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A STUDY ON IMPACT OF EMPLOYEE ENGAGEMENT ACTIVITIES ON JOB SATISFACTION AT DMART

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ABSTRACT

This project aimed to better understand employee engagement in a workplace ecosystem. After conducting the literature survey, there is a knowledge gap identified in the relationship between employee engagement and the physical workplace environment. Employees' engagement or employees' commitment is the most sought-after skill in employees for yielding maximum productivity at the work front as well as being happy at the personal front. There are many factors that affect engagement levels such as work culture, job satisfaction, remuneration, etc. The objective of this project is to map the impact of employee engagement activities on job satisfaction of the employees in DMart. The present study has adopted a descriptive survey method and has used both primary and secondary data to infer results. Employee Engagement is on the fading and there is an emerging detachment among employees today. The study was conducted on 100 employees from various functional departments from the population of 100 employees. This study answered the research questions formulated. The Correlation method is used to analyses the employees are engaged in their job satisfaction.

Keywords: Employee engagement, job satisfaction, remuneration, organization

INTRODUCTION

Employee engagement refers to the level of involvement, emotional commitment, and enthusiasm an employee has toward their work and organization. Engaged employees feel connected to their workplace, are motivated, and tend to contribute positively to organizational performance, which also supports employee retention and gives companies a competitive advantage.

Job satisfaction (Locke, 1976) is defined as a positive emotional state resulting from the evaluation of one's job or work experiences. It reflects how content an individual is with their job and is influenced by psychological and environmental factors (Hoppock). It is closely linked to overall quality of working life and can impact motivation and productivity.

Employee engagement emerged as a key concept in the late 20th century and has since been widely studied in relation to organizational success. It is considered a long-term emotional attachment to work, while job satisfaction is often seen as a more immediate attitude toward one's job. Research shows that engaged and satisfied employees improve organizational outcomes such as performance and retention.

In recent years, the importance of these concepts has increased due to changing work environments, including hybrid and virtual workplaces. However, there is still limited clarity on how job satisfaction directly influences employee engagement, especially in modern digital and blended work settings. This makes it important for organizations to continue studying these relationships to better manage employee well-being and performance in evolving workplaces.

Review of Literature (Short Form)

Abdul Aziz (2022) found that employee engagement significantly improves employee performance, with job satisfaction and compensation acting as mediating factors. The study highlights that engaged employees contribute more effectively to organizational goals.

Isna Maslikha (2022) concluded that organizational trust positively influences employee engagement, job satisfaction, and job performance. Employee engagement also significantly improves job performance.

Edwar M Nur (2021) reported a positive relationship between employee engagement and job satisfaction, showing that higher engagement leads to better satisfaction and performance outcomes.

M Masharyono (2021) found that employee engagement and job satisfaction both positively influence organizational citizenship behavior, meaning employees are more likely to go beyond their formal roles.

Unggul Sentanu Noercahyo (2021) showed that employee engagement improves job satisfaction, which in turn enhances organizational performance, although engagement does not always directly impact performance.

Mohammad Amas Lahat (2021) revealed that work engagement increases job satisfaction, which reduces turnover intention. Job satisfaction also acts as a mediating factor between engagement and turnover.

Ahmad Azmy (2020) found that employee engagement and job satisfaction improve workforce agility through talent

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management, making employees more responsive and innovative.

A Yuspahruddin (2020) stated that job involvement factors such as teamwork, decision-making participation, and task interdependence positively affect job satisfaction.

Roro Wardhani (2020) concluded that employee engagement and job satisfaction significantly influence organizational citizenship behavior and are strongly interrelated.

SF Goestjahjanti (2020) found mixed results, where talent management improves job satisfaction through engagement, but engagement alone did not always show a direct significant effect.

Taufiq Mansur (2020) reported that employee engagement and job satisfaction improve organizational effectiