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Introduction

This report is based on Employee Job Satisfaction Survey, which consists of five close ended questions in the form of Likert 5-Point Scale based on quantitative research. Furthermore, I will perform a primary research, questioning employees from a leading Supermarket regarding their job satisfaction at work. I will take a sample of 50 employees from whom I will gather my information of what makes them satisfied at work.

The results will be shown by using Bar-Graphs and Pie-Charts. I will analyse the graphs, deliberate different aspects and factors from secondary sources. Therefore, as a result give a summary of the findings through this research. This will help to better understand the relationship between employee job satisfaction and how this may affect the productivity and turnover of the organisation.

Review of Existing Literatures:

Employee job satisfaction

“Job satisfaction is positive feelings an employee has towards his or her job” (Sailaja & Naik, 2016). Satisfied employees are more happy, engaged, and productive. Motivated employees make businesses thrive and become more successful. Studies show, “Increased employee job satisfaction leads to increased customer satisfaction; ultimately leading to greater potential for organisational profitability and tenure” (Che Nawi et al., 2016).

Organisations should care more about employee satisfaction. Apparently, this is not the case within many organisations. Studies show; “the sustainability of an organisation is contingent upon employee job satisfaction” (Mir & Rainayee, 2016). “For organisations to be sustainable, it is critical employers consider turnover a priority” (Salam, 2017). “Many researchers have claimed that there is a correlation between job satisfaction and turnover intention” (Alshammari, et al., 2016).

People dislike their job for many reasons such as: dislike their employer or their co-workers. feeling disconnected to their team, not feeling appreciated/recognised or they are underpaid.

According to studies by Kim & Park, “when an employee is not satisfied with the job or organisation, the employee has a greater chance of leaving the organisation” (2014).

Doing employee job satisfaction survey is essential. Organisations should do that as it makes their staffs feel valued and respected for the work they do. “Employee surveys help employers measure and understand their employees’ attitude, feedback, motivation, and satisfaction”.

Research Methodology

Qualitative Research Method: “The two most common types of research are Qualitative and Quantitative. Quantitative studies use hypothesis testing. Qualitative studies involve researching the answers to predetermined questions. Qualitative research relies on visual and verbal cues” (Masue, Swai, & Anasel, 2013).

Quantitative Research Method: “Quantitative studies consist mainly of data analysis through various sources: data driven observation, scientific research, and close-ended questions” (Carroll & Rothe, 2010).

I will use both; qualitative and quantitative research methods as I will be conducting a survey. Studies show; “Qualitative and Quantitative research approaches can be complementary to each other. Both research methods are valid when used properly” (Hoe & Hoare, 2012).

Qualitative research includes; obtaining information data on people that work in a Supermarket. Therefore, to better understand the opinions of the population regarding employee job satisfaction.

Quantitative research includes; graphs and pie chart to better understand the statistical data of the population according to the qualitative research that I have done through my survey.

Population: “A research population is a large collection of individuals that is the focus of a public opinion survey. It is for the benefit of the population that researches are done. However, due to the large sizes of populations, researchers often cannot test every individual

in the population because it is too expensive and time-consuming. This is the reason why researchers rely on sampling techniques” (Hasan, 2018).

“This study involved the selection of a predefined population, which is the strength of a purposive sampling method” (Maxwell, 2013).

Sample and Sample Size: “Sample size is a term used in market research for defining the number of subjects included in a sample. By sample, we understand a group of subjects selected from the general population and is considered a representative of true population for that specific study. The sample must be representative of the population from which it is drawn, and it must have a good size to warrant statistical analysis” (Hasan, 2018).

This survey will be carried out within a Supermarket where altogether 150 employees are working. Therefore, I will be choosing only 50 employees who will be my sample that I will conduct my survey on; Employee Job Satisfaction.

Data collection process:

“Researchers typically measure turnover intention by adding a few questions on to the end of an instrument as part of a research study using a Likert 5-point scale” (Chowwen, Balogun, & Olowokere, 2014; Hofaidhllaoui & Chhinzer, 2014).

