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To Study on Factors Influencing Employees' Commitment Towards Lakshmi Machine Works Limited, Coimbatore

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ABSTRACT
Committed employees take ownership of their work and are ambassadors for their company, both inside and outside of office doors. Committed employees bring added value to the organisation, including through their determination, proactive support, relatively high productivity and an awareness of quality. Employees' being committed to work are also less likely to call in sick or to leave the organisation. Hence the study is essential to analyze the factors influencing employee's commitment towards the company Lakshmi Machine Works Limited, Coimbatore. It also focuses on employee's motivation, work environment, training and development, welfare measures factors to influence the employee's commitment. Descriptive research method and random sampling techniques have been adopted in the study. Primary data and secondary data have been used to collect the data. Research instrument is Likert 5-point scale questionnaire. Population of this study is entire employees of this company. Sampling unit is Erode. Total number of samples taken for the study is 108 respondents. Simple Percentage analysis, Chi-square and correlation analysis statistical tools are used by SPSS software. It is found that the level of employee commitment in Lakshmi Machine Works Limited is high. Employee commitment improves the company's performance. It is therefore deducted that organizational performance can simply be improved through employee commitment. It is concluded that there is a relationship between employee motivation and employee's commitment. There will be a high level of employees' commitment when there are motivated employees and good working environment in the concern.

KEY WORDS: Commitment of Employee, Lakshmi Machine works

I. INTRODUCTION:

In today's competitive world, no organisation can perform at peak levels unless each employee is committed to the organization's objectives and works as an effective team member. It is no longer good enough to have employees who come to work faithfully every day and do their jobs independently. Employees now have to think like entrepreneurs while working in teams, and have to prove their worth. However, they also want to be part of a successful organisation which provides a good income and the opportunity for development and secure employment. In the past, organisation secured the loyalty of their employees by guaranteeing job security. However, many organizations have responded to competitive pressures by downsizing, restructuring and transformation and thus created a less secure organizational climate.

II. REVIEW OF LITERATURE:

Bui N. B. Khue & Ho N. Quang (2017)

The main objective of this study is to find the relationship between selected factors: Training, Pay, Working Environment, and Leadership and Office employee commitment through the mediator Job Satisfaction. The data collected by online and offline surveys to achieve 422 responses. The survey is continually chosen as the main method with questionnaire tool to collect primary data. AMOS tools are used to analyse the data through Reliability test, Model fit test, SEM method and correlation have been used as statistical tools to reach the finding of the study. The research findings, companies can know which factors play important roles in successful employee commitment strategy. It suggested that Hence, the management team should consult employees when making decisions that are relevant to their interests so that employees notice their necessary role within the company, and their dedication is valuable. It can be concluded that these

four variables have indirect positive relationship with Employee Commitment through the mediating variable Job Satisfaction.

Irma Suryani (2018), Organizational commitment is one of essential elements in achieving organization's goals. Highly committed employees contribute significant improvement in organization outcomes and goals. Studying what motivate employees to obtain strong commitment is important to enhance organizational performance. The aim of the study is to see what factors affecting organizational commitment using literature review method. Several essential factors are grouped into two perspectives, employers and employee's perspectives. In employer's stand point, role ambiguity, job control, job insecurity, career advancement, performance appraisal, and positive team experience have been claimed significantly affecting organizational commitment. In contrast, factors affecting employee's commitment are locus of control, age and tenure in organization, task self-efficacy, culture, job satisfaction, and employee engagement.

Visanh P, Huaifu Xu. (2018), This study was conducted in Vientiane Capital, Lao PDR to investigate the factors affecting organizational commitment and the level of the organizational commitment of employees of Lao Development Bank. The study sampled 196 employees using Yamane's sampling technique. The data was collected through a structured questionnaire and Stata version 23 was used as an analysis tool. The overall picture of the study found that the level of the organizational commitment of employees of Lao Development Bank was at high level. The aspects considered, from highest to lowest mean level, were continuance, followed by normative and affective commitment, respectively. It concluded that employee commitment could be measured and defined as an employee's level of identification and involvement in the organization.

