

Job Performance among of the personnel of MSME in Malappuram District, Kerala

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Abstract

Quality of work life (QWL) includes process protection, properly operating conditions, adequate and honest reimbursement and same employment opportunity all collectively. QWL ambitions to satisfy the dual desires of enhanced effectiveness of organisation and advanced satisfactory of life at work for employees. The Micro, Small and Medium enterprise (MSME) zone has evolved as a extraordinarily vibrant and dynamic region of the Indian financial system over the last 5 many years. It contributes considerably inside the economic and social development of the country through nurturing entrepreneurship and producing biggest employment opportunities. A performance trendy is a management-authorized expression of performance threshold(s), requirement(s), or expectation(s) that ought to be met to be appraised at a selected stage of performance. On this paper an try is made to examine the job overall performance in the direction of task delight. Additionally, this look at attempts to check the importance of socio-monetary characteristics of employees across the factors of activity overall performance and the outcomes confirmed significance.

Keywords: excellent of work existence, Micro, Small and Medium establishments, task performance

1. Introduction

Human resource plays an imperative part in the success of any organization, because most of the problems in organizations are human and social rather than physical or technical. A good quality of work life not only attracts new talent but also retain the existing talent. The successes of the organization depend to a large extent upon the capability, competence, efficiency, and level of development of human resources, who being the active agents, accumulate capital, exploit natural resources, and build social economic and political organization.

The Micro, Small and Medium Enterprises (MSME) sector has developed as a highly vibrant and dynamic sector of the Indian economy over the last five decades. It contributes significantly in the economic and social development of the country by nurturing entrepreneurship and producing largest employment opportunities. The MSMEs were broadening their sphere across sectors of the economy, producing diverse range of products and services to meet demands of domestic as well as global markets. In the today's competitive business environment, MSME's facing a problem of attracting and retaining, competent human resource.

Quality of work life is responsible for the Organizations, as systems, need coordination and efficiency among their subsystems. One of the most important of these subsystems is manpower and considering it is one of the most important priorities of the organization.

Quality of work life (QWL) involves job security, good working conditions, adequate and fair compensation and equal employment opportunity all together. QWL aims to meet the twin goals of enhanced effectiveness of organization and improved quality of life at work for employees. But today's employee would not believe in such values of work. Employees work for salary, and continue to work as long as conditions of work are encouraging and pleasant and terms of employment are favorable QWL refers to the level of happiness or dissatisfaction with one's career.

1.1. Performance standards

A performance standard is a management-approved expression of performance threshold(s), requirement(s), or expectation(s) that must be met to be appraised at a particular level of performance. By creating a systematic set of performance standards, employees can be objectively evaluated as to their contribution to the overall mission and goals of the company. Not only can the performance of employees be evaluated according to a set of standards, but other influences on evaluations, such as personal feelings or general popularity, can be eliminated.

1.2. Quality of work

The role of work has changed throughout the world due to economic conditions and social demands. Originally, work was a matter of necessity and survival. Throughout the years, the role of work has evolved and the composition of the workforce has changed. One of the vehicles to help provide attainment of personal and professional goals is quality of work-life benefits and programs. Quality of work is the value of work delivered by an individual, team or organization. This can include the quality of task completion, interactions and deliverables.

1.3. Creativity and decision-making

Creativity improves the quality of decisions. It increases the scope of alternatives to be considered for problem-solving. It is essential to deal with problems which are no-repetitive and novel as such problems cannot be solved by pre-defined solutions. They require imaginative thinking for their solution.

1.4. Inter-personal Relations Skill

Interpersonal skills are the behaviors and tactics a person uses to interact with others effectively. In the business world, the term refers to an employee's ability to work well with others. Interpersonal skills range from communication and listening to attitude and deportment. Inter-personal skills involve the ability to communicate and build relationships with others.

1.5. Research design

The research design has been drawn by briefing the objectives of the study, methodology of the study, sampling techniques, and tools used for data collection. Statistical tools used limitations of the study and chapter scheme.

1.6. Limitation of the study

Due to time and cost constrain the study area is restricted to only MSME in Malappuram District, Kerala.