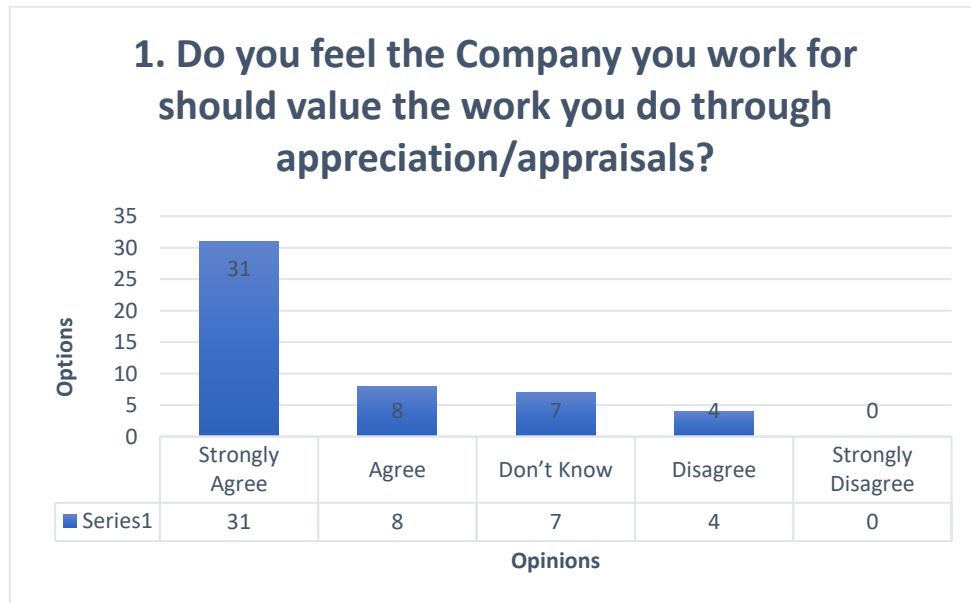
I designed five questions based on employee satisfaction at work. I will collect information on Likert 5-point scale, which are: Strongly Agree, Agree, Do Not know, Disagree and Strongly Disagree. This will allow the employees to respond faster and allows easy data collection. Therefore, the information I will gather will help me measure the opinions of the employees within that Supermarket. I will distribute the surveys out to fifty of the employees in different sector of the organisation, to get a clear understanding of what the employees feel regarding their job.

Ethics in data collection:

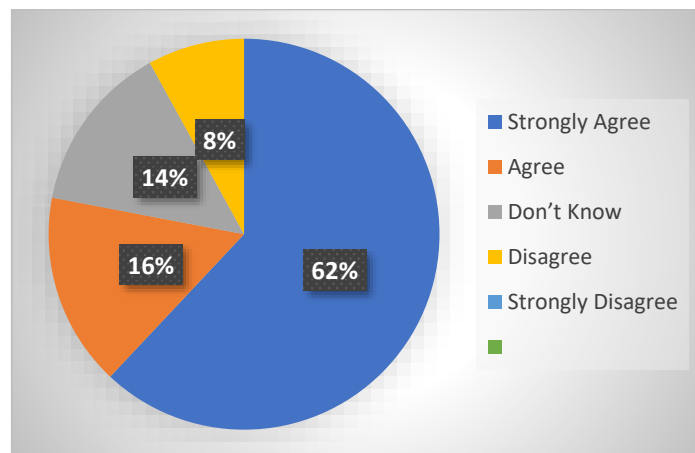
“When humans are part of study, it is commonplace for the researcher to obtain approval from an ethical approval committee prior to data collection” (Gelling, 2016). Therefore, I have asked for consent/permission of the organisation before I conducted my survey. It is vital to do that as I will be using data based on the employees of that Supermarket. They have the right to employee confidentiality. The name of the organisation will remain anonymous. It has been made clear that the information I will be using is only for study purpose for the University of Wales Trinity Saint David.

