

PERCEPTION TOWARDS QUALITY OF WORK LIFE AMONG BANKING PROFESSIONALS IN BANGALORE CITY

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ABSTRACT

The present study was conducted with the aim to assess the perception towards the quality of work life among the banking professionals. The respondents for this study were banking professionals working in private sector banks in Bangalore city. Convenience sampling method were used to collect the responses from 210 banking professionals. Well-structured questionnaire contains the questions about the demographic details and statements about perception towards QWL. The factors include moral environment, job characteristics, wages and remuneration and work group factors. Each factor consists of three items. Hypotheses were framed based on the objectives. Independent sample *t* test and one way ANOVA were used to test the hypotheses. The study shows that there is no significant difference between gender, marital status and perception towards QWL factors.

KEYWORDS: Bangalore City, Banking Professionals, Private Banks, Quality of Work Life (QWL)

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INTRODUCTION

Today, there has been a lot of concern about things like nominal wages, convenient hours, conducive working conditions, etc. In the 1970s, USA's press and research journals began using the phrase "quality of work life." There is no definition for this term that is generally accepted. However, there have been some attempts to define the term "quality of work life" (QWL). It refers to whether a job is favorable or unfavorable for people. For various individuals, QWL means different things. Work environment and employee welfare and well-being, were found to be associated with QWL. Democracy, task content/physical requirements of the job, quantity and quality of leisure time produced by the job, and promotion are all included in the first factor. The second broad QWL factor focuses primarily on the welfare and well-being of the workforce. That emphasized the physical working environment, including safe and healthy working conditions, while emphasizing security, equity, and employee individuation as qualities of a quality working experience, emphasizing job security, good pay, and benefits, in that order. Two additional aspects of employee welfare that were thought to make up QWL were wholesome social interactions and social integration(Sivakumar & Ganesan, 2014). The term "quality of work life improvements" refers to any activity carried out at every level of an organization that aims to increase effectiveness of the organization through the enhancement of human dignity and growth. It also refers to a process whereby the organization's stockholders-management, unions, and employees-learn to collaborate more effectively in order to decide

for themselves what actions, changes, and improvements are desirable and practicable in order to achieve the twin and sibling goals of achieving a healthy work-life balance (MiyalVaganan & Vikkraman, 2013). Any decision or rule followed by the employer or management must be helpful to enhance the productivity of the employees in the working environment. QWL is nothing more than the employee should feel convenient or comfortable performing his duty. These are the fundamental expectations that employees have of their employers. Work-life balance varies from company to company and person to person (Kumar, Prakash, & Verma, 2022).

REVIEW OF LITERATURE

According to Hashempour et al. (2018), the term "quality of work life" refers to a number of outcomes for employees, including job satisfaction, opportunities for professional development, psychological issues, job security, low accident rates, and relationships between employers and employees. A work-life balance strategy will also place an emphasis on the individual, consider them to be the most crucial part of the organization, and cater to their physiological, psychological, social, and financial needs (Akar, 2018). The two prime goals of QWL programs are to increase productivity and employee satisfaction. Employee morale rises as work life quality improves. It aids in lowering costs, regulating quality, boosting profits, and meeting the most crucial requirements of employees. It controls labor turnover and reduces attrition. Additionally, QWL directly affects human outcomes and substantially lowers absenteeism, minor accidents, grievances, and quits. Additionally, it is discovered that improved QWL can reduce employee turnover (Greenhaus, Collins, & Shaw, 2003), (Newaz & Akhter, 2007). Rosow (1980) in his study identified the seven factors that affect the QWL such as participation, pay, job security, alternative work schedules, employee benefits, occupational stress, and democracy in the workplace. Rethinam & Ismail (2008) used five dimensions of QWL namely well-being, job satisfaction, competence development, job security and the balancing work with non-work life. David Efraty and Joseph Sirgy's (2004) study on the QWL was conceptualized in terms of need satisfaction resulting from an interaction between employees' needs for survival, socialization, ego development, and self-actualization, as well as the organizational resources necessary to meet those needs. It was proposed that meeting needs has a positive relationship with organizational identification, job satisfaction, involvement, effort, and performance, while having a negative relationship with personal alienation. An empirical study was conducted by Rose, LoosseeBeh, Jagak, & Khairuddin (2006) to predict QWL in relation to career-related dimensions. The sample consists of 475 managers from Malaysia's free trade zones for both small and medium-sized businesses and multinational corporations (MCNs) (SMIs). Three exogenous variables—career satisfaction, career achievement, and career balance—were found to be significant, accounting for 63% of the variance in QWL. Workplace culture is the setting within an organization where employees carry out their duties (Gupta, 2016). A facilitative and safe work environment can attract employees because their needs are typically met, according to Danish, cited by (Hanaysha, 2016), who also claims that the work environment is related to a specific organizational climate in which employees perform their duties. Organizations must create their work environments in such a way that they can increase employee commitment and motivation, which will ultimately lead to the desired results, for this to be successful.

METHODS

Based on the descriptive research design, the main objective of this study was to assess the perception towards the QWL life among the banking professions. The study was conducted in Bangalore city. The respondents for this study were banking professionals working in private sector banks in Bangalore city. Convenience sampling method was used. The sample size for this study was 210 banking professionals. Well-structured questionnaire was used and it consists of

2parts. The 1st part contains the questions on demographic details of the respondents. The second section of the questionnaire consists of statements about perception towards QWL. The factors include moral environment, job characteristics, wages and remuneration and work group factors. Each factor consists of three items. The overall reliability of the variables were 0.784 for 12 items. The Cronbach’s Alpha value falls within the threshold value i.e., more than 0.7 were the good reliability value. Hypotheses were framed based on the objectives. Independent sample t test and one way ANOVA were used to test the hypotheses.