1.7. Objectives of the study

- To study the socio-economic characteristics of employees of MSME in Malappuram District, Kerala
- To examine the relationship between job performance and its factors.
- To test the significance between the demographic, profile characteristics and factors determining job performance.

2. Review of Literature

Paramasivan C & Mari Selvam P (2013) has explained the contribution of micro, small and medium enterprises (MSME) sector to manufacturing output, employment and exports of the country is quite significant. According to estimates, in terms of value, the sector accounts for about 45 per cent of the manufacturing output and 40 percent of the total exports of India. The MSME sector employs about 42 million persons in over 13 million units throughout the country. There are more than 6000 products, ranging from traditional to high-tech items, which are being manufactured by the Indian MSMEs.

Jeyarathnam et al., (2011) examined the intensity of working conditions and the behavioral aspects of the employees. This study also attempted to explore the basic strategy to identify employee's important needs and to satisfy those needs for improving the quality of work life. The research conducted by the authors showed that dissatisfaction might occur due to lack of recognition, tedious work, unhealthy peer relations, poor working conditions, low self-esteem, occupational stress, heavy work load, monotony, fatigue, time pressures, job insecurity, instability of job.

Rajeswari Hemanathan et al., (2017) studied about the quality of work life among nurses and to know the association between QWL and socio-demographic variables. The research design used was cross sectional and it was conducted in Narayana Medical College and Hospital, Nellore. The research result found that working on off days and taking break on right time had a significant association with the quality of nursing work life.

Indumathy and Kamalraj (2012) investigated about Quality of Work Life among the students. A sample of 60 students were taken for the study using the convenient sampling technique. Structured interview schedule is used to collect the data and statistical tools used to analyse the data are percentage analysis, chi-square and weighted average score analysis.

Sabarirajan, and Geethanjali (2011) investigated about Quality of Work Life (QWL) among employees working in public and private banks which influences the performance of banks in Dindigul, focusing on the effects of employment on worker health and general well-being. The author identified issues connected to QWL like pay and stability of employment, occupational stress, alternative work schedule, recognition, participative management, grievance procedure etc. which will affect organizational performance. High QWL was needed to sustain high level of organizational performance.

Shefali Srivastava, Rooma Kanpur (2014) opined that working efficiency has decreased due to lack of balance between personal and professional lives. The organizations has to framed policies which results in increased job performance and improved job satisfaction. The outcome of this process has been to as Quality of

Work Life. There-fore Quality of work life is a procedure in an organization which empowers its members at all levels to participate actively and effectively in determining organizational environment, methods and outcomes. The study focused towards important elements like job security, job performance, employee satisfaction, etc., which is the subjective matter of QWL.

Lenin Selvanayagam and Thiyagarajan (2017) investigated about the Quality of Work Life (QWL) and the concept has presumed increasingly important in all the countries and the significant factors were commitment to work, motivation, job performance and job satisfaction which facilitate the fulfilment of human needs and goal achievement. QWL involves extensive variations that are influenced on the performance of employees, organizational commitment and job satisfaction and the author recapitulates the previous research and different interventions of QWL and outcomes of that research.

3. Research Methodology

The present study is carried out only on Malappuram District, Kerala. The present study is based on the data pertaining study is based on the data obtained from the employees. The study area is restricted to MSME in Malappuram District, Kerala. In order to analysis the brand trust, the sample of 715 employees was selected using stratified random sampling method.

3.1. Source of data

To draw useful inference about brand trust the required data were collected through both primary and secondary sources. The primary data were collected from the employees through a structure interview schedule. The other related secondary data and information regarding the meaning, concept were collected from the books, periodical and journals.

4. Results and Discussion

Results and discussion are central steps in the research process. The aim of the analysis is to organize, classify and summarize the collected data so that they can be better comprehended and interpreted to give answers to the questions that triggered the research. Interpretation is the search for the broader meaning of findings. Analysis is not fulfilled without interpretation; and interpretation cannot proceed without analysis; so, both are inter dependent.

