



A STUDY ON EMPLOYEE JOB SATISFACTION IN NEGOCIS COSMO PVT. LTD, CHENNAI

Mr. K. Vishwa ¹, Mrs. V. Tamilselvi ², Dr.B.Velmurugan ³

¹ Student, Department of Management Studies, NPR College of Engineering and Technology, Natham, Dindigul-624 401

² Assistant Professor, Department of Management Studies, NPR College of Engineering and Technology, Natham, Dindigul-624401

³ Professor & Head, Department of Management Studies, NPR College of Engineering and Technology, Natham, Dindigul-624401

Abstract - This study examines the effectiveness of training programs in the steel industry, focusing on their impact on employee skills, productivity, and safety. Analyzing various training methods, the research identifies key factors contributing to successful training outcomes, such as program design, instructor quality, and employee engagement. The study utilizes both quantitative data (e.g., performance metrics, accident rates) and qualitative data (e.g., employee feedback, supervisor observations) to assess the overall effectiveness of current training initiatives and to recommend improvements for enhanced training program design and implementation in the steel industry.

Key Words: Job Satisfaction Employee Motivation, Employee Retention., Organizational performance.

1. INTRODUCTION

Employee job satisfaction is a key driver of the success and sustainability of any organization. It has a direct influence on employee motivation, performance, retention, and organizational productivity. In today's competitive business world, organizations that place emphasis on the well-being and satisfaction of employees are likely to create loyalty, creativity, and continuous improvement.

2. OBJECTIVES OF THE STUDY

- To know the job satisfaction of the Employees.
- To access the general attitude of the employee towards Negocis cosmo Pvt Ltd.
- To understand the problem of the employee in the working condition.
- To know the employee's opinion about the workplace, pay, and benefits.
- To study and analyze the various factors affecting the job satisfaction level.
- To understand whether the job satisfaction have an impact on the performance of the employees.

3. NEED OF THE STUDY

Job satisfaction is also important in everyday life. As many studies suggest, employers benefit from satisfied employees as they are more likely to profit from lower staff turn over and higher productivity if their employees experience a high level of job satisfaction.

4. HYPOTHESIS

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. In the scientific method, the hypothesis is constructed before any applicable research has been done, apart from a basic background review. You ask a question, read up on what has been studied before, and then form a hypothesis. There are two type of hypothesis.

- Null Hypothesis
- Alternative hypothesis

5. TOOLS FOR ANALYSIS

The research study has used SPSS Tool (Statistical Package for the Social Sciences) is a software tool used for statistical analysis in social science. It helps users manage data, perform complex statistical tests and generate reports or visualizations. SPSS is known for its user-friendly interface, making it easier for researchers and analysts to interpret data and make informed decisions. Various tools are used in the research which are as follow, Percentage Analysis, Chi –Square, Correlation Analysis.

6. LIMITATIONS OF THE STUDY

- The respondents could not answer because of personal bias.
- Certain information is not available because it is confidential.
- The participants are not very keen on responding to the questionnaire, as it is a break from their normal work.

7. COMPANY PROFILE

Established in 2006, Negocis Cosmo Pvt Ltd has maintained a steady growth curve to become one of the leading SEO companies in Chennai. Negocis Cosmo Pvt Ltd is a full suite digital marketing agency, based in Chennai. We challenge the notion that business growth must come at the expense of ethics and customer well-being.

Performance-driven digital marketing company strategies direct businesses to achieve their marketing objectives, whether that's generating leads, boosting brand awareness, or driving sales. By setting clear goals and tracking progress carefully, businesses can fine-tune their strategies and ensure they get the maximum return on investment. While performance-driven digital marketing may require more upfront work, the long-term benefits are well worth the effort.

ANALYSIS AND INTERPRETATION OF DATA

Gender * overallperformance Crosstabulation

Count		overallperformance		Total
		agree	strongly agree	
Gender	Male	60	0	60
	female	38	4	42
Total		98	4	102

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.948 ^a	1	.015		
Continuity Correction ^b	3.688	1	.055		
Likelihood Ratio	7.333	1	.007		
Fisher's Exact Test				.026	.026
Linear-by-Linear Association	5.889	1	.015		
N of Valid Cases ^a	102				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.65.
b. Computed only for a 2x2 table

CHI SQUARE TEST

INFERENCE

The chi-square test shows a significant association between gender and overall job performance ($p = 0.015$). Male respondents mostly agreed, while only females strongly agreed. This indicates gender influences perceptions of performance in the organization.

8. FINDINGS

- The data shows a strong dominance of younger respondents, with over 80% under the age of 35—primarily from the "Below 25" and "25–34" age groups.
- The table exhibit that all respondents of 7 possess higher educational qualifications, emphasizing a well-educated sample group. Among them, 47 individuals have attained undergraduate (UG) degrees, while 42 respondents hold postgraduate (PG) degrees.
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- The table majority of respondents belong to quality control specialists 26 and sales representatives, suggesting a strong presence of both quality control specialists and sales representatives.

- This table outlines the distribution of respondents based on their years of work experience. The majority of respondents (42%) have 1 to 3 years of work experience, indicating that a large portion of the sample consists of early-career professionals. 23% of the respondents have 3 to 6 years of experience.

