A STUDY ON EVALUATION OF RECRUITMENT PROCESS AND EMPLOYEE SATISFACTION WITH REFERENCE TO K.T.V HEALTH FOOD PVT LTD – AN EMPIRICAL ANALYSIS

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ABSTRACT

This research study which was conducted to evaluate the recruitment process and employee satisfaction of the employees at K.T.V Health Food Pvt Ltd recruitment process have been evaluated in order to find out its effectiveness to know whether the recruitment process bring the positive change in the attitude of the employee and also desirable improvement in the work area. The study the sample size has been fixed as hundred (100). The information were collected from respondents such as employees and executives. For the study, data collection was done through a Structure Questionnaire. The main objective of this project is to know about the effectiveness of recruitment process which was followed by the company. For the study it includes different type of statistical tools like T-test, ANOVA, Kruekal-wallis one way ANOVA, Friedman test and Chi-Square test and accordingly the findings, suggestions and recommendations are constructed which is consider to be the important part of the project.

INTRODUCTION

Recruitment is an important part of a business’ human resource planning. In all Businesses, People are a vital resource – and they need to be managed as such. The overall Aim of the recruitment and selection process is to obtain the number and quality of Employees that are required in order for the business to achieve its objectives. Recruitment is becoming more and more important in business. Effects the increasing need for a that requires less management supervision
STAGES IN RECRUITMENT

- Identify and define the recruitments. This involves the preparation of the job description, job specification and person specifications.
- Attract potential employees—there are various methods for doing this—which are described in a separate revision note.
- Select and employ the appropriate people from job applicants.

IMPORTANCE OF THE STUDY

1) It is important to appreciate that recruitment is a continuous process because of staff departures (e.g. retirements, sackings, resignations).
2) Changes in business requirements (e.g. new products, markets, expanded operation).
3) Changes in business location (a relocation often triggers the need for substantial recruitment).

FACTORS AFFECTING RECRUITMENT

Size of the organization
The employment conditioning which organization is located
Working condition and salary and benefit packages
Rate of growth in the organization.
Level of production programmers
Cultural, economic, and legal factors.

RECRUITMENT AND SELECTION PROCESS- MAIN STAGES

1. The decision is made as to whether recruitment is necessary.
2. The job description is prepared.
3. The personnel specification is prepared.
4. Plans are made on how and when to advertise.
5. Applicants are short-listed.
6. References are requested.
7. Candidates are invited for interviews and selection tests.
8. The successful candidate is offered the job and signs the contract of employment.

EMPLOYEE SATISFACTION

It is an obvious statement but ‘high employee satisfaction levels can reduce employee turnover’. Dissatisfied employees tend to perform below their capabilities, result in high turnover of staff and leave their jobs relatively quickly, and are not very likely to recommend your company as an employer. Employee satisfaction is a measure of how happy workers are with their job and working environment. Keeping
morale high among workers can be of tremendous benefit to any company, as happy workers will be more likely to produce more, take fewer days off, and stay loyal to company.

EMPLOYEE SATISFACTION SURVEY SOFTWARE

An employee satisfaction survey allows the organization to get a better understanding of how employees are feeling about their job. Traditionally, organizations would ask their employees to respond to a paper-based or in-person employee satisfaction survey. Unfortunately, it can be difficult and time consuming to survey all employees, and many people may not feel comfortable communicating their concerns in-person or having to leave some form of identifier on paper. As a result, many of the traditional employee satisfaction survey was not completed honestly or at all, which reduces the efficacy of the survey results.

REVIEW OF LITERATURE

AbangEkhsanAbang Othman (2009)
The overall findings indicate that their recruitment/ selection and training/ development practices are influenced by their Japanese Management System which encourages specific human capital creation through a well elaborated and integrated HRM practices linking towards organizational goals. Their systematic and effective management of HR system lead to an especially important source of competitive advantage, hence, contributing towards organizational effectiveness. Though by no mean to be conclusive, the result of this study support the notion that higher strategic HRM effectiveness correlates positively towards organizational effectiveness. This paper provides some insights and practical implications to HR practitioners and line managers into approaches to strategic HRM practices as a source of competitive advantage

BREAUGH (2008) had discussed employee recruitment and its important areas for future research, where he has reviewed research on recruitment topics that have received considerable attention (eg.recruitment methods, realistic job previews). He had also addressed topics (eg. targeted recruitment, the site visit) that has been considered quite important. The author suggested that, before making decisions concerning recruitment issues as what recruitment methods to use an organization should thoughtfully establish its recruitment objectives.

OBJECTIVES OF THE STUDY

- To attract sufficient applications from potential candidates with the required skills, qualities and experience
- To develop and maintain process which will assist in ensuring the appointment of the most suitable candidates
- To access the satisfaction level of employee
- To know the employer satisfaction towards the facilities
- To offer valuable suggestion to improve the satisfaction level of employees.
SCOPE OF THE STUDY

The research was conducted at Chennai. The research was conducted for KTV Health Food Pvt.Ltd. This study will give experience about recruitment and employee satisfaction. It will enhance the real time value for the project. And it also helps to improve the interpersonal skills like Self-motivation and Decision making skills. The study is used to find out the recruitment process of manufacturing companies and also to find out the ways in which KTV Health Food Pvt.Ltd., can improve its quality of service.

RESEARCH METHODOLOGY

Research Design
The research design followed by the researcher “Descriptive Research”. The descriptive research is to find out the existing facts by means of conducting surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as exist at present. The main characteristic of this method is that the researcher has no control over the variables; he can only report what was happened or what is happening.

Data collection
Primary data: It has been collected from the customers through structured questionnaire, which are fresh and for the first time and thus happen to be pertaining to the current research process.

Secondary data are the supporting material for the research, which the researcher collects through various sources like journals, company records, documents, books, magazines, newspaper and from internet.

Sampling : Convenient Sampling
Sample Size : 100

Statistical Tools Used:
1. Student t-test
2. ANOVA
3. Kruskal - Wallis one way ANOVA
4. Friedman test
5. Chi-square test

Analysis of data
Testing of Hypothesis

RESEARCH HYPOTHESIS

T-Test applied - Hypothesis I
Null hypothesis: There is a significant difference between Internal and External mode of Recruitment with respect to causing stress on work time.

ANOVA – Hypothesis II
Null hypothesis: There is a significant difference between Age group with respect to satisfaction with benefit.

Kruskal - Wallis test- Hypothesis III
Null hypothesis: There is a significant difference between experience with respect to causing stress on work time.

Friedman test- Hypothesis IV
Null hypothesis: There is a significant difference between Mean rank towards factors as improving the level of job.

Chi-square test- Hypothesis V
Null hypothesis: There is a association difference between Mode of recruitment and information received on recruitment process.

FINDINGS

1) 45% of the respondents are 25 – 35 age groups.
2) 37% of the respondent absent themselves when highly stressed.
3) 63% of the respondents are below 5 years of experience.
4) 65% of the respondents are selected through internal mode of recruitment.
5) 58% of the respondents are highly satisfied towards the overall service provided by the company

SUGGESTIONS

Majority of the respondents are satisfied towards the service of the companies. The company might take necessary steps in providing good service to its employees to reach 100% satisfaction.

CONCLUSIONS

Selecting the right person for the right job is the main mantra for recruitment team in any organization. Department of human resources in one is opens to every employee of the company. The procedure seems to be simple but it is known to anyone outside. The employees in the concern should not only look at the money he earns from the company, but he should have passion towards his job and other employees. He should have involvement in his work. The nature of the job requires more of humanitarian sense rather than to follow the regular rules.
The person working in HR department should be ethical in nature. He is the mediator between the top and the middle management. So he should think of the well being of both levels of management. People working in HR department must have authority and responsibility to delicate and carry on their work efficiently. By offering services to all level of people promptly, they are able to achieve the goal of the organization. HR plays a vital role in recruiting right person for the right job.

REFERENCES


WEBSITES

- www.asume.org/
- http://srchir.com/ijir.htm

INFERENTIAL ANALYSIS ON SAMPLES

HYPOTHESIS I

Null Hypothesis: There is a significant difference between Internal and External mode of Recruitment with respect to causing stress on work time.