Table 1. Demographic characteristics of employees

Demographic characteristics	Category	Frequency	Percentage
Gender	Male	325	45.5
	Female	390	54.5
	Total	715	100.0
Age	Below 25 Years	332	46.4
	26-35 years	129	18.0
	36-50 Years	153	21.4
	51 & Above	101	14.1
	Total	715	100.0
Marital Status	Married	502	70.2
	Unmarried	213	29.8
	Total	715	100.0
Educational Qualification	Up to School	188	26.3
	Diploma / I.T.	128	17.9
	Undergraduate	268	37.5
	Postgraduate	131	18.3
	Total	715	100.0

Source: Primary data

The table 1 summarizes the demographic characteristics such as gender, age, marital status, educational qualification, experience and number of family members working MSME in Malappuram district, Kerala. With regard to gender of the employees, 325(45.5%) of them were male and 390(54.5%) of them was female employees of MSME. Regarding the distribution of age of the employees, 332(46.4%) of them were below 25 years of age, 129 (18%) of customers were between 26 to 35 years of age, 153 (21.4%) of them were between 36 to 50 years of age and 101 (14.1%) of customers were 51 and above 51 years of age. With respect to marital status of the MSME employees, 502(70.2%) were married and 213 (29.8%) of employees were unmarried. Regarding educational qualification of the employees working in MSME,188(26.3%) of them were completed upto school level of education, 128(17.9%) of employees finished diploma/IT level of educational level, 268(37.5%) of employees completed undergraduate level of education, 131(18.3%) of them were finished post-graduate level of educational qualification..

Table 2 Profile characteristics of customers

Job characteristics	Category	Frequency	Percentage
Experience	Below 5 Years	375	52.4
	5-10 Years	127	17.8
	10- 15 Years	112	15.7
	15 - 20 Years	59	8.3
	Above 20 Years	42	5.9
	Total	715	100.0
Family income per month (in Rs.)	5,000-10,000	348	48.7
	10, 000-15,000	227	31.7
	15, 000-20,000	84	11.7
	20,000 above	56	7.8
	Total	715	100.0

Source: Primary data

The table 2 reveals the job characteristics such as experience, monthly family income by the employees in the study area. 375(52.4%) of them have below 5 years of experience, 127(17.8%) of employees have 5 to 10 years of experience, 112(15.7%) of them have 10 to 15 years of experience, 59(8.3%) of employees have 15 to 20 years of experience and 42(5.9%) of them have above 20 years of experience. With respect to family income per month of MSME employees, 348(48.7%) of them earned between Rs.5000 to Rs.10000 per month, 227(31.7%) of employees earned between Rs.10000 to Rs.15000 per month, 84(11.7%) of employees earned between Rs.15000 to Rs.20000 per month, 56(7.8%) of them was earned above Rs.50000 per month.

Table 3 Distribution of MSME Employees' opinion on levels of Job Performance Factors in Malappuram District, Kerala

Job Performance Factors	Category	Frequency	Percentage
Performance Standards	Low	208	29.1
	Moderate	304	42.5
	High	203	28.4
	Total	715	100.0
Quality of Work	Low	208	29.1
	Moderate	223	31.2
	High	284	39.7
	Total	715	100.0
Creativity	Low	121	16.9
	Moderate	337	47.1
	High	257	35.9
	Total	715	100.0
Inter-personal Skills	Low	106	14.8
	Moderate	325	45.5
	High	284	39.7
	Total	715	100.0

Source: Primary data

The table 3 showed the opinion about the job performance factors of MSME employees working in Malappuram district situated in Kerala. The job performance factors are enlisted as performance standards, quality of work, creativity and inter-personal skills. With regard to performance standards, 208(29.1%) of employees have low level, 304(42.5%) of them have moderate level and 203(28.4%) of MSME employees have high level of opinion on performance standards. Regarding quality of work, 208(29.1%) of employees have low level, 223(31.2%) of them have moderate level and 284(39.7%) of MSME employees have high level of opinion on quality of work. 121(16.9%) of them have low level, 337 (47.1%) of employees have moderate level of creativity and 257(35.9%) have high level of opinion on creativity. Regarding interpersonal skills of MSME employees, 106 (14.8%) of them have low level, 325 (45.5%) of employees have moderate level and 284(39.7%) have high level of opinion on interpersonal skills.