Sing Yee Lim et.al (2020) Organizational change has been receiving tremendous concern lately as the everchanging environment causes companies to succumb to changes. Employee commitment towards change is detrimental in an organizational change. This research aims to investigate the factors that affect employee commitment to change and to examine the moderating effect of organization culture in service organizations. A total of 190 responses was collected from the employees working in the service organizations in Malaysia. Smart PLS 3.0 was used for data analysis. The proposed research model was assessed based on path modeling and bootstrapping. The findings found that among the four factors, only quality of relationship with the manager, fit of change with vision, and job motivation are significantly related to employee commitment to change. Moreover, the results have found no empirical evidence to support the moderating role of organization culture. The implications, limitations and future research were further discussed in this research.

Saraih et al. (2020) The concept of organizational commitment is the main component of management issues of the organizations. One of the major objectives which is aimed by the Malaysia. Public Service Department (PSD) is to formulate policies and guidelines relating to psychology services according to urgent needs to enhance human resource development in the public service (Public Service Department, 2019). The sample of the study is 165. Descriptive research design and convenience sampling method have been used in this study. Data are obtained using questionnaires in the self-perspective of rating. Simple percentage analysis, regression and correlation have been used as statistical tools to reach the finding of the study. The implications and several suggestions are discussed based on the research findings. It is concluded that the result of OCB and organization commitment showed the weakest significant correlation among all predictors to organizational commitment.

Kanya (2022) Over the years, there have been three approaches for defining and measuring organizational commitment. The concept of organizational commitment has begun in 1960. The sample size is 185. Descriptive statistics of dependent and independent variables. It shows the employee's opinion for all the variables ranges from minimum one to maximum five. Data were analysed using descriptive statistics, correlation and regression analysis been used as statistical tools to reach the finding of the study. It is found that various studies concerning the studies on organizational reward, supervisory support, training and development, work-life balance, organizational culture, job characteristics, career opportunities, compensation, justice, teamwork and organizational commitment. The major conclusion of this study is that organizational commitment of employees is found moderate in hospitals of Kathmandu Valley. The status of the organizational factors in terms of organizational reward is below average which indicates that employees are not satisfied with the reward structure of the organization.

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OBJECTIVES:

Primary objective

- To study on factors influencing employee's commitment towards Lakshmi Machine Works Limited, Coimbatore

Secondary objectives

- To analyse the employee's motivation in the organisation
- To understand the work environment in the organisation
- To ascertain the training and development in the organisation
- To measure the level of satisfaction in welfare measures
- To obtain suggestions from the respondents to enhance the factors for employee's commitment in the organisation

RESEARCH METHODOLOGIES:

The specific steps or methods used to find, pick, process, and analyse information on a subject are known as research methodology. The methodology section of a research paper gives the reader the chance to assess the general validity and dependability of a study. Descriptive research was employed and Convenience sampling Technique is used in this study.

TOOLS USED FOR ANALYSIS

Statistical analysis is the process of collecting and analysing data in order to discern patterns and trends. It is a method for removing bias from evaluating data by employing numerical analysis.

This technique is useful for collecting the interpretations of research, developing statistical models, and planning surveys and studies. The following tools are used in this study.

- Simple Percentage Analysis
- Correlation Analysis
- Chi-Square Analysis

Percentage Analysis

The percentage method was extensive used for finding various details as mentioned in the chapter of analysis and interpretation. It can be calculated as follows.

$$\text{Percentage of respondents} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

Correlation

Correlation is a statistical technique that can show whether and how strongly pairs of variables are related. Like all statistical techniques, correlation is only appropriate for certain kinds of data. The formula for the correlation is:

$$r = \frac{N\Sigma xy - (\Sigma x)(\Sigma y)}{\sqrt{[N\Sigma x^2 - (\Sigma x)^2][N\Sigma y^2 - (\Sigma y)^2]}}$$

Where:

N = number of pairs of scores
Σxy = sum of the products of paired scores
Σx = sum of x scores
Σy = sum of y scores
Σx^2 = sum of squared x scores
Σy^2 = sum of squared y scores

Chi-Square Analysis

Chi–square analysis in statistics to test the goodness of fit to verify the distribution of observed data with assumed theoretical distribution. Therefore, it is a measure to study the divergence of actual and expected frequencies. It makes no assumptions about the population being sampled. The quantity $\chi 2$ (chi-square) describes the magnitude of discrepancy between theory and observation.

If $\chi 2$ is zero, it means that the observed and expected frequency completely coincides. The greater the value of $\chi 2$, the greater would be the discrepancy between observed and expected frequencies.

