthy work environment.

VII. CONCLUSION:

The study on employee job satisfaction at Srinidhi milk dairy reveals that most employees are satisfied with their current job, feel secure in their position, and receive support from their supervisors. However, some employees expressed dissatisfaction regarding salary, benefits, and certain working conditions.

Overall, the level of job satisfaction in the organization is moderate to good. By improving compensation policies, strengthening communication, and introducing effective motivation and recognition programs, the organization can further enhance employee satisfaction and overall performance.

Thus, employee job satisfaction plays a vital role in improving productivity and ensuring the long-term success of Srinidhi milk dairy.

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