

# Causal Relationship between Organizational Conviction, Job Satisfaction and Quality of Work Life: A Study of Manufacturing Company

Ashima Joshi

Assistant Professor, Prestige Institute of Management, Dewas

## Abstract

The study analyze the effect of Organizational conviction and Quality of work life on Job fulfillment i.e job Satisfaction. Organizational Conviction i.e trust gives the base to employee inspiration and motivation, viable group and team building, open communication, and human resource retention. QWL is a multi-dimensional term which gives a decent work life adjust and gives a subjective lift to add up to workplace of any firm. Quality of work life is turning into a basic issue to accomplish the objectives of the organization in each part whether it is instruction, benefit area, saving money segment, tourism, fabricating, and so on. Wearing down, workers duty, profitability and so forth rely on the Organizational of Quality of work life i.e. work fulfillment, authoritative responsibility, reward and acknowledgment, participative administration, work life adjust, appropriate grievances dealing with, welfare offices, workplace, and so forth. Job satisfaction is characterized as the degree to which people are happy with their occupations or how they feel about various parts of their employments. The methodology utilized as a part of the investigation was review through surveys, which were filled by the manufacturing company's employee. The aftereffect of the examination demonstrates the noteworthy effect of Organizational conviction and Quality of work life on Job fulfillment.

Keywords: Organizational Conviction, Quality of work life, Job satisfaction and Motivation.

## Introduction

The extent upto which individuals from a functional association can satisfy work force needs through their involvement in the association is the need of an hour. It alludes to the favorableness or unfavorableness of environmental condition for individuals. A high caliber of work life is fundamental for associations to proceed to pull in and hold employee.

Organizational Conviction: Conviction is a fundamental source of social capital inside social frameworks (Fukuyama, 1996) and, accordingly, a pivotal component

of societal working. Viewing conviction through the viewpoint of social capital has created three standards of investigation that have imperative ramifications for associations. These three streams inspected how trust as a type of social capital was identified with diminishing exchange costs inside associations, expanding unconstrained friendliness among organizational individuals, and encouraging proper types of yielding to authoritative specialists. The term organizational Conviction can be utilized as a part of a few ways. One type of trust is best depicted as interorganizational Conviction, or the trust between two associations.

Quality of Work Life: (QWL) alludes to the favourableness or unfavourableness of a vocation situation for the people working in an association. The time of logical administration which concentrated exclusively on specialization and proficiency, has experienced a progressive change. QWL is a multi dimensional term which gives a decent work life adjust and gives a subjective lift to add up to workplace of any association . The accomplishment of any association is reliant on how it draws in, creates, and holds its workforce. Facilitate the proficiency of any association relies upon their workplace, working approach and level of representative fulfillment. The level of worker inspiration is reliant on components like employer stability, compensate framework, work fulfillment, and fulfillment of social, physical and individual needs.

Job Satisfaction: Occupation fulfillment which is how much individuals like their employments. A fulfilled, cheerful and dedicated worker is the greatest resource of any association. Proficient human asset administration and keeping up higher employment fulfillment level in manufacturing company decide the execution of the manufacturing company as well as influence the development and execution of the whole economy. In this way, for the achievement of saving money, it is essential to oversee workers successfully and to discover whether they are fulfilled or not. The term 'Occupation Satisfaction' alludes to the idealness with which employee see their

work and the term 'Employment Dissatisfaction' to the unfavorableness with which they take their work.

### Review of Literature

S.Khodadadi et al (2014) examined the QWL measurements impact on the employees' Job Satisfaction. In this investigation free factors were lasting security giving, compensation and advantages installment arrangements, improvement and advancement opportunity, and employment autonomy, Job Satisfaction as the reliant factors. Employee select for this investigation and two surveys of "nature of work life" and "job satisfaction" were utilized for information accumulation and Data examination was finished by utilizing SPSS and LISREL programming. The consequences of the examination demonstrated that the compensation and advantages' strategies have a huge and constructive outcome on Shuhstar's Shohola Hospital employee' activity fulfillment. H. Mohammadia& M. A. Shahrabib (2013) led an exploration on connection between qualityof work life and employment fulfillment, it is an empirical investigation. Questionnaires based on likert scales design was used and distributed among 86 full time workers of two administrative offices in Iran, Supreme Audit Court and Interior Ministry and t-test used to analyzed the hypothesis. The outcomes showed that distinctive working segments have essentially impacted on work fulfillment.

Sageer Alam et al (2012) studied about that representative states of mind commonly mirror the lesson of the organization. In territories of client administration and deals, upbeat workers are critical on the grounds that they speak to the organization to people in general. Along these lines, each association ought to create methodologies that reinforce the workplace and increment the representative assurance and worker fulfillment to upgrade representative execution and profitability, which at last outcomes in high benefits, customer satisfaction and also customer retention.

