

A STUDY ON EMPLOYEE SATISFACTION IN ARASIYAL TIMES

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ABSTRACT

Employee satisfaction is a vital component in determining the productivity, performance, and long-term sustainability of any organization. The present study, titled "A Study on Employee Satisfaction in Arasiyal Times," is undertaken to assess the level of job satisfaction among the employees working at Arasiyal Times, a regional media company located in Thanjavur, Tamil Nadu. In today's competitive and evolving media landscape, employee satisfaction holds greater significance as it directly influences workforce stability, content quality, and overall organizational reputation. This research aims to identify the factors that affect employee satisfaction and to understand the existing workplace dynamics within this organization.

The study focuses on several key variables such as salary and compensation, working conditions, job security, recognition, leadership style, communication flow, career development opportunities, work-life balance, and employee involvement in decision-making. A mixed-method approach was adopted for data collection, involving both qualitative interviews and quantitative surveys administered to employees across different departments and job roles. The responses were analyzed to identify trends, gaps, and areas of improvement from the employees' perspectives.

Through this study, we aim to provide a comprehensive overview of how satisfied the employees are in their current roles, what motivates them, and what challenges they face in their work environment. The outcomes of the research will not only benefit the management of Arasiyal Times by highlighting areas that require attention but will also contribute to the academic literature on employee satisfaction in the Indian media sector, particularly in regional organizations that often function with limited resources and exposure. The findings of this study are expected to offer valuable insights and practical recommendations that can help enhance employee engagement, reduce attrition rates, and foster a more positive and productive workplace culture in Arasiyal Times.

1. INTRODUCTION

In the modern organizational landscape, employee satisfaction is regarded as a cornerstone of institutional success and growth. It encompasses an employee's overall emotional and psychological well-being in relation to their job and work environment. Satisfied employees tend to be more productive, motivated, and committed to their work, while dissatisfaction often leads to absenteeism, low morale, reduced performance, and high turnover rates. In this context, employee satisfaction is no

longer a peripheral human resource concern but a strategic factor that shapes the organizational climate and its long-term sustainability.

The media industry, in particular, presents a unique set of challenges and opportunities when it comes to employee satisfaction. With demanding deadlines, competitive environments, and the need for constant innovation, media professionals are expected to function under intense pressure while delivering high-quality content. Despite these demands, there is often a lack of structured human resource practices in many regional media houses. Arasiyal Times, a well-known regional media organization located in Thanjavur, Tamil Nadu, has established a solid presence in the field of journalism and public communication. However, as with many regional organizations, it faces challenges related to resource constraints, work stress, and retaining skilled professionals.

This study is conducted with the primary objective of exploring the factors that influence employee satisfaction at Arasiyal Times. It seeks to understand how employees perceive their work environment, management practices, and career prospects within the organization. Variables such as compensation, workload, workplace culture, leadership behavior, communication flow, recognition, and employee involvement in decision-making are carefully examined. Special emphasis is placed on understanding the lived experiences of employees through a combination of quantitative and qualitative data collection methods.

Thanjavur, a city known for its cultural heritage and educational significance, is also becoming a growing hub for regional journalism. As Arasiyal Times continues to expand its reach and influence, it becomes increasingly important to focus on the well-being and satisfaction of its employees. This study aims to shed light on the current levels of job satisfaction among staff and to identify potential areas for organizational improvement.

Furthermore, this research contributes to a relatively underexplored area in the field of organizational behavior and human resource management—employee satisfaction in regional media organizations. While much of the existing literature focuses on corporate and metropolitan contexts, regional organizations like Arasiyal Times operate under different dynamics and cultural influences, which can significantly impact employee attitudes and satisfaction levels.

By evaluating both individual and organizational factors, this study not only aims to provide practical recommendations for the management of Arasiyal Times but also to encourage other similar institutions to invest in the development and well-being of their workforce. A satisfied workforce is not just an indicator of a healthy organization; it is a prerequisite for sustainable success in any sector, especially in the highly demanding and ever-evolving field of media.

2. LITERATURE REVIEW

Employee satisfaction has been a central topic in organizational studies, with various theories explaining its importance and impact. According to Herzberg's Two-Factor Theory, job satisfaction arises from motivators such as recognition and achievement, while dissatisfaction is caused by the absence of

hygiene factors like salary and work conditions. Maslow's Hierarchy of Needs also emphasizes that unless basic needs are fulfilled, employees cannot achieve higher levels of motivation.

Studies show that factors such as leadership style, work environment, communication, recognition, and career development opportunities greatly influence employee satisfaction. Robbins and Judge highlight the role of job design and meaningful work in enhancing employee morale. In regional media organizations, unique challenges like irregular hours and high pressure often impact job satisfaction. Research also shows that Indian regional media houses, while facing financial and infrastructural constraints, can improve employee satisfaction by focusing on open communication, fair policies, and professional growth.