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The formula for computing Chi – Square ($\chi 2$) is as follows.

$$\chi 2 = \Sigma\{(O-E)^2 / E\}$$

CHI-SQUARE ANALYSIS

RELATIONSHIP BETWEEN THE GENDER OF THE RESPONDENTS AND EMPLOYEES' MOTIVATION IN THE ORGANISATION

HYPOTHESIS TESTING

Null hypothesis (Ho):

There is no significant relationship between the gender of the respondents and employee's motivation in the organization.

Alternative hypothesis (H1):

There is some significant relationship between the gender of the respondents and employee's motivation in the organization.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percentage	N	Percentage	N	Percentage
GENDER OF THE RESPONDENTS AND EMPLOYEES MOTIVATION IN THE ORGANISATION	108	100.0%	0	.0%	108	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	101.329[a]	18	.000
Likelihood Ratio	132.842	18	.000
Linear-by-Linear Association	77.968	1	.000
N of Valid Cases	108		
a. 31 cells (81.6%) have expected count less than 5. The minimum expected count is .37.			

INTERPRETATION:

As per the above table, it is inferred that the P value is 0.000; it is significant to 5% (0.05) significant level. The minimum expected count is 0.37. Thus alternative hypothesis is accepted and it is found that there is some significant relationship between the gender of the respondents and employees motivation in the organization.

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CORRELATION ANALYSIS

RELATIONSHIP BETWEEN THE AGE OF THE RESPONDENTS AND WORK ENVIRONMENT IN THE ORGANISATION

Correlations			
		AGE OF THE RESPONDENTS	**WORK ENVIRONMENT IN THE ORGANISATION**
AGE OF THE RESPONDENTS	Pearson Correlation	1	.884**
	Sig. (2-tailed)		.000
	N	108	108
WORK ENVIRONMENT IN THE ORGANISATION	Pearson Correlation	.884**	1
	Sig. (2-tailed)	.000	
	N	108	108

INTERPRETATION:

The above table indicates that out of 108 respondents, co-efficient of correlation between the age of the respondents and work environment in the organization is 884. It is below 1. So, there is positive relationship between the age of the respondents and work environment in the organization.

Employee Commitment

Employee Commitment is the psychological attachment and the resulting loyalty of an employee to an organization.

Meyer and Allen (1991) defined commitment as "a psychological state, which (a) describes the employees' relationship with the organization, and (b) has connotations for the assessment whether to continue or discontinue membership with the organization".

According to Ashraf, Simsab, Nazish and Farooqi (2014), employee commitment can be interpreted as the degree to which a worker can associate with the company and desires to deliberately and positively perform in it.

TYPES OF EMPLOYEE COMMITMENT

The description above is a very good indicator of employee commitment, but does only offer a broad description. In their article “Three component model of commitment” John Meyer and Natalie Allen8 discuss commitment in great detail. We can see from their insightful research that there exists three distinct types of employee commitment:

- Affective commitment
- Normative commitment
- Continuance commitment

III. FINDINGS

- 59.2% of the respondents are in the age group of 26-30 years.
- 63.3% of the respondents are male.
- 45.0% of the respondents have below 5 years’ experience.
- 44.2% of the respondents are satisfied towards the proper equipment availability in the work environment.
- 37.5% of the respondents are satisfied towards the comfortable work environment to work.
- 45.8% of the respondents are satisfied towards the free flow of communication in the work environment.
- There is some significant relationship between the gender of the respondents and employee’s motivation in the organization.
- There is positive relationship between the age of the respondents and work environment in the organization.

IV. SUGGESTIONS

- There must be appreciation for the employees who perform well the job for motivation purpose.
- There must be fair remuneration for the employees based on their roles and responsibilities in the company.
- The company must ensure for career development for the employees in order to motivate them for commitment in the work place.

- The company must offer flexible work schedule for the employees to make comfort in the work place.
- The company must create the sense of job security for the employees to motivate them to work in the longer period.
- There must be proper equipment availability in the work environment to make ease of the employee's tasks.

V. CONCLUSION

It is found that the level of employee commitment in Lakshmi Machine Works Limited is high. Employee commitment improves the company's performance. It is therefore deducted that organizational performance can simply be improved through employee commitment. It is concluded that there is a relationship between employee motivation and employees commitment. There will be a high level of employees' commitment when there are motivated employees and good working environment in the concern. Satisfaction in welfare measures is also a key employee motivator, the findings shows that employees have satisfied in welfare measures. If employees are concerned about losing their jobs, there is very little likelihood of high level of employees' commitment. If people are not given adequate resources, facilities and training they will not be likely to view the organization as being committed to them as well.

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