<table>
<thead>
<tr>
<th>Mode of Recruitment</th>
<th>Size</th>
<th>Mean</th>
<th>SD</th>
<th>t value</th>
<th>Table Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal</td>
<td>65</td>
<td>24.04</td>
<td>3.47</td>
<td>2.999</td>
<td>1.96</td>
</tr>
<tr>
<td>External</td>
<td>35</td>
<td>26.05</td>
<td>2.61</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Inference:
Since the calculated value of t is greater than table value of t, the null hypothesis is rejected at 5% level of significance. Hence concluded that there is a significance difference between internal and external mode of recruitment with respect to passing stress on work time. External mode of recruitment have more causes of stress than internal mode.
HYPOTHESIS II:

Null Hypothesis: There is a significant difference between Age Group with respect to satisfaction with benefit.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>size</th>
<th>Mean</th>
<th>SD</th>
<th>Sum of value</th>
<th>Sum of square of value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 25</td>
<td>20</td>
<td>23.75</td>
<td>2.44</td>
<td>475</td>
<td>1139</td>
</tr>
<tr>
<td>25-30</td>
<td>34</td>
<td>23.35</td>
<td>2.84</td>
<td>794</td>
<td>18810</td>
</tr>
<tr>
<td>30-35</td>
<td>25</td>
<td>23.08</td>
<td>2.53</td>
<td>577</td>
<td>13471</td>
</tr>
<tr>
<td>Above 35</td>
<td>21</td>
<td>25.00</td>
<td>3.01</td>
<td>525</td>
<td>13307</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>23.71</td>
<td>2.78</td>
<td>2371</td>
<td>56983</td>
</tr>
</tbody>
</table>

Correction Factor = CF = \( \frac{(GT)^2}{N} \)

\[= \frac{(2371)^2}{100} \]

\[= 56216.41 \]

Total Sum of Square = TSS = \( \sum x^2 - CF \)

\[= 56983.46 - 56216 \]

\[= 766.59 \]

Between Sum of Squares = BSS = \( \left[ \frac{(\sum x_1^2)}{n_1} + \frac{(\sum x_2^2)}{n_2} + \frac{(\sum x_3^2)}{n_3} \right] - CF \)

\[= \left[ \frac{475^2}{20} + \frac{794^2}{34} + \frac{577^2}{25} + \frac{525^2}{21} \right] - 56216.41 \]

\[= 49.24 \]

Error Sum of Squares = TSS - BSS = 766.9 - 49.24 = 717.36
PREPARATION OF ANOVA TABLE

<table>
<thead>
<tr>
<th>Groups</th>
<th>Sum of Squares</th>
<th>Difference</th>
<th>Mean Square</th>
<th>F value</th>
<th>Table value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>49.235</td>
<td>3</td>
<td>16.412</td>
<td></td>
<td></td>
</tr>
<tr>
<td>With in groups</td>
<td>717.355</td>
<td>96</td>
<td>7.472</td>
<td>2.196</td>
<td>2.680</td>
</tr>
<tr>
<td>Total</td>
<td>766.590</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Inference
Since the calculated value of F is less than the table value of F, the null hypothesis is accepted at 5% level of significance. Hence concluded that there is no significant difference between age group with respect to satisfaction with benefit. All the age group have the same level of satisfaction.

HYPOTHESIS III

Null Hypothesis: There is a significant difference between experience with respect to causing stress on work time.

TABLE: KRUSKAL-WALLIS TEST FOR SIGNIFICANT DIFFERENCE BETWEEN EXPERIENCE WITH RESPECT TO CAUSING STRESS ON WORK TIME.

<table>
<thead>
<tr>
<th>Experience in years</th>
<th>size</th>
<th>Mean Rank</th>
<th>Sum of Rank</th>
<th>$\frac{R^2}{n}$</th>
<th>Chi-Square value</th>
<th>T value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 5</td>
<td>63</td>
<td>47.66</td>
<td>3002.58</td>
<td>143102.962</td>
<td>5.991</td>
<td></td>
</tr>
<tr>
<td>5 - 10</td>
<td>26</td>
<td>58.58</td>
<td>1523.08</td>
<td>91529.718</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Above 10</td>
<td>11</td>
<td>47.68</td>
<td>524.48</td>
<td>25007.206</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td></td>
<td>259639.886</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Inference
Since calculated value of Chi-square is less than table value of Chi-Square the null hypothesis is accepted at 5% level of significance. Hence concluded that there is no significant difference between experiences with respect to causing stress on work time.