Table 4 Student t test for significant mean difference towards Job Performance across gender of employees

Factors	Gender				t -value
	Male (n=442)		Female(n=248)		
	Mean	SD	Mean	SD	

Performance Standards	12.62	5.72	12.94	5.72	-0.752*
Quality of Work	13.67	5.49	13.75	5.43	-0.196*
Creativity	13.80	4.62	13.84	4.64	-0.118*
Interpersonal Skills	13.48	5.94	13.33	6.01	0.331*

(*p<0.05 significant at 5 percent level)

Research Hypothesis: There is a significant mean difference between male and female with respect to factors of job performance among employees working in MSMEs

Table 4 on t-test reveals that, the two-tail significance for the gender towards job performance factors indicates that p<0.05 and, therefore, is significant. It shows that there exists a significant mean difference among the MSME employees working in Malappuram district situated in Kerala on performance standards (t=-0.752, p<0.05), quality of work (t = -0.196, p<0.05), creativity (t = -0.118, p<0.05) and interpersonal skills (t = 0.331, p<0.05).

Research Hypothesis: There is a significant mean difference between experience and job performance factors among MSME employees

Table 5 ANOVA for significant difference between experience and job performance factors among MSME employees

		Sum of Squares	df	Mean Square	F-value
Performance Standards	Between Groups	56.988	4	14.247	0.434*
	Within Groups	23282.962	710	32.793	
	Total	23339.950	714		
Quality of Work	Between Groups	57.733	4	14.433	0.483*
	Within Groups	21220.063	710	29.887	
	Total	21277.796	714		
Creativity	Between Groups	22.157	4	5.539	0.257*
	Within Groups	15298.285	710	21.547	
	Total	15320.442	714		
Interpersonal Skills	Between Groups	53.139	4	13.285	0.370*
	Within Groups	25485.848	710	35.896	
	Total	25538.987	714		
		Sum of Squares	df	Mean Square	F-value
Performance Standards	Between Groups	56.988	4	14.247	0.434*
	Within Groups	23282.962	710	32.793	
	Total	23339.950	714		
Quality of Work	Between Groups	57.733	4	14.433	0.483*
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	Total	21277.796	714		
Creativity	Between Groups	22.157	4	5.539	0.257*
	Within Groups	15298.285	710	21.547	
	Total	15320.442	714		
Interpersonal Skills	Between Groups	53.139	4	13.285	0.370*
	Within Groups	25485.848	710	35.896	
	Total	25538.987	714		

(*p<0.05 significant at 5 percent level)

One – way ANOVA was applied to find the significant mean difference between experience towards job performance factor among MSME employees working in Malappuram district, Kerala and the result showed (Table 3.5) that there is a significant mean difference in the experience towards performance standards (F-value = 0.434, $p < 0.05$), quality of work (F-value = 0.483, $p < 0.05$), creativity (F-value = 0.257, $p < 0.05$), and interpersonal skills (F-value = 0.370, $p < 0.05$).

Table 6 Inter- Correlation between job satisfaction and factors of job performance among the employees

	Job satisfaction	Performance standards	Quality of work	Creativity	Interpersonal skills
Job satisfaction	1	0.523**	0.050**	0.117**	0.558**
Performance standards		1	-0.073*	0.125**	0.202**
Quality of work			1	-0.153**	0.104**
Creativity				1	0.213**
Interpersonal skills					1

The correlation matrix presented in table 3.6, shows the significant and positive relation between job satisfaction the factors of job performance among the employees. The results shows, there exist a strong significant positive relationship with the independent variables performance standards ($r = 0.523$, $p < 0.01$), quality of work ($r = 0.050$, $p < 0.01$), creativity ($r = 0.117$, $p < 0.01$) and interpersonal skills ($r = 0.558$, $p < 0.01$).

5. Conclusion

This study explains the important factors that play an vital role in the job performance among the employees from MSME sector at Malappuram district, Kerala. The factors of job performance such as performance standards, quality of work, creativity and interpersonal skills were discussed in this study. It is concluded that all the factors were important and were effective to influence of job performance. This study was limited to project and investigate only few factors in view of past research, so it is suggested that for the likelihood of enhancing positive attitude of employees to improve their job performance.

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