



Vol. 1, No. 3; Jul – Sep (2021)

Quing: International Journal of Commerce and Management

Available at <https://quingpublications.com/journals/ijcm>



Employee Engagement and Employee Job Satisfaction in Retail Sector



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ARTICLE INFO

Received: 04-08-2021

Received in revised form:
15-09-2021

Accepted: 21-09-2021

Available online:
30-09-2021

Keywords:

Employee Engagement;
Departmental Store;
Job Satisfaction;
Productivity.

ABSTRACT

Employee engagement is an important strategic tool which plays a vital role in today's business scenario by means of employee engagement, job satisfaction can be improved, productivity can be increased and employees will be highly motivated. This study tries to find out the impact of employee engagement on job satisfaction among the employees of Shri Kannan Departmental Store Erode, Salem and Coimbatore district. This study is descriptive in nature. 107 employees are considered for the study. Purposive sampling technique is adopted. Regression analysis was done to find out whether employee engagement is influencing job satisfaction in our context. SPSS software was used for analysing the data. The finding of the study shows that employee engagement influences job satisfaction of the employees of Shri Kannan Departmental Store.

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DOI: <https://doi.org/10.54368/qijcm.1.3.0011>

1.0 INTRODUCTION

Employee engagement is a strategic tool which helps the managers to go for a productive business. In today's competitive world, the market is dynamic and companies are striving hard to go for a good business by adopting new technologies. The Trend is changing every now and then in order to fulfil the requirements of the customers, skilled human resources are required. To compete in this competitive world, experienced skilled employees are required who are consistently working in the same organisation for a long period. This can be achieved when we increase the level of employee engagement which in turn will improve their level of satisfaction. For a business to shower, definitely it needs to understand how employees are engaged perfectly ([People Metrics, 2011](#)). many studies and firms have found that by increasing employee engagement, customer satisfaction is improved,

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productivity has increased, better employee performance and profitability has increased ([Corporate Leadership Council, 2004](#); [Fleming et al., 2005](#); [Little and Little, 2006](#); [Perrin, 2005](#)). This is the reason why employee engagement is given more importance by supervisors, managers, leaders and other professionals.

1.2 Review of Literature

[Kahn \(1990\)](#) did a huge work on employee engagement which made him to become the father of employee engagement. [May et al., \(2004\)](#) did you study to check the research done by [Kahn \(1990\)](#) regarding personal engagement and personal disengagement ([Shuck, 2010](#)). Many researchers tried to measure burnout using MBT scale and found out that work engagement is just the opposite of burnout ([Maslach et al., 2001](#); [Schaufeli et al., 2002](#); [Seppala et al., 2009](#)). [Saks \(2006\)](#) did a study by using 102 workers in various companies where it was found out that job engagement and Organisation engagement mediate between distributive justice, procedural justice, organisation support, job characteristics and consequences (organisational citizenship behaviour, job satisfaction, organisational commitment, intention to leave). [Sun and Bunchapattanasakda \(2019\)](#) conducted a study on employee engagement where they found that there are three problems with the previous studies and the shortcomings are only few studies are conducted on personality difference and moderating and mediating effect of employee engagement. [Kwon and Kim \(2020\)](#) in their study refined JDR model where they suggested a framework which is integrated and they found out that employees who are engaged think and have innovative and apply a good copying mechanism to relieve and overcome the challenges.

1.3 Objectives

- To find out the impact of Employee Engagement on Employee Job Satisfaction in retail sector

2.0 METHODOLOGY USED

This study is descriptive in nature. 107 employees are considered for the study. Purposive sampling technique is adopted. Employee Job Satisfaction is Dependent variable and Independent variable is Employee Engagement. Regression analysis was done to find out whether employee engagement is influencing job satisfaction in our context. SPSS software was used for analysing the data The hypothesis framed are

- **H₀:** Employee Engagement is not having a significant influence on Employee Job Satisfaction

3.0 RESULT AND DISCUSSION

Regression is done to find out whether Employee Engagement is having a significant impact on Employee Job Satisfaction. The following Table 1 shows the demographic particulars

Table 1 – Shows the Demographic Details

Particulars	Respondents	Frequency	Percentage
Gender	Male	45	42.1
	Female	62	57.9

Age (years)	18-25	63	58.9
	26-35	21	19.6
	36-45	23	21.5
	46-55	0	0
Marital status	Single	48	44.9
	Married	59	55.1
Family type	Nuclear	70	65.4
	Joint	37	34.6
Education	SSC	19	17.8
	HSC	32	29.9
	Graduation	53	49.5
	Post-graduation	03	2.8
Experience in current organization	Upto 2 year	45	42.1
	2 - 5 years	50	46.7
	> 5 Years	12	11.2
Total experience in the retail sector	< 5 Years	28	26.2
	5 - 10 Years	44	41.1
	10 - 15 Years	26	24.3
	More than 15 years	09	8.4
Nature of job	Sales	74	69.2
	Customer relations	16	15.0
	Supervisor	04	3.7
	Administration	13	12.1
Position in the company	Lower management	38	35.5
	Administrative	16	15
	Customer touch points	53	49.5
Plan in next three years	Work with same company	74	69.2
	Change company	29	27.1
	Early retirement	04	3.7

Summary

Dependent Variable	: Employee Job Satisfaction (Y)
Independent Variable	: Employee Engagement (X ₁)
Multiple R-value	: 0.574 ^a
R ² value	: 0.330
Adjusted R ²	: 0.323
F value	: 49.217
p-value	: 0.000

Employee Job Satisfaction is determined to an extent of 57.4 % by Employee Engagement. Here Significant value is < 0.01 which infers that Employee Job Satisfaction is significantly predicted by Employee Engagement at 99 % of confidence level.

The equation is

$$\text{Employee Job Satisfaction} = 7.616 + 0.820 \text{ Employee Engagement}$$

4.0 CONCLUSION

In our study, employee engagement it is influencing job satisfaction. Hence for employees to be satisfied, employee engagement is very much necessary. When an employee is engaged, he will put his total effort for the betterment of the organization and in turn will increase the performance of the company. To make an employee to be engaged, the organization should create an environment where he feels safe, secured and satisfied. Job should be rotated and utmost care should be taken that right job is given to right employee so that he will be engaged totally and ultimately it leads to Job satisfaction.

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