Kuwait Research Journal of
Business Management (KRJBM)

ISSN Print: 2790-6590 | ISSN Online : 2790-6582 Open Access

Job Satisfaction of Employees: A Case Study of Ridhi Enterprises

Ms. Jashandeep Kaur[1], Gargi Sharma[2]
[1]Assistant Professor in Commerce, Baba Farid College of Engineering and Technology, Bathinda
Mail ID: jashandeep.bfcmt@gmail.com
[2]Department of Management, Baba Farid College, Bathinda, Mail-ID: sharmagargi8555@gmail.com

*Corresponding Author

Ms. Jashandeep Kaur
Assistant Professor in Commerce, Baba Farid College of Engineering and Technology, Bathinda
Mail ID: jashandeep.bfcmt@gmail.com

Article History
Received: 15.11.2025
Revise : 20.11.2025
Accepted: 01.12.2025
Published: 13.12.2025

DOI:10.61705/KRJBM.1.4.2025.26.27

Keywords: Job Satisfaction, Employee Engagement, Human Resource Management, Ridhi Enterprises, Organizational Behavior

Abstract: This study examines the level of job satisfaction among employees working in Ridhi Enterprises, New Delhi. Using a descriptive research design and a structured questionnaire, primary data were collected from 100 employees selected through random sampling. The analysis reveals that most employees are satisfied with their salary, incentives, and management relations, while dissatisfaction exists regarding recreational activities and some facilities. The findings highlight the importance of employee welfare and suggest measures to improve engagement, morale, and organizational productivity.

Introduction

Job satisfaction is a critical determinant of employee motivation, productivity, and organizational performance. It refers to the extent to which employees feel content with their work, compensation, environment, and growth opportunities. In today's competitive environment, organizations strive to balance financial performance with employee well-being.

This research focuses on Ridhi Enterprises, a Delhi-based manufacturer of EVA compounds, PVC sheets, and related polymer products. The company has been operational since 2010 and employs a large workforce engaged in diverse functions. Given the labor-intensive nature of the industry, employee satisfaction is an important factor in retaining skilled manpower and ensuring long-term organizational success.

2. Review of Literature

Previous research has identified multiple dimensions of job satisfaction, including pay, promotion, work environment, supervision, and co-worker relationships (Herzberg's Two-Factor Theory, Maslow's Hierarchy of Needs, Equity Theory). Job satisfaction directly impacts absenteeism, turnover, safety, and overall productivity. Studies also suggest that motivated employees demonstrate higher loyalty, reduced conflict, and improved innovation.

3. Objectives of the Study

- To assess the level of job satisfaction of employees working in Ridhi Enterprises.
- To evaluate employee perceptions of salary, working conditions, incentives, and facilities.
- To provide suggestions for improving employee satisfaction and organizational effectiveness.

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4. Research Methodology

Research Design: Descriptive
Sample Size: 100 employees
Sampling Technique: Random sampling
Data Collection: Primary data through structured questionnaire; secondary data from books, journals, and online sources.
Tools for Analysis: Percentages, charts, and graphs

5. Data Analysis and Interpretation

Overall Satisfaction Score: Data indicates that the majority of employees rated their satisfaction levels in the moderate-to-high range, reflecting a generally positive work environment at Ridhi Enterprises.

Compensation as a Key Strength: Salary, incentives, and overall compensation packages received the highest satisfaction ratings, showing that financial rewards significantly contribute to employee morale.

Strong Management Support: Feedback highlights that employees feel supported by their supervisors and management team, suggesting effective leadership and communication practices.

Low Satisfaction with Facilities: Analysis shows a notable gap in satisfaction related to workplace facilities such as infrastructure, equipment, and basic amenities, identifying this as a critical improvement area.

Limited Extracurricular Activities: Employee responses reveal dissatisfaction with recreational or team-building activities, indicating a need for improved engagement initiatives beyond daily work routines.

Impact on Motivation and Retention: Data trends suggest that while compensation and management support boost motivation, the lack of facilities and engagement activities could affect long-term retention.

Need for Enhanced Welfare Programs: Analysis points to a demand for better welfare measures—including health, safety, and employee assistance programs—to elevate overall job satisfaction.

Opportunity for Growth and Productivity: Improving weaker areas such as facilities and extracurricular activities is likely to positively influence employee productivity and support organizational growth.

6. Findings

- Majority of employees are satisfied with salary, incentives, and grievance handling.
- Lack of recreational opportunities and dissatisfaction with facilities are major concerns.
- Employees value management relations and incentives.
- Some employees still expect better career growth opportunities.

7. Suggestions

- Provide more recreational and cultural activities to improve morale.
- Enhance welfare facilities such as healthcare, transportation, and training.
- Establish transparent career development programs.
- Improve communication and participative decision-making.

8. Conclusion

The study concludes that overall employee satisfaction at Ridhi Enterprises is moderately high, with compensation and management support being the strongest factors. However, dissatisfaction regarding facilities and extracurricular activities indicates areas for improvement. Strengthening employee engagement strategies and welfare programs can enhance motivation, retention, and productivity, thereby supporting organizational growth.

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