



JOB SATISFACTION OF BANK EMPLOYEES IN PRIVATE SECTOR BANKS WITH SPECIAL REFERENCE TO TIRUPUR CITY

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Abstract : The banking industry in India is experiencing growth, with the introduction of private sector banks leading to significant transformations in the sector. Bank employees exert considerable effort to fulfil the diverse requirements of their customers. The performance of the banking sector relies on the calibre of its workforce. The primary role of human resource development is to enhance performance by improving operational efficiency and the quality of financial services, as evaluated by financial indicators. The banks' managements are confronted with the dual problems of maintaining existing personnel and creating a conducive work environment for all staff members. So, this research study examined the job satisfaction of employees in private sector banks in Tirupur city. The current study employs a descriptive and exploratory research design. The convenience sampling approach was employed to pick the respondents. The study has surveyed 100 employees from HDFC Bank and ICICI Bank in Tirupur area using a questionnaire method. The current investigation was conducted using field research and data gathered between the years 2023 and 2024. The study utilized statistical tools such as Percentage analysis and ANOVA test to measure the data.

IndexTerms - ANOVA, Banking Industry, Convenience Sampling, Job Satisfaction.

I. INTRODUCTION

The banking industry in India is experiencing growth, with the introduction of private sector banks leading to significant transformations in the sector. Bank employees exert considerable effort to fulfil the diverse requirements of their customers. The performance of the banking sector relies on the calibre of its workforce. The primary role of human resource development is to enhance performance by improving operational efficiency and the quality of financial services, as evaluated by financial indicators. The banks' managements are confronted with the dual problems of maintaining existing personnel and creating a conducive work environment for all staff members. The effectiveness of human capital is crucial for the success of an organization. It is imperative for an organization to prioritize employee motivation and retain their brilliant workforce. It enhances job satisfaction, and fosters a greater sense of personal investment in organizational commitment. The current study provides insights into job satisfaction and work-life balance in the banking business. The study has measured the job satisfaction of private sector bank employees in Tirupur city.

II. STATEMENT OF THE PROBLEM

In order to retain customers, the banking sector must enhance their service values amidst intense competition. Additionally, the introduction of modern work technologies and innovative financial practices necessitates banks to ensure that their staffs contribute effectively. The employees in the banking division also face work pressure, which leads to changes in their working conditions and affects their physical and emotional well-being. So, this research study examined the job satisfaction of employees in private sector banks in Tirupur city.

III. REVIEW OF LITERATURE

The literature reviews of the study are given below:

Khan et al. (2015) investigated the levels of work satisfaction and job security among bank employees in the Southern Punjab region of Pakistan, namely in public and private sector banks. Additionally, they also assessed the performance of these individuals. Upon concluding the study, it was found that there were statistically significant disparities between employees of public and private sector banks in various aspects of job satisfaction, such as compensation and fringe benefit packages, supervision, training, and professional growth. **Sharmila (2022)** conducted a study on the level of job satisfaction among employees of specific private and public sector banks in Varanasi. This study specifically examined the determinants of job satisfaction at the SBI and ICICI banks located in Eastern UP. The study showed that, while the job satisfaction of bank

employees is not exceptionally high, it is nevertheless considered good. Asma et.al. (2022) have created a theoretical framework encompassing the prevalent job satisfaction theories within the banking sector, including both the private and governmental sectors. The study's conclusions revealed intriguing figures regarding employee job satisfaction, which are worth disseminating to others. The success of any organization, including banks, is contingent upon the presence of contented personnel.

IV. OBJECTIVES OF THE STUDY

The objectives of the study are:

1. To study the socio-economic variables of banks employees in the study.
2. To examine the level of job satisfaction of bank employees in private sector banks in Tirupur.

V. METHODOLOGY

The current study employs a descriptive and exploratory research design. A survey was created to gather data on matters pertaining to the quality of work life in the banking industry. The convenience sampling approach was employed to pick the respondents. The study has surveyed 100 employees from HDFC Bank and ICICI Bank in Tirupur area using a questionnaire method. The current investigation was conducted using field research and data gathered between the years 2023 and 2024. The study utilized statistical tools such as Percentage analysis and ANOVA test to measure the data.

VI. SCOPE OF THE STUDY

The analysis focused on employees with diverse backgrounds in the banking industry, encompassing several sectors. The investigation is conducted in pre-arranged manner within private sector banks. The examination focuses on analyzing the various factors involved in employees' satisfaction with their jobs, particularly in the banking industry.

VII. RESULTS AND DISCUSSIONS

The socio-economic variables of the respondents are given below:

Table 1 – Socio-Economic Variables of the Respondent

Variable	Particulars	No. of Respondent	Percentage
Gender	Male	56	56.00
	Female	44	44.00
Age Group	Upto 25 years	33	33.00
	26 – 40 years	43	43.00
	Above 41 years	24	24.00
Marital Status	Married	55	55.00
	Unmarried	45	45.00
Educational Qualification	UG Degree	24	24.00
	PG Degree	61	61.00
	Professional Degree and Others	15	15.00
Monthly Income	Upto Rs.50,000	24	24.00
	Rs.50,001 to Rs.1,00,000	56	56.00
	Above Rs.1,00,001	20	20.00
Family Type	Nuclear Family	73	73.00
	Joint Family	27	27.00
Total		100	100.00

Source: Primary Data

Table-1 demonstrated that majority of 56.00% of the samples were male and 44.00% of the samples were female. The majority of 26-40 aged samples (43.00%) followed by up to 25 years (33.00%) and above 41 years aged samples (24.00%) in the study. There are 55.00% samples were married category and 45.00% of samples were unmarried in the present study. The study contains majority of 61.00% of the respondents have studied PG degree followed by UG degree studied samples (24.00%) and other professional degree studied samples (15.00%). The study revealed that the majority of Rs.50,001 to Rs.1,00,000 salaried category (56.00%) followed by the up to Rs.50,000 monthly income category (24.00%) and above Rs.1,00,001 monthly income category (20.00%) in the study. The study included majority of nuclear family (73.00%) followed by joint family samples (27.00%) in the research work.

Table-2 Satisfaction Level of the Respondents

Satisfaction Level	No.	Percentage %
Low	30	30.00
Medium	22	22.00
High	48	48.00
Total	100	100.00

Table-2 exposed that the job satisfaction level of employees in private sector banks in Tirupur city. The samples have highly satisfied (48.00%) with their job followed by the low satisfaction level (30.00%) and medium satisfaction level (22.00) in the present study. So, the private sector bank employees have higher satisfaction in Tirupur city.

Table-3 Significant Changes of Job Satisfaction Level of the Samples

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.250	75	.417	2.857	.003
Within Groups	3.500	24	.146		
Total	34.750	99			

Table-3 examined the significant changes in job satisfaction level of bank employees in Tirupur city. There are significant changes in job satisfaction level of private sector banks employees at 5 percent significant level.

VIII. CONCLUSION

The private sector banks have more job opportunities in the study area. The employees have higher job satisfaction level and they have more significant changes in job satisfaction level in the present study. It depicted that the job satisfaction of employees have varied through the work environment and privacy in the study area. The study suggested that bank managers should provide more economic benefits and facilities to improve their job satisfaction in the private banks in Tirupur city.

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