HYPOTHESIS IV
Null Hypothesis: There is no significant difference between Mean Rank towards Factors as improving the level of job.

**TABLE: FRIEDMAN TEST FOR SIGNIFICANT DIFFERENCE BETWEEN MEAN RANK WITH RESPECT TO FACTORS TO IMPROVE THE LEVEL OF JOB.**

<table>
<thead>
<tr>
<th>Level</th>
<th>Mean Rank</th>
<th>R</th>
<th>( R^2 )</th>
<th>Chi-Square value</th>
<th>Table value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Rotation</td>
<td>6.79</td>
<td>679</td>
<td>461041</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flexi Timing</td>
<td>6.05</td>
<td>605</td>
<td>366025</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Communication</td>
<td>4.09</td>
<td>409</td>
<td>167281</td>
<td>173.160</td>
<td>15.50</td>
</tr>
<tr>
<td>Employee Advice</td>
<td>4.68</td>
<td>468</td>
<td>219024</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreational Activities</td>
<td>4.94</td>
<td>494</td>
<td>244036</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salary Hike</td>
<td>3.52</td>
<td>352</td>
<td>123904</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Change in Working Environment</td>
<td>3.10</td>
<td>310</td>
<td>96100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training</td>
<td>5.69</td>
<td>569</td>
<td>323761</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reward/Recognition</td>
<td>6.16</td>
<td>616</td>
<td>379456</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>2380628</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Inference:
Since the calculated value chi-square is greater than the table value of chi-square null hypothesis is rejected at 5% level of significance. Hence concluded that there is a significant difference between factors for improving the level of job. Based on mean rank, the change in the work environment is the most important factor followed by salary hike and open communication with employees.

HYPOTHESIS V

Null Hypothesis: There is a association between Mode of Recruitment and Information received on recruitment process.
TABLE: CHI-SQUARE TEST FOR ASSOCIATION BETWEEN MODE OF RECRUITMENT AND INFORMATION RECEIVED ON RECRUITMENT PROCESS

<table>
<thead>
<tr>
<th>Mode of Recruitment</th>
<th>Information received on Recruitment Process</th>
<th>Total</th>
<th>Chi-Square value</th>
<th>Table value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internal</td>
<td>33 (30.6)</td>
<td>32 (34.5)</td>
<td>65</td>
<td>0.088</td>
</tr>
<tr>
<td>External</td>
<td>14 (16.5)</td>
<td>21 (18.5)</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>47</td>
<td>53</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Note: the value with in bracket refers to Expected Frequency.
** Denotes significant at 1% level.
* Denotes significant at 5% level.

\[
(O - E)^2 / E = \frac{(O - E)^2}{E}
\]

**O - E**

<table>
<thead>
<tr>
<th>O</th>
<th>E</th>
<th>O-E</th>
<th>(O - E)^2</th>
<th>(O - E)^2 / E</th>
</tr>
</thead>
<tbody>
<tr>
<td>33</td>
<td>30.6</td>
<td>2.4</td>
<td>5.76</td>
<td>0.188</td>
</tr>
<tr>
<td>32</td>
<td>34.5</td>
<td>-2.5</td>
<td>6.25</td>
<td>0.181</td>
</tr>
<tr>
<td>14</td>
<td>16.5</td>
<td>-2.5</td>
<td>6.25</td>
<td>0.378</td>
</tr>
<tr>
<td>21</td>
<td>18.5</td>
<td>2.5</td>
<td>6.25</td>
<td>0.337</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>0.088</td>
<td></td>
</tr>
</tbody>
</table>

Inference
Since the calculated value of chi - square is less than table value of chi - square the null hypothesis is accepted at 5% level of significance. Hence concluded that there is no association between mode of recruitment and information received.

CONCEPTUAL FRAME WORK:
The Recruitment Process

- Stage One
  Define Requirements

- Stage Two
  Attract Potential Employees

- Stage Three
  Select Right People

- Job Description

- Job Specification

- Job Advertising

- Job Interview

- Ability Tests