Findings, Analysis and Discussions:

Employee Job Satisfaction Survey questionnaire



Strongly Agree	Agree	Do not Know	Disagree	Strongly Disagree
31	8	7	4	0



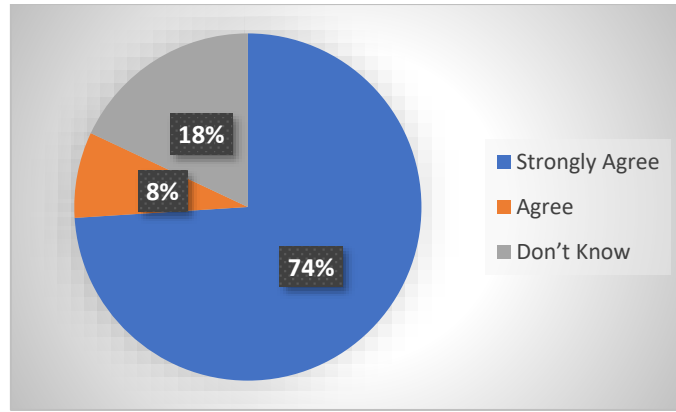
Q1). Graph Analysis: 62% of population strongly agrees and 16% agrees that, companies should value their employees by acknowledging the work they do through appraisals and

showing appreciation. Some 8% of the population disagreed. Whilst the remaining 14% were unsure.

As a result, it is clear, that employees need to feel valued for the work they do. The way for businesses to make their workers feel appreciated is to recognise and acknowledge the work they do and if necessary give the employees that are producing high standard work appraisals. That way it will work out better for the company's success and the employees are satisfied and will produce better work.

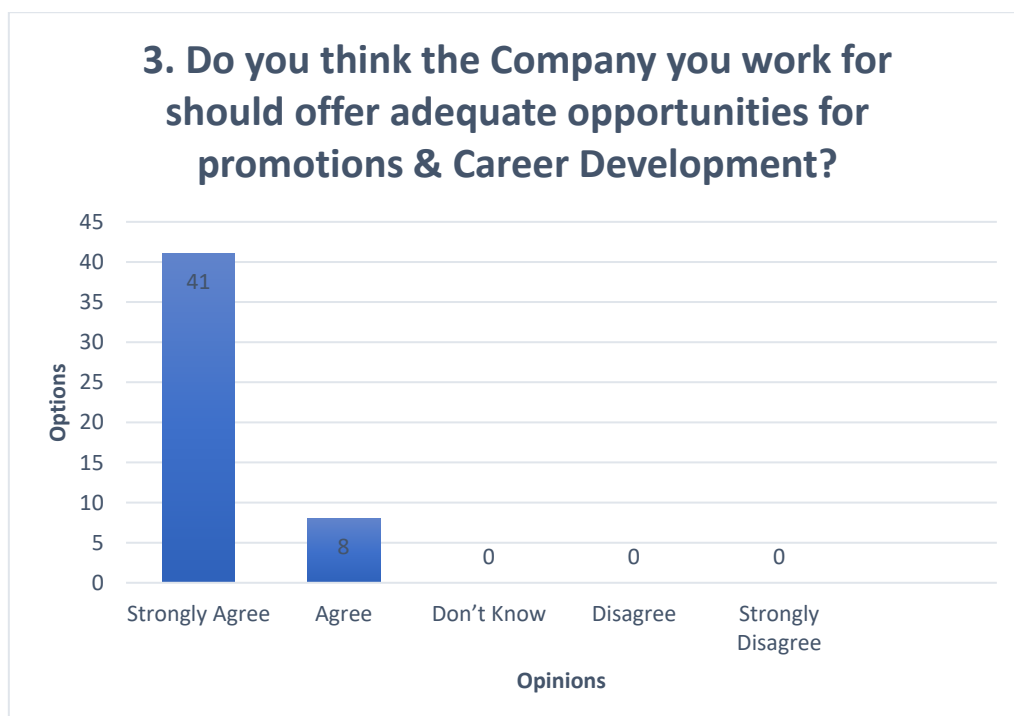


Strongly Agree	Agree	Do not Know	Disagree	Strongly Disagree
37	4	9	0	0

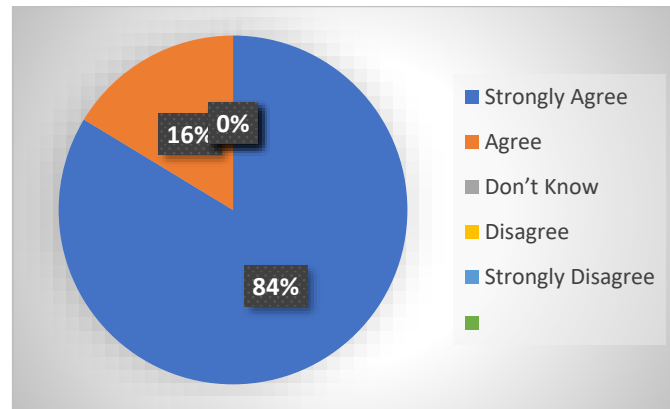


Q2). Graph Analysis: 74% of population strongly agrees and 8% agrees that the Supermarket they work for should pay them a better salary. Whilst 18% of the population were not sure.

As a result, from analysis, it is highly advisable that companies need to evaluate the salary they are paying their employees. Thus, to keep them satisfied and content for the work they are producing. Otherwise they will feel neglected and unappreciated and look elsewhere for a job that will pay them better for their work. Therefore, to maintain a successful business, companies should look after their employees well.

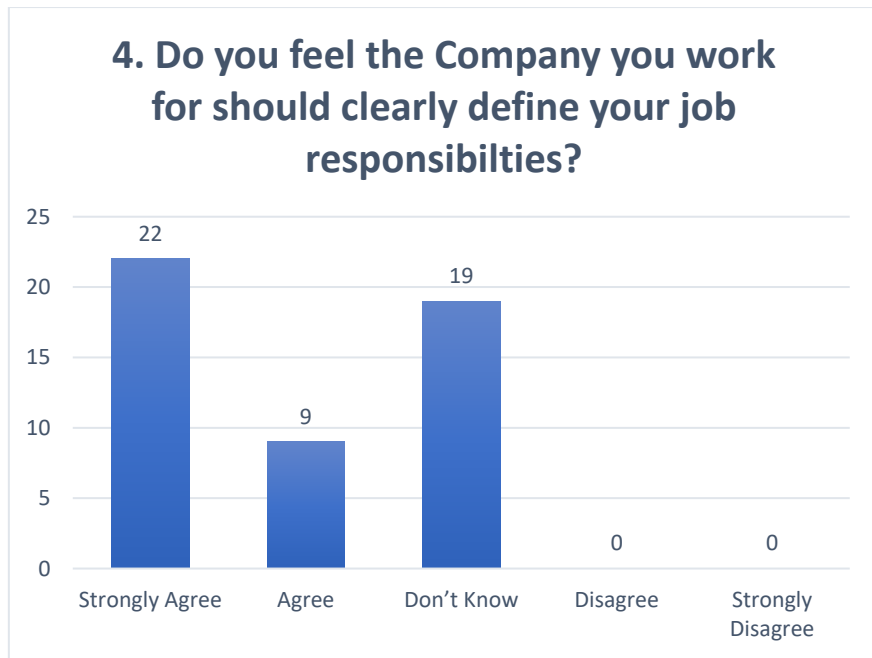


Strongly Agree	Agree	Do not Know	Disagree	Strongly Disagree
41	8	0	0	0

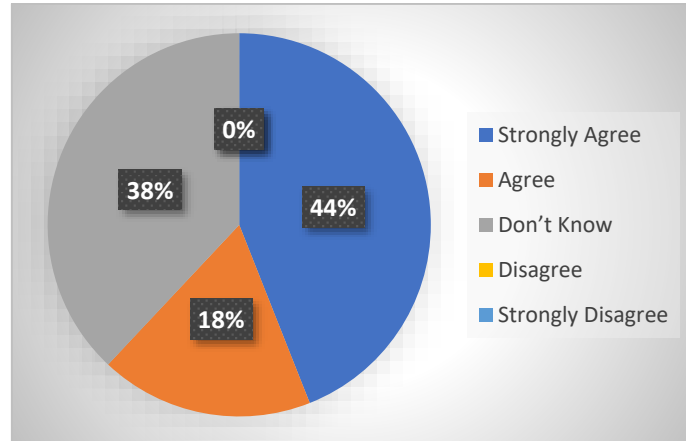


Q3). Graph Analysis: 84% of the population strongly agree and 16% agree that Companies should offer adequate opportunities for promotions and career development.

As a result, it is understood that employees feel that having opportunities to climb the corporate ladder or being able to develop their career is beneficial for their growth. Furthermore, to receive that from the Supermarket they work for is essential as this would keep them satisfied knowing they are being supported. Valued and satisfied workers in a company is an asset for businesses. It is likely they will remain in the business and utilise their skills. In addition, it would help upscale the company's productivity.



Strongly Agree	Agree	Do not Know	Disagree	Strongly Disagree
22	9	19	0	0

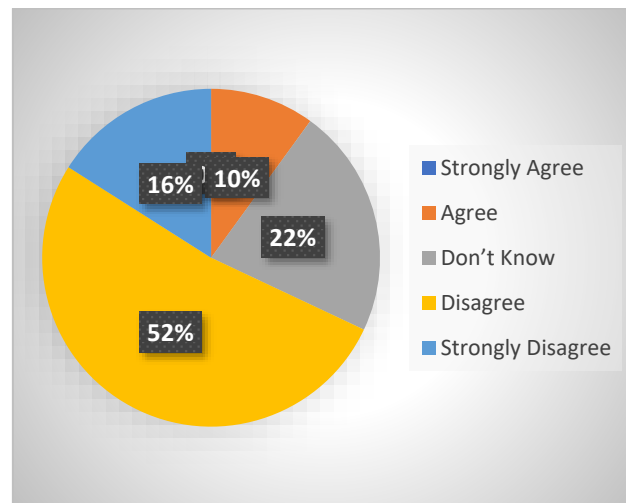


Q4). Graph Analysis: 44% of the population strongly agree and 18% agree that businesses should be clearer about the job roles and 38% were not sure.

As a result, I can say from analysis that employers should define the job responsibilities to employees. When employees are not sure what is expected of them, it causes confusion and demotivates the staff, it becomes impossible for them to succeed. Consequently, this will affect the company's productivity and success.



Strongly Agree	Agree	Do not Know	Disagree	Strongly Disagree
0	5	11	26	8



Q5). Graph Analysis: 52% disagree and 16% strongly disagree that Management does not value the employee feedback. Furthermore, 22% were not sure and only 10% of population agree.

As a result, I can analyse that employees feel that the Management do not value the feedback they give. This can be frustrating for staff and leave them feeling undervalued. It will make

them less satisfied and motivated about the job they do. Consequently, this may lead the employees to look for jobs elsewhere, where they feel their opinions would be taken into consideration.

Summary of the findings:

From analysis and information gathered, I can say most employees feel unsatisfied at work due to feeling; unappreciated, undervalued, or not being acknowledged for the work they are producing. Therefore, by doing surveys on Employee Job Satisfaction has helped me understand the importance of valuing staff opinion, viewpoints and feedbacks, these are vital in all workplace.

It is necessary for the Management of all organisations to take on board what the employees are saying. Everyone's views and opinion should be heard and considered as this will help businesses prosper and succeed.

Limited time constraint on this task, to conduct a survey on the public regarding Employee Job Satisfaction, restricted the number of surveys I was able to carry out, limiting the data and statistical information I was able to present. Therefore, from the data I was able to collect, gives an essence of how employees are feeling at their place of work. However, for future research, I would recommend that by expanding the sample frame of the population would give a better statistical understanding and by asking more questions to get clear viewpoints of the employees. More so, target the same type of organisations by sending surveys online.

Conclusion

"Employees are an organisations valuable asset. They have their own individual needs which must be met and habits which must be managed if they are to contribute to organisational growth and development. Employees bring their own perspectives, values and attributes to organisational life, and when managed effectively can bring considerable benefits to organisations.

Unsatisfied employees produce unsatisfactory results. Therefore, it is vital for top management to take care of its employees to ensure that they are satisfied in their jobs; when satisfied; they strive for the company's goals and aim. By understanding employees needs, managers can understand what rewards to use to motivate them. The goal of most companies is to benefit from positive employee behaviour in the workplace by promoting a win-win situation for both the company and workers".

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