Tabassuma Ayesha et al (2011) investigated and their examination uncovers that there is a noteworthy contrast exists amongst male and female employee QWL and it gives profitable ramifications to the manufacturing company that are developing enthusiasm for keeping up sexual orientation value, they additionally discovered critical contrasts in general QWL and the determinants of QWL i.e. pay, adaptability in work schedule and work task, regard for work plan, and worker relations. In this way the manufacturing company should attempt to take out these distinctions to enhance the general QWL among every one of the workers.

R. Anitha (2011) contemplated that Job satisfaction is a general disposition towards one's activity, the contrast

between the measure of reward laborers get and the sum they trust they ought to get. Employee will be more fulfilled in the event that they get what they expected, job Satisfaction identifies with inward sentiments of laborers. The fundamental point of this investigation was to break down the satisfaction level of paper mill employees. This investigation closed and recommended that the association may offer significance to specific factors, for example, Canteen, rest room offices, prizes, acknowledgment and advancement strategy, so fulfillment of the workers might be enhanced further.

Tschannen-Moran and Hoy (2000) surveyed articles on trust which were composed more than four decades prior to the turn of the thousand years. They reasoned that trust was a troublesome idea to characterize, as it was mind boggling and multifaceted and had distinctive bases and degrees, contingent upon the setting of the put stock in relationship. Büssing underpins this view by expressing that trust is 'not in any way a direct and obviously characterized idea'.

### Objectives

1. To propose, develop and standardize a measure to evaluate the Organizational Conviction, Quality of Work Life and Job Satisfaction
2. To evaluate the influence of Organizational conviction and Quality of work life on Job satisfaction.
3. To unlock new outlook for auxiliary research.

### Hypothesis

Ho: There is no influence of organizational conviction and quality of work life on job satisfaction.

### Research Methodology

The research is causal in nature and methodology used in the study was survey structured questionnaires, which were filled by the employees of the manufacturing company. The manufacturing company employees were considered as the sample. Sample element in research was the individual employee from manufacturing company .Sample Size was 125 respondents. Non-Probability purposive sampling technique was used for the study. Primary Data was collected through Self Designed standardized Questionnaire on 5 points Likert scale where 1 was indicating minimum agreement and 5 indicated maximum agreement. Reliability and Regression test were applied for data analysis.

### Reliability

Reliability technique have been used to compute the reliability of all items in the questionnaire.

All the items in the questionnaire were verified by the help of reliability analysis in which we used Cronbach's alpha by using SPSS 24 software and the reliability test results

are as:

Variable	No. of Items	Cronbach's alpha
Organizational Conviction	7	.698
Quality of Work life	12	.756
Job Satisfaction	15	.799

The reliability value more than 0.7 is considered good but in case of organizational conviction value is 0.698 which is slightly lower than 0.7. It has been seen from Item-Total

Statistics that the falling of any item do not add to the reliability very significantly, No question was cancelled from the measure and it was used for further analysis.

### Regression

The regression test was applied between organizational conviction, quality of work life (independent variable) and Job satisfaction (dependent variable) for estimating the relationships among variables.

Ho: There is no influence of organizational conviction and quality of work life on job satisfaction.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
dimension0 1	.400a	0.149	0.135	6.93912	1.876

### ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	1555.324	2	748.734	16.347	.000a
	Residual	8992.643	189	46.162		
	Total	12193.640	194			
a. Predictors: (Constant), Quality of work life and organizational Conviction						
b. Dependent Variable: Job Satisfaction						

### Coefficients

Coefficient								
Model		Unstandardized Coefficient		standardized Coefficient	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	Constant	37.456	4.357		7.454	.000		
	QC	-.004	0.173	.003	.043	.967	.817	1.211
	QWL	.435	.085	.465	5.167	.000	.817	1.211

From the above table of regression result it can be explained that, where adjusted R square value is 0.135 which indicates that independent variables explaining 13.5% variance on dependent variable. From Anova table it could be seen that F value is 16.347 which is significant at 0.000 level hence, the null hypothesis was not accepted. From this it could be indicated that there is a significant impact of independent variables on dependent variable.

### Conclusion

The present examination has endeavored to analyze the effect of Organizational conviction and Quality of work life on Job satisfaction. On the premise of above research, it is presumed that organizational conviction depends on certain informative practices, for example, trustworthiness and transparency and is impacted by three factors: capability, respectability, and compatibility. Quality of work life is a process in which organisations perceive their obligation to create occupation and working conditions

that are fantastic for the worker and association. A powerful leadership influence the followers in a coveted way to accomplish objectives. Job satisfaction is one measure for building up the strength of an association, rendering powerful administrations to a great extent relies upon the human asset and occupation fulfillment experienced by representatives will influence the nature of administration they render. The effect of different factors on effectiveness, for example, foundations and inward connections is additionally generally perceived. In the present changing financial situation, manufacturing company employments have turned out to be all the more difficult and challenging. This research clarifies the significance of Organizational conviction, Quality of work life and Job satisfaction.

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