

QUALITY OF WORKLIFE FROM AN EMPLOYEE PERSPECTIVE: A REVIEW BASED ON AUTOMOBILE INDUSTRY

* Dr. Mallikarjuna N.L

ABSTRACT

Quality of Work Life (QWL) provides a balanced relationship among work, non- work and family aspects of life. This study aims to determine how quality of work life influences the employee's satisfaction level. The sample size is 110 respondents, the research type used for the study is descriptive research and the sampling technique is convenience sampling. The tools used in the study are Percentage analysis, Chi- Square test, Average Score Analysis for interpreting the data for Quality of Work life of employees in the Automobile Sector. The findings of the study suggest that the impact of QWL is enriched when the factors like "Working Environment, Up-Gradation of Skill & Knowledge, and Social Integration of the Company" are considered.

Keywords: *Quality of work life, Automobile Industry.*

INTRODUCTION

Quality of work life (QWL) helps the organizations to recognize employee's responsibilities to develop jobs and working conditions that are excellent for people as well as for economic health of the organization. The work-life balance between workers and managers plays an important role in the present scenario. The Automobile industry is a very large market in India. Previously the automobile industry was the fastest growing industry globally but in the current scenario it is experiencing a flat or negative growth.

QWL determines how employees satisfy their personal and working needs by actively participating in workplace. QWL has been found

to influence the commitment and productivity of employees in the industries (D.Vijaylakshmi, V.Loganayaki, 2013).

The quality of work life (QWL) is a broad terminology which covers variety of concepts and theories through which the job profiles are designed in such a way that they grant employees more responsibility and authority. It is a comprehensive, department-wide program designated to improve employee satisfaction, strengthening workplace learning. A high quality of work life is important for organizations to continue, to attract and hold employees (Sandrick, 2003).

Factors which contribute to QWL include adequate and fair remuneration, safe and healthy



***Dr. Mallikarjuna N.L**

Associate Professor
Karnataka State Womens' University
Mandya

working conditions and social integration in the work environment of the organization that enables an individual to develop and use all his or her capacities. It reveals that employees are the most important assets of the organization as they are truthful, responsible and capable of making great contribution. They should be treated with nobility and honour. (Straw, R.J. and C.C. Heckscher, 1984)

Factor credentials boosting Quality of Work Life of BSNL Employees in Jammu Region says that the satisfaction level among the employees are high in various factors such as income and fair compensation, safe and healthy working conditions, opportunities to use and develop human capacity, opportunity for career growth, social integration in the work force, constitutionalism in work organisation, eminence of work life and social relevance of work (Dr.Meenakshi Gupta... 2011)

A Study on Quality of Work life among Workers with special reference to Automobile Industry in Bangalore District – An automobile hub reveals that an employee who is happier and healthy will give better productivity, take better decisions and contribute in a positive way to organizational goal. Quality of work life can affect various factors such as the timing of employees, productivity, leaves availed etc., Work life balance should be maintained in an effective manner to ensure that most of the employees are at high potential and are stress free (Indumathy. R & Kamal Raj. S ...2012)

OBJECTIVES OF THE STUDY

The study aims at analyzing the Quality of work life of employees in Automobile sector. In this study the Quality of work life of employees are analysed based on the factors such as Working

environment, Up gradation of knowledge and skill and social integration in Automobile sector.

RESEARCH METHODOLOGY:

This study is of descriptive research and the sampling technique used for the study is non-probability convenience sampling technique for collecting primary data from 110 respondents. The tools used in this study are Percentage analysis, Chi- Square test, Average Score Analysis.

RESULT AND DISCUSSION:

Table 1: Showing the age wise classification of respondents

Age	No. of Respondents	Percentage
20-30	16	14.5
31-40	26	23.7
41-50	45	40.9
Above 50	23	20.9
Total	110	100

INTERPRETATION: From the above table it is observed that majority of the employees belong to the age group of 41-50 i.e., 40.9%. 23.7% of employees belong to the age group of 31-40 and 20.9% of employees belong to the age group above 50.

Table 2: Showing the Gender wise classification of respondents

Sl.no	Gender	No. of Respondents	Percentage
1	Male	63	57.27
2	Female	47	42.73
3	Total	110	100

INTERPRETATION

From the above table it is observed that 57.27 percent of the respondents are male and 42.73 percent of the respondents are female. Therefore it is concluded that comparatively male employees are more than female employees since it is an automobile sector.

