

A Study on Job Satisfaction and its Influence on Employee Retention at Vision Tech

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Abstract

Job satisfaction is one of the most important factors influencing employee retention in modern organizations. Employees who are satisfied with their job are more likely to remain committed, motivated, and loyal towards the organization. This study examines job satisfaction and its influence on employee retention at Vision Tech, Hyderabad. The study focuses on factors such as salary, work environment, management support, career growth opportunities, work-life balance, recognition, and training programs that affect employee satisfaction and retention.

The study adopted a descriptive research design. Primary data were collected from 100 respondents through a structured questionnaire. Percentage analysis, correlation, ANOVA, and chi-square analysis were used to interpret the collected data. The findings reveal that job satisfaction has a positive influence on employee retention. Employees who are satisfied with organizational policies, leadership support, and career opportunities are more likely to stay in the organization. The study concludes that improving employee satisfaction can help organizations reduce turnover and improve overall organizational performance.

1. Introduction

In today's competitive business environment, organizations are facing major challenges in retaining skilled and talented employees. Human resources are considered one of the most valuable assets of any organization because employees contribute directly to organizational growth, productivity, and success. Employee satisfaction has therefore become an important concern for organizations, especially in the Information Technology industry where employee turnover is very high.

Job satisfaction refers to the level of happiness and positive feeling employees have towards their job. It is influenced by several factors such as salary, work environment, management support, career growth opportunities, recognition, and work-life balance. Employees who are satisfied with these factors tend to perform better and remain loyal to the organization.

Employee retention refers to the ability of an organization to retain employees for a longer period. High employee retention helps organizations maintain stability, reduce recruitment costs, and improve productivity. On the other hand, high employee turnover creates several challenges such as increased hiring expenses, reduced efficiency, and loss of experienced employees.

This study focuses on understanding the relationship between job satisfaction and employee retention at Vision Tech, Hyderabad. Vision Tech is an IT consulting and staffing company that provides technology services and staffing solutions

to clients across various industries. Since the IT sector experiences high employee turnover, it becomes important to study the factors that influence employee satisfaction and retention.

2. Literature Review

Several researchers have studied the relationship between job satisfaction and employee retention. Bason (2020) explained that employees who are satisfied with their work environment and management support are more likely to remain in the organization. Terera and Ngirande (2014) found that financial and non-financial rewards improve employee satisfaction and retention.

Sinurat and Widhianto (2023) highlighted that supportive leadership and job satisfaction positively influence employee performance and retention. Rahaman et al. (2023) identified training, organizational culture, and career development as major factors affecting employee retention.

Aman-Ullah et al. (2022) stated that job security and employee attachment to the organization improve retention. Chaanine (2025) explained that a positive organizational culture and employee trust increase loyalty and long-term commitment.

Research Gap

Most previous studies mainly focus on large organizations and general service sectors. Limited research has been conducted on IT consulting and staffing companies like Vision Tech. Therefore, this study focuses on understanding employee satisfaction and retention in the IT staffing sector.

3. Objectives of the Study

General Objective

To study job satisfaction and its influence on employee retention at Vision Tech.

Specific Objectives

1. To measure the level of job satisfaction among employees.
2. To identify the factors influencing job satisfaction.
3. To examine the relationship between job satisfaction and employee retention.
4. To understand employee perception towards work environment and management.
5. To provide suitable suggestions for improving employee satisfaction and retention.

4. Research Methodology

The study adopted a descriptive research design to analyse employee satisfaction and retention. Primary data were collected through structured questionnaires distributed among employees of Vision Tech. Secondary data were collected from books, journals, websites, and previous research studies.

Population and Sampling

The population of the study includes employees working at Vision Tech, Hyderabad. Convenience sampling was used for selecting respondents.

- Population: Employees of Vision Tech
- Sample Size: 100 Respondents

Tools Used for Analysis

1. Percentage Analysis
2. Chi-square Analysis
3. ANOVA
4. Correlation Analysis

5. Results and Discussion

The findings of the study reveal that employees have a moderate level of job satisfaction within the organization.

- Around 38% of respondents belong to the age group of 26–30 years.
- Nearly 57% of respondents are female employees.
- Around 48% of respondents expressed positive opinions regarding work environment.
- Nearly 50% of employees agreed that work recognition practices are effective.
- About 48% of respondents believe that the organization provides growth opportunities.
- Around 50% of employees are satisfied with work-life balance.
- Nearly 51% of respondents agreed that training and development programs improve employee skills.
- Around 50% of respondents showed positive employee retention intention.
- Approximately 52% of respondents agreed that job satisfaction influences employee retention.

The study shows that salary, work environment, management support, recognition, and career growth opportunities significantly influence employee satisfaction. Employees who are satisfied with these factors are more likely to remain loyal to the organization.

The findings also indicate that supportive leadership, positive work culture, and work-life balance help improve employee morale and reduce turnover intention.

6. Suggestions

Based on the findings of the study, the following suggestions are provided:

1. The organization should improve salary and benefit structures.
2. More training and development programs should be introduced.
3. Career growth and promotion opportunities should be improved.
4. Flexible work arrangements can help improve work-life balance.
5. Employee recognition and reward systems should be strengthened.
6. Management should encourage open communication with employees.
7. Regular employee feedback surveys can help identify workplace issues.
8. The organization should maintain a supportive and positive work environment.

7. Conclusion

The study concludes that job satisfaction has a direct and positive influence on employee retention at Vision Tech. Employees who are satisfied with salary, work environment, leadership support, career opportunities, and recognition are more likely to remain committed and loyal to the organization.

The study highlights that organizations should focus on improving employee satisfaction through supportive leadership, fair policies, work-life balance, and employee engagement activities. These practices will help reduce employee turnover and improve organizational productivity.

Overall, the research confirms that job satisfaction is an important factor influencing employee retention and organizational success.

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