

# RESEARCH PROJECT

## IMPACT OF EMPLOYEE SATISFACTION ON ORGANIZATIONAL GROWTH AND DEVELOPMENT. (A CASE STUDY OF SAMSUNG SERVICE CENTRE, HILTON ARCADE KIMATHI STREET).

### CHAPTER 1

#### 1.0 INTRODUCTION.

Employee satisfaction can be assessed as a gratification that is derived from the working conditions, pay and reward structures, playing conditions and how employees are overseen in the system.

#### 1.1 BACKGROUND OF THE STUDY.

Employee satisfaction is the basic foundation upon where job satisfaction can be achieved. Job fulfilled employees are more interested and involved in their study and contribute more to the organization. The issue of employee satisfaction has been significant in recent times to the development and accomplishment of organizations' goals and objectives.

Various studies have been conducted to find out the way in which employee satisfaction influences productivity and the factors which determine job satisfaction in the organization. It is often said that "A happy employee is a productive employee". The elements of job satisfaction are related to pay, promotion, benefits, work nature, supervision and relationships with colleagues (Mouadegh, 2008). An organization's H-R strategies is determined by the all-round unit of employee's satisfaction. It begins with the hiring of right people and continues with practice of keeping them engaged and committed to the organization (Freyermuth, 2004). Kuria argues that employees are the most satisfied and highly productive when their job offers them security from economic strain, recognition of their efforts, opportunity to contribute ideas and suggestions, participation in decision making and handling the affairs, sound payment structure, incentive plans and profit sharing activities, health and safety measures, social security, compensation, communication, communication system and finally, atmosphere of mutual trust and respect (Kuna, 2011). Employee satisfaction heavily affects employee performance. Employee performance depends on the level of motivation each individual is exposed to in the organization. The ability of an organization to attain its objectives heavily relies on the productivity levels of the individual employee.

Subsequently, individual employee performance is integral in obtaining organization objectives (Xiaojun Lyu, 2017). There is extensive empirical evidence linking intrinsic motivation to better employee performance among employees. Intrinsic motivation correlates with improved Employee Performance as the employees are more industrious and smarter in terms of how they handle different tasks (Menger et al, 2019). As part of a global corporate citizen, Samsung Service Centres collaborate with each other and strive to make a positive impact while delivering innovative products and services and at the same time respecting the freedoms and fundamental rights to which all people are entitled. Being a research and development organization,