



Research Paper

QUALITY OF WORK LIFE AMONG FEMALE EMPLOYEES IN PRIVATE SECTOR BANKS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract

Quality of work life is a proper balance between the work and personal life which also ensure organizational productivity and employee's job satisfaction. Quality of work life refers to the level of happiness or dissatisfaction with one's work. It describes a people or group's standard of living environment, public health, safety and general atmosphere while quality of work life encompasses things that influence their well-being such as salary and benefits. The present study is attempted to know various factors affecting quality of work life and to analyses the satisfaction level among female employee in private sector banks with a special reference to Coimbatore city. The study chosen is descriptive in nature. The sample size is determined as 30 female bank employees through convenient random sampling method.

Keywords: *Quality of Work Life, Public Health, Living Environment.*

INTRODUCTION

Quality of Work Life is a generic phrase that covers the feelings of the workers about every aspect of work including economic rewards and benefits, security, working conditions, Organizational and interpersonal relationships and its essential meaning in a person's life. Quality of work life refers to the level of happiness or dissatisfaction with one's profession. Quality of work life recognizes that work is the chief determinant of an individual's self-determination, growth and self-respect, as well as employee's standard of living.

In the life of a working individual, the quality of work life holds major importance. QWL is about the betterment of the work, how the management thinks about its people and also how the people think about the Organization. Quality of work life is a multi-dimensional construct that includes concepts such as job safety, remuneration systems, training and career advancements opportunities and participation in decision making. Over a period of time, numerous opportunities have been created in the commercial world, each offering a more favorable work environment to the employee than the last.

Private banking sector in India has seen remarkable growth and now it is one of the significant revenue generators in service sector. The wider impact of Indian private banks has been through increasing competitiveness and customer orientation in the banking sector. It is, therefore, a challenge for management of private banks to encourage their employees and increase their quality of work life for their healthier performance.

STATEMENT OF THE PROBLEM

Quality Work Life means having good supervision, good working conditions, good pay and benefits and an interesting challenging and rewarding job. Banking is essentially a high contact service industry and there is a close interaction between service provider and the customers. The female employees of these private sector banks feels that they are not have proper adequate measures to balance their work and personal life and there by struggling to provide a comfortable climate for the employees to attain the quality of work life. The Quality of work life must be maintained effectively to ensure that all employees are running at their peak potential and free from stress and strain. It can also affect such things as employee's timings and her work output, available leaves, etc. Thus the researcher intends to study the factors affecting quality of work life and satisfaction level among female employees in Private Sector banks.

OBJECTIVE OF THE STUDY

- To study the various factors affect the quality of work life among female employee in private sector banks.



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- To find out the level of satisfaction among female employees in private sector banks.

LITERATURE REVIEWS

Hackman and Oldham (1976)¹ observed psychological growth needs as crucial determinant of Quality of working life. Several such needs were identified; Skill variety, Task uniqueness, Task consequence, Autonomy and Feedback. They concluded that fulfillment of these needs plays an important role if employees are to experience high quality of working life

Joanna Hughes, Nikos Bozionelos (2007)² is to explore the views of male workers in a male dominated occupation on issues that affect to work-life balance. It emerged that work-life imbalance was not only a source of concern, but also that it was the major source of dissatisfaction for participants. Furthermore, participants made a clear connection between problems with work-life balance and extraction behaviors, including turnover and non-genuine sick absence.

Tabassum, Rahman and Jahan (2010)³ in their research work on, “Quality of Work Life among The Male and Female Employees of Private Commercial Banks in Bangladesh”, found their study that the male employees seeming higher Quality of Work Life than their female employees.

Daljeet Kaur (2010)⁴ “Quality of Work Life in ICICI Bank Ltd, Chandigarh”, in his article revealed that employees are happy with the working conditions of the bank. They also found that some of them are not happy with the way performance appraisal is done and feel that there management is not flexible with their social responsibilities and hence they are less satisfied with their jobs.

T. Ayesha et al., (2011)⁵ worked on QWL among male and female employees of private commercial banks in Bangladesh to find out there is any significant difference among male and female bank employee’s perception over QWL issues. Research showed male employee’s perception differs from the female employees its means management of banks are more concerned about the job design of the male employees.

Gayathri and Lalitha Ramakrishnan (2013)⁶ in their article “Quality of work Life- Linkage with Job Satisfaction and Performance” an attempt is made to review the literature on quality of life to identity the initiative and measurement variable along with relation to satisfaction and performance. They discussed review of various authors about quality of work life-concept and dimensions QWL-job satisfaction and performance. Thus this study identifies the measures of quality of life is indeed a difficult task, though there is a sort of common agreement on its concept of employee well-being.

SCOPE OF THE STUDY

A study of quality of work life is a paramount importance, the nature being different for each category of employees depending upon their needs. The quality of work life of employee help the management to know satisfactory level of the employee with the working environment and to know the factors which are affecting the quality of work life of female employees in private sector banks.

RESEARCH METHODOLOGY

The research design of the study is descriptive in nature. The study was conducted in Coimbatore city. For the purpose of the study, the primary data was collected through questionnaire. The questionnaire was designed in such a way that it analyses the quality of work life of women employee in private sector banks. Thus, the collected data were analyzed using various statistical tools such as Weighted Score Analysis, Percentage Analysis, and One-Way Anova.

RESULTS AND DISCUSSION

Weighted Score Analysis



Table 1: Factors Affecting the Quality of Work Life

Factors	1	2	3	4	5	Total Score	Rank
Suffer from long working hours	20	20	18	12	9	79	4
Inadequate opportunity to prove my talent	30	24	18	14	5	91	3
I carry my office tension and pressure to my home	45	36	21	6	2	110	1
Less safety and working environment in my bank	15	16	9	16	12	68	5
Adequate and fair compensation not offered to me	40	24	24	12	2	102	2

Source: primary data

The above table shows the factors affecting quality of work life of women employees in private sector banks. It is observed that major factor that affecting quality of work life is "I carry my office tension and pressure to my home" as first rank with a total score of 110. The second rank occupied "Adequate and fair compensation not offered to me" with the total score of 102 points. The third rank is "Inadequate opportunity to prove my talent" with the total score of 91 points. The fourth rank is "Suffer from long working hours" with the total score of 79 points. The fifth rank is "Less safety and working environment in my bank" with the total score of 68 points. It is concluded from the above analysis that the maximum of the respondents are affected by the factor of Carrying their office tension and pressure to home.

PERCENTAGE ANALYSIS

Table -2: Overall Satisfaction Level of Quality of Work Life

S.No.	Satisfaction Level	No.of. Respondents	Percentage(%)
1	Yes	26	87
2	No	4	13
	Total	30	100

The above table indicates that, 87% of respondent are satisfied with the quality of work life provided by bank and 13% of respondent are not satisfied with the quality of work life provided by bank. Hence majority of the respondents are satisfied with the quality of work life provided by private sector banks.

ONE -WAY ANOVA

In order to test the significant difference between the age and level of satisfaction regarding the quality of work life provided by bank the one-way Anova test is employed and the result of the test is shown in the following table.

Ho: There is no significant difference between the age and level of satisfaction regarding quality of work life provided by private banks for women employees.

Table -3, ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Opportunities to prove my talent	Between Groups	6.903	3	2.301	3.795	.022
	Within Groups	15.764	26	.606		
	Total	22.667	29			
The safety and health conditions	Between Groups	1.903	3	.634	.680	.572
	Within Groups	24.264	26	.933		
	Total	26.167	29			
I have a freedom to decide how do to my own work	Between Groups	7.538	3	2.513	2.382	.092
	Within Groups	27.429	26	1.055		
	Total	34.967	29			



I receive the training opportunities from my work	Between Groups	1.055	3	.352	.323	.809
	Within Groups	28.312	26	1.089		
	Total	29.367	29			
Good recreational facilities available in my bank	Between Groups	1.936	3	.645	1.315	.291
	Within Groups	12.764	26	.491		
	Total	14.700	29			
The place where i work is calm and smooth	Between Groups	.758	3	.253	.289	.833
	Within Groups	22.708	26	.873		
	Total	23.467	29			

Interpretation

The above table shows that, p value is less than 0.05 there so that there is a no significant difference in the opinion among different age groups on level of satisfaction regarding the statement "Opportunity to prove my talent". So the null hypothesis is rejected. There is a significant difference in the opinion among different age groups on level of satisfaction in remaining statements. So the null hypothesis is accepted.

CONCLUSION

Quality of work life exhibits positive emotional reactions and attitudes of an individual about their job. The study reveals that workload causes tension and pressure it automatically affects their personal life this is a major factor that affects the quality of work life. So the private sector banks should take necessary steps to reduce workload of women employees through time management and by providing proper stress free counseling and training. A safe and healthy environment is essential in order to extract satisfied performance from the employees. Now days, many private banking organizations are try to offer flexible work options to their employees wherein employees enjoy flexi-timings for dedicating their efforts at work.

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