RESULTS

Table 1: Demographic Profile

Particulars	Classification	(N=210)	%
Gender	Male	137	65.2
	Female	73	34.8
Age	20-30 years	32	15.2
	31-40 years	80	38.1
	41-50 years	66	31.4
	Above 50 years	32	15.2
Education	UG	61	29.0
	PG	54	25.7
	Professionals	44	21.0
	Others	51	24.3
Marital status	Married	87	41.4
	Unmarried	123	58.6
Work experience	Up to 2 years	26	12.4
	3-5 years	61	29.0
	6-8 years	93	44.3
	More than 8 years	30	14.3

Table 1 shows the frequency distribution of respondents. 65.2% of the respondents were male. 38.1% of the respondents’ age group were 31-40 years. 29% of them completed their under graduation (UG), 58.6% of them were married and 44.3% of the respondents work experience were 6-8 years.

Independent Sample t Test

(H₀₁): There is no significant difference between Gender and perception towards QWL factors.

(H₀₂): There is no significant difference between marital status and perception towards QWL factors.

Table 2: Gender, Marital status and Perception towards QWL Factors

Gender and Perception towards QWL factors			
Factors	t-test for Equality of Means		
	t	Sig. (2-tailed)	Decision
Moral environment	0.156	0.876	H ₀ accepted
Job characteristics	2.296	0.023	H ₀ rejected
Wages and remuneration	0.307	0.759	H ₀ accepted
Work group factors	2.209	0.028	H ₀ rejected
Marital status and perception towards QWL factors			
Moral environment	0.199	0.843	H ₀ accepted
Job characteristics	0.423	0.673	H ₀ accepted
Wages and remuneration	1.202	0.231	H ₀ accepted
Work group factors	1.475	0.142	H ₀ accepted

Interpretation

Table shows that the 'p' value for moral environment and wages and remuneration are > 0.05 at 5 percent level of significance. Therefore null hypothesis is accepted and hence it is concluded that there is no significant difference between gender and perception towards QWL factors. Furthermore, the 'p' value for job characteristics and work group factors are < 0.05 at 5 percent level of significance, hence null hypothesis is rejected and concluded that there is significant difference between gender and perception towards QWL factors. Similarly, the p value for all the factors towards perception of QWL factors are more than 0.05 so null hypothesis is accepted. Hence it is concluded that there is no significant association between marital status and perception towards QWL life factors.

One way ANOVA

(H₀₃): There is no significant difference between age and perception towards QWL factors.

(H₀₄): There is no significant difference between educational qualification and perception towards QWL factors.

(H₀₅): There is no significant difference between work experience and perception towards QWL factors.

Table 3: Age, Educational Qualification, Work Experience and Perception towards QWL Factors

Particulars	Factors	F	Sig.	Decision
Age	Moral environment	2.420	0.067	H ₀ accepted
	Job characteristics	2.026	0.111	H ₀ accepted
	Wages and remuneration	5.588	0.001	H ₀ rejected
	Work group factors	5.255	0.002	H ₀ rejected
Educational qualification	Moral environment	0.345	0.793	H ₀ accepted
	Job characteristics	0.421	0.738	H ₀ accepted
	Wages and remuneration	0.514	0.673	H ₀ accepted
	Work group factors	0.486	0.692	H ₀ accepted
Work experience	Moral environment	0.196	0.899	H ₀ accepted
	Job characteristics	0.275	0.844	H ₀ accepted
	Wages and remuneration	0.153	0.927	H ₀ accepted
	Work group factors	0.304	0.823	H ₀ accepted

With respect to age, the p value for the factors moral environment and job characteristics are > 0.05 so the null hypothesis is accepted and concluded that there is no significant difference between age and moral environment and job characteristics. Likewise, wages and remuneration and work group factors p value is < 0.05 which shows that null hypothesis is rejected and concluded that there is significant difference between age and wages and remuneration and work group factors. With respect to educational qualification and work experience, all the factors pertaining to the perception of QWL shows that p value is greater than 0.05 which shows that null hypothesis is accepted and proves that there is no significant difference between educational qualification and work experience and perception towards QWL factors among the banking professionals in Bangalore city.

CONCLUSION

It has been revealed that there is no significant difference between age and moral environment and job characteristics. Moral environment of a person differs based on their age. Job characteristics of a person depends on their age. Various aged people handle their job in different ways based on their past and present experience. There is significant difference between age and wages and remuneration and work group factors. Wages and remuneration of a person is very important and it is the most influential factor in QWL. Each and every person work for the monetary benefits either in the forms of wages, salary, income etc. to satisfy their basic needs. In that way there is difference between age and wages and remuneration. There is no significant difference between educational qualification and work experience and perception towards QWL life factors among the banking professionals in Bangalore city. Work experience does not depend on educational qualification because most of the persons are struggling to get the job for their education. Moreover, in the banking sector examinations persons from various educational backgrounds appear for the exam. This study also proves that there exists difference between educational qualification and work experience. Hence the study is concluded that banking professionals have different perpetual opinion on QWL in the study area.

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