Table 3: Showing the opinion of respondent about Working Environments

Content	SA	%	A	%	N	%	D	%	SD	%
Working environment is pleasant in the department	50	45.4	22	20.0	19	17.2	10	9.0	9	8.1
Satisfied with the infrastructure provided by the company	18	16.3	46	41.8	31	28.1	12	10.9	3	2.7
Interpersonal relationship between the colleagues	28	25.4	45	40.9	20	18.1	9	8.1	8	7.2
Interpersonal relationship between the superiors.	25	22.7	37	33.6	25	22.7	14	12.7	9	8.1
Satisfied with the leave status provided by the company.	34	30.9	28	25.4	28	25.4	13	11.8	7	6.3

INTERPRETATION

It is inferred that 45.45% of employees strongly agree with the working environment and 30.91% of employees strongly agree with the leave status. 40.91% of employees agreed in interpersonal relationship between colleagues, 33.64% of employees agreed in interpersonal relationship between the superiors.

Table 4: Showing the role of working environment in Up gradaing the knowledge and skill of respondents

Sl.No.	Content	SA	%	A	%	N	%	D	%	SD	%
1	Working experience provided by the company improves my ability	41	37.2	27	24.5	23	20.9	17	15.4	2	1.8
2	My experience in particular field have been utilized by the company	11	10.0	46	41.8	37	33.6	10	9.0	6	5.4
3	My company recognizes and acknowledges for individual interest and potentialities	25	22.7	39	35.4	24	21.8	17	15.4	5	4.5
4	I am satisfied with the promotion process	11	10.0	35	31.8	15	13.6	32	29.0	17	15.4
5	My company conducts internal seminar and conferences to facilitate employee learning and development	15	13.6	45	40.9	26	23.6	14	12.7	10	9.0
6	The company provides the opportunity for my career development	21	19.0	34	30.9	35	31.8	17	15.4	3	2.7
7	I am satisfied with the recruitment process	12	10.9	34	30.9	16	14.5	24	21.8	24	21.8

INTERPRETATION

From the above table it is inferred that 37.2% of employees strongly agree that work experience is an important factor for up gradation of knowledge and skill, 41.8% of employees agree that utilizing the knowledge and skill in a proper way is most important and 40.9% of employees agree that up gradation of knowledge and skill can be effective through conducting seminars for employees.

Table 5: Showing the Average score analysis for level of satisfaction in Working environment with respect to Age

Factors	Age			
	20-30 Years	30-40 Years	40-50 Years	Above 50 Years
Working environment is pleasant in the department	3.69	3.73	4.00	3.83
Satisfied with the infrastructure provided by the company	3.63	3.73	3.60	3.35
Interpersonal relationship between the colleagues	3.63	3.58	3.69	3.87
Interpersonal relationship between the superiors.	3.06	3.69	3.51	3.57
Satisfied with the leave status provided by the company.	4.00	3.50	3.67	3.43

INTERPRETATION

It is observed from the above table that in the average score analysis, employees belonging to the age group 20-30 years have the high average score for the leave status provided by the company and employees belonging to the age group 40-50years have the high average score for pleasant working environment.

Table 6: Chi-square test showing the association between the Gender and Social Integration in the Company

H0: There is no significant difference between Gender and Social Integration in the Company.

H1: There is a significant difference between Gender and Social Integration in the Company.

Factors	Chi-Square Value	P- Value	Significant
Recognize my own capabilities	9.078	.084	NS
Innovative ideas are being appreciated by the management	2.165	.826	NS

Information regarding changes in the organization is brought to my knowledge.	6.949	.224	NS
Motivated by superiors	7.561	.182	NS
Like to serve in the same organization until my retirement.	11.077	.086	NS
Satisfied with the grievance process	5.357	.374	NS

S-Significant, NS-Not Significant, P-Probability (P value 0 . 0 5)

INFERENCE: From the above table it is inferred that all the above factors of social integration in the company have no significant influence with gender.

Table 7: Chi-square test showing the association between the Education Qualification and working environment

Hypothesis Testing :

H0: There is no significant difference between Education Qualification and working environment.

H1: There is a significant difference between Education Qualification and working environment

Factors	Chi-Square Value	P- Value	Significant
Working environment is pleasant in the department	54.644	.000	S
Satisfied with the infrastructure provided by the company	11.501	.487	NS
Interpersonal relationship between the colleagues	18.891	.091	NS
Interpersonal relationship between the superiors.	33.594	.001	S
Satisfied with the leave status provided by the company.	9.900	.625	NS

S-Significant, NS-Not Significant, P-Probability (P value 0 . 0 5)

INFERENCE:

From the above table it is inferred that two factors pleasant working environment and interpersonal relationship between the superiors have significant association with the educational qualification.

CONCLUSION:

The quality of work life plays an important role in every organization. The study on quality of work life has an objective to measure the employee's perception towards the organization. This study reveals that many respondents have opined that the working environment is pleasant in automobile industry. They also agreed that facilities provided by the organizations in automobile sector are sufficient. Education qualification has a significant influence in recognizing their capabilities. Almost all factors considered to measure the quality of work life of employees gives satisfactory report from employee's perception in Automobile sector.

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