9. SUGGESTIONS

- Younger Workforce 80% under 35 Implement mentorship programs to guide young professionals.
- Gender Imbalance 63% Male Promote gender diversity through inclusive hiring practices. Launch awareness and training programs to foster a gender-inclusive culture.
- Highly Educated Respondents provide challenging projects and learning opportunities to keep skilled employees engaged.
- Dominance of Quality Control and Sales Roles Tailor support systems, incentives, and performance metrics to these roles.
- Majority with 1–3 Years Experience Enhance onboarding and continuous learning programs for early-career professionals.

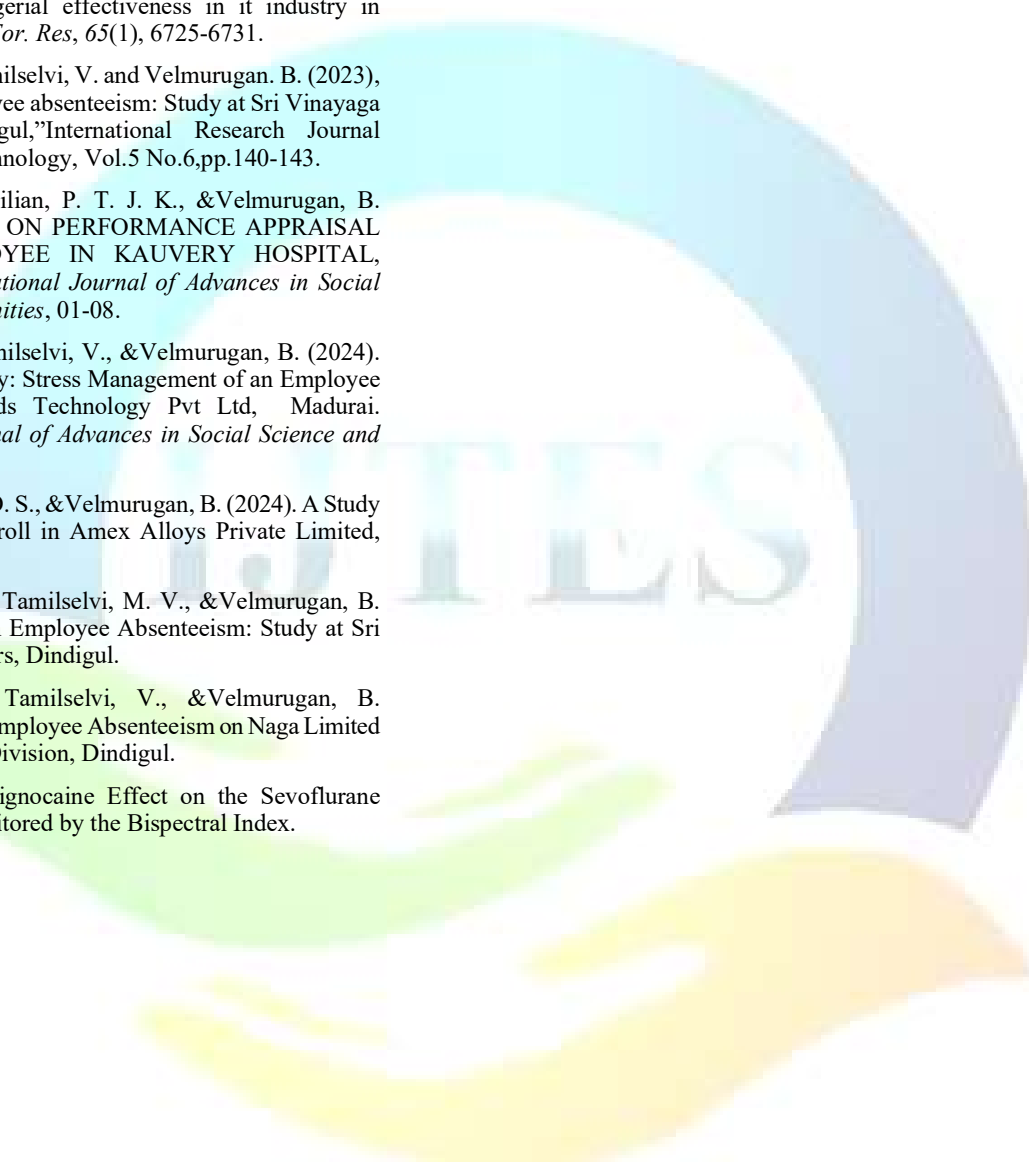
10. CONCLUSION

This study on employee job satisfaction at Negocis Cosmo Pvt. Ltd., Chennai, offers significant insights into the factors that influence satisfaction in the workplace. The findings reveal that most employees are young and well-educated, with a majority working in quality control and sales roles. The analysis also highlighted the impact of gender, work experience, and workplace conditions on job satisfaction. The study underscores the importance of employee-centric practices such as mentorship for young professionals, gender inclusivity, skill development, and tailored support systems. By addressing these areas, organizations can enhance employee satisfaction, reduce turnover, and improve overall productivity.

Disclosure: The authors affirm that all data, case studies, or references to organizations (including but not limited to NEGOCIS COSMO PVT. LTD, CHENNAI) used in this manuscript have been included with the full knowledge and formal consent of the concerned entity. The journal and its editorial board bear no responsibility for any legal or ethical issues arising from the unauthorized use of proprietary or confidential information. The authors assume full responsibility for the authenticity and legitimacy of the content submitted.

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- The logo for IJTET (International Journal of Trends in Education and Technology) is a large, stylized graphic in the background. It features a blue arc at the top, a green arc at the bottom, and a yellow arc on the right side, all curving around a central white space. The letters 'IJTET' are faintly visible in the center.
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