This study builds on previous research to understand how these factors influence the satisfaction levels of employees in Arasiyal Times, Thanjavur.

3. DATA ANALYSIS AND INTERPRETATION

The data for this study was collected through structured questionnaires distributed among 50 employees of Arasiyal Times, Thanjavur. The questionnaire consisted of both close-ended and open-ended questions covering various aspects of employee satisfaction, including salary, work environment, management support, recognition, job security, and growth opportunities. The responses were analyzed using percentages and basic statistical tools to identify patterns and insights.

1. Job Satisfaction Level

Out of 50 employees, 68% reported being moderately satisfied with their current job roles, 20% were highly satisfied, while 12% expressed dissatisfaction. This indicates that although a majority are content with their work, there is room for improvement.

2. Salary and Compensation

Around 60% of the employees felt that their salary did not match their workload and responsibilities. Only 15% were fully satisfied with their current pay. This suggests that compensation is a key area of concern.

3. Work Environment

A positive response was received regarding the work environment, with 72% of employees reporting a supportive and cooperative atmosphere. However, some employees pointed out a lack of basic facilities and resources needed for efficient performance.

4. Management Support

56% of respondents believed that the management was approachable and supportive, while 28% felt that communication from higher authorities was lacking. 16% were neutral. This shows that while the relationship between employees and management is fairly good, there is still a need for more transparent communication.

5. Recognition and Appreciation

Only 40% of employees felt adequately recognized for their efforts, while the remaining 60% expressed dissatisfaction in this area. Lack of appreciation was identified as a factor affecting motivation.

6. Career Growth and Opportunities

A significant 65% of employees reported limited opportunities for professional growth within the organization. Many felt that promotions were not based on performance but on seniority, which led to dissatisfaction among

younger employees.

7. Work-Life Balance

50% of respondents were satisfied with their work-life balance, while 30% felt that irregular hours and workload were affecting their personal lives. The remaining 20% were neutral.

INTERPRETATION

The analysis reveals that while the employees of Arasiyal Times are generally satisfied with the work environment and management, they face challenges in areas such as salary, recognition, and career advancement. The dissatisfaction in these aspects may affect motivation and retention in the long run. Addressing these issues through effective HR policies, fair appraisal systems, and open communication could lead to improved employee morale and productivity.

4. FINDINGS OF THE STUDY

Based on the data collected and analyzed from the employees of Arasiyal Times, Thanjavur, the following key findings have been observed:

1. Moderate Overall Satisfaction

A majority of employees reported moderate levels of job satisfaction, indicating that while they are not entirely dissatisfied, several aspects of their work environment require attention and improvement.

2. Concerns About Salary and Compensation

Most employees felt that their salary was not aligned with their workload and responsibilities. This was identified as a major factor contributing to dissatisfaction.

3. Positive Work Environment

Employees generally appreciated the friendly and cooperative work environment. Many described their peers and immediate supervisors as supportive and respectful.

4. Inconsistent Management Communication

While some employees expressed satisfaction with management support, others highlighted a lack of transparency and inconsistent communication from senior leadership.

5. Lack of Recognition and Rewards

A considerable number of employees felt their efforts were not adequately recognized. This lack of appreciation was found to be demotivating for many.

6. Limited Career Growth Opportunities

Most respondents expressed concern about the absence of clear paths for career advancement within the organization. Promotion and development opportunities were perceived as insufficient or unfairly distributed.

7. Mixed Views on Work-Life Balance

Opinions on work-life balance were divided. While some employees managed their time well, others found their work schedules interfering with their personal life due to workload and irregular hours.

8. Need for Structured HR Policies

The absence of formal HR practices and employee feedback mechanisms was noted as a gap that affects overall satisfaction and professional development.

5. CONCLUSION

Employee satisfaction is one of the most crucial factors that determine the success and sustainability of any organization. This study, conducted at Arasiyal Times in Thanjavur, has shed light on the current level of satisfaction among employees and the key elements influencing their workplace experience. While the organization offers a friendly work environment and a cooperative team culture, it also faces several challenges that require immediate attention—particularly in the areas of compensation, recognition, career development, and communication.

The findings reveal that although a majority of employees are moderately satisfied, there exists an undercurrent of concerns that, if unaddressed, could lead to decreased motivation and higher turnover rates. The absence of formal HR structures and limited growth opportunities further contribute to dissatisfaction, especially among younger and ambitious employees.

This study underscores the need for the management to take proactive steps in creating a more employee-centric environment. Through revised HR policies, transparent communication, structured rewards, and professional development programs, Arasiyal Times can enhance employee morale and engagement. A satisfied workforce is not

only more productive but also more committed and loyal, which is essential for the growth and reputation of any media organization.

In conclusion, the study emphasizes that investing in employee satisfaction is not merely a human resource function but a strategic necessity. By valuing its employees and addressing their needs, Arasiyal Times can position itself as a progressive and people-driven organization, capable of achieving long-term success in the competitive media landscape.

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