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Relation between Worker's Attitude and Job Satisfaction

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Abstract: A worker attitude towards work is directly linked to the job satisfaction. A worker who is satisfied with his job performs better and excels at what he does. A study (Harvard University) found that majority of people get a job or a promotion because of their attitude while only few people get promotion because of intelligence and knowledge of specific facts and figures. Employees attitude are vital to organization, because when attitudes are positive they are reason for success of organization and when negative, they are a symptom of underlying problem and a contributing cause of forthcoming difficulties in an organization. Negative attitude may result in strike, low performance, poor product quality and shabby customer, work slowdowns, absences and employees turnover. Therefore this paper study a relation between attitude and job satisfaction.

Keywords: Attitude, Satisfaction, Promotion, Worker & Performance.

Introduction:

Attitude is defined as a more or less stable set of predisposition of opinion, interest or purpose involving expectancy of a certain kind of experience and readiness with an appropriate response. It is also known as “frames of reference”. They provide the background against which facts and events are viewed. It becomes necessary to know the attitudes of members of an organisation because they have to perceive specific aspects like pay, hours of work, promotion etc, of their job life in the wider context of their generalized attitude. Attitudes at work are important because, directly or indirectly they affect work behaviour. Although many work attitudes are important, two attitudes in particular have been emphasized. Job satisfaction and organisation commitment are key attitudes of interest to managers. Job satisfaction is “the combination psychological, physiological and environmental circumstances that cause a person to truthfully say ‘ I am satisfied with my job’”. It is positive emotional state and the end feeling which may influences subsequent behaviour. It is an employee’s general attitude towards his job. People at work place have attitude about lots of topic that are related to them. These attitudes are firmly embedded in a complex psychological structure of beliefs.

Review of Literature:

Russell Cropanzano (2000) assessed the relationships of well-being and job satisfaction to job performance. For this purpose, he conducted a cross sectional field study in two parts. In Study 1, he took a sample of 47 human service workers to examine the relative contribution of psychological well-being was only predictive of job performance. In study 2, 37 juvenile probation officers were taken as sample to check the relative contribution of well being , composite job satisfaction in assessing composite job performance. He developed positive hypothesis for this purpose.

George & Jones (2002) study explains that level of job satisfaction in the work place is the factor that influences absenteeism which in turn it may cost employee turnover and the impact of it is at times employees might resign or leave their jobs.

Evren Esen (2007) examined in terms of industry and staff size as well as employee age and gender more than 20 indicators of job satisfaction including career-advancement opportunities, benefits, the flexibility to balance life and work, and compensation.

Sonaz Aazami, Khadijah Shamsuddin, Syaquirah Akmal, Golnaz Azami (2015) conducted a study among 567 Malaysian women to see the relationship between job satisfaction and psychological / physical health. They used questionnaire include the job satisfaction survey (JSS), the Physical health questionnaire (PHQ), and the general health questionnaire (GHQ) for their study. They used descriptive statistics. Pearson's correlation between the nine facts of job satisfaction and physical/psychological health status were examined. Linear regression was used to test the effect of job satisfaction on psychological and physical health. They concluded that there is a link between job satisfaction and the health status of employees. In addition, job satisfaction levels vary across different dimensions and can even differ from an individual's feelings of global job satisfaction.

Research Objectives:

1. To study the role of attitude in employee performance.
2. To study the relationship between worker attitude and job satisfaction.

Research Methodology:

The present paper is of analytical and descriptive nature. For this study data and information has been collected from secondary sources. The study attempted to find the relation between worker's attitude and job satisfaction.

Concept of attitude:

Attitude can be defined as the personality of a human. Naturally, this falls under two categories, the good and the bad. A predisposition or a tendency to respond positively or negatively towards a certain idea, object, person, or situation. Attitude influences an individual's choice of action, and responses to challenges, incentives, and rewards (together called stimuli). Attitude is a psychological construct, a mental and emotional entity that inheres in, or characterizes a person. They are complex and an acquired state through experiences. It is precipitated through a responsive expression toward a person, place, thing, or event (the **attitude object**) which in turn influences the individual's thought and action. Attitude comprises basically of mindset, viewpoint, beliefs, etc. These basic elements add to the person you are. Your skill in facing the challenges of life and moving is often shaped by the attitude you hold.

Components of Attitude:

There are three components of attitude:

1. Cognitive component
2. Affective component
3. Behavioural component

Cognitive component:

This component includes the belief an individual has about a certain person, object, or situation. The belief that "discrimination is wrong" is a value statement. Such opinion is cognitive component of attitude. Learned beliefs, such as "you need to work long hours to get ahead in this job", lead to attitude that have an impact on behaviour in the workplace. The cognition component of an attitude reflects a person perceptions or beliefs. Cognitive elements are "evaluative beliefs" and are measured by attitude scales or by asking about thoughts. The statement "I believe Japanese workers are industrious," reflects the cognitive component of an attitude. The cognitive component sets the stage for the more critical part of attitude. The cognitive component sets the stage for the more critical part of attitude- its effective component.

Affective component:

The component refers to the person's feeling that result from his or her belief about a person, object or situation .A person who believes hard work earns promotion may feel anger or frustration when he or she work hard but is not promoted. The affective component becomes stronger as an individual has more frequent and direct experience with a focal object, person or situation. 'Affect' is the emotional component of an attitude. It refers to an individual's feeling about something or someone. statements such as " I like this." or " I prefer that" reflect the affective component of an attitude. Affect is measured by physiological indicator such as galvanic skin response (changes in electrical resistance of skin which indicate emotional arousal) and blood pressure. These indicators show changes in emotions by measuring physiological arousal. If an individual is trying to hide his or her feeling, this might be shown by a change in arousal.

Behavioural component:

This component refers to individual's behaviour that occurs as a result of his or her feeling about the focal person, object or situation. An individual may complain, request a transfer, or be less productive because he or she feel dissatisfied with his work. The behavioural component of an attitude refers to an intention to behave in a certain way towards someone or something. The behavioural component is the intention to behave in a certain way towards an object or person. For example, our attitude towards women in management may be inferred from an observation of the way we behave towards a female supervisor. We may supportive, passive or hostile depending on our attitude. The behavioural component of an attitude is measured by observing behaviour or by asking a person about behaviour or intentions.

Viewing attitude as made up of three components- cognitive, affect and behaviour- is helpful towards understanding their complexity and the potential relationship between attitude and behaviour. The object of an attitude is represented as a prototype in person's memory. Then an individual uses an attitude as a schema for evaluating an object. The person may assess the object as good or bad, positive or negative, favoured or not; then the person determines the strategy to take towards it. The accessibility of an attitude , or ease with which is activated , affects its implementation. Personal experience with the object and the repeated expression of the attitude increases its accessibility. In this way, attitude related information helps process complex formation.

Job satisfaction:

Job satisfaction is an emotional affective response to a job situation determined by how well outcomes meet or exceed the individuals' differences .The level of job satisfaction can act as a determinant of an individual's health and well being. Alternatively reduced job satisfaction may also affect an employee's productivity and can lead to poor organisations outcomes. Job satisfaction is related to absenteeism. Lack of satisfaction from the job produces a lack of will to work and alternate a worker from work as far as possible. Other things remain the same job satisfaction reduces employee turnover.

Work attitude and job satisfaction:

Some points are here which explain the relationship between work attitude and job satisfaction:

1. Mentally challenging work: Employee tends to prefer jobs that give them opportunities to use their skills and abilities and offer a variety of tasks, freedom and feedback on how well they are doing. Under conditions of moderate challenge, most employees will experience pleasure and satisfaction.
2. Personality –job fit: People will personality types congruent with their chosen vocation should find they have the right talents and abilities to meet the demand of their jobs; and because of this success, have a greater probability of achieving high satisfaction from their work. It is important , therefore to fit personality factor with job profiles.
3. Equitable rewards: Employees want pay system and promotion policies that they perceive as being just, unambiguous, and in line with their expectations. When pay is seen as fair based on job demands, individual skill level, and industry

pay standard, satisfaction is likely to result. Similarly employee seek fair promotion policies and practices. Promotions provide opportunities for personal growth, more responsibilities and increased social status. Individuals who perceive that promotion decision are made in a fair and just manner are likely to experience job satisfaction.

4. Supportive working conditions: Employees prefer physical conditions that are comfortable and facilitate doing a good job. Temperature, light, noise and other environmental factor should not be extreme and provide personal comfort. Further, employees prefer working relatively modern facilities and adequate tools and equipment.
5. Supportive colleagues: employees have need the social interaction. Therefore, having friendly and supportive co-workers and understanding supervisor's leads to increased job satisfaction .Most employee want their immediate supervisor to be understanding and friendly, those who offer praise for good performance, listen to employee's opinion and show a personal interest in them.
6. Whistle blowing: Whistle blower are employees who perform authorities of wrongdoing of their companies or co-workers. Whistle blowing is important because committed organisations members sometimes engage in unethical behaviour in an intense desire to succeed. Organisation can manage whistle blowing by communicating the conditions that are appropriate for the disclosure of wrongdoing. Clearly delineating wrongful behaviour and appropriate ways to respond are important organisational actions.
7. Social responsibility: Corporate social responsibility is the obligation of an organisation to behave in ethical ways in the social environment in which it operates. Socially responsible actions are expected of organisations. Current concerns include protecting the environment promoting worker safety, supporting social issues, investing in the community, etc. Managers must encourage both individual ethical behaviour and organisational social responsible.

Conclusion:

Attitude could make a situation better or worse depending on the situation. It is important to adjust your attitude appropriately, as it could seriously affect the operations of your business. People's attitudes can affect any situation they may be in. Attitudes may influence, in particular, the input and outcome of a situation. The impact of attitude can be felt in the workplace, for example. If you have a good attitude, you may get job satisfaction and organizational commitment, and you are more likely to stay in your job. Bad attitudes, on the other hand, are likely to increase your likelihood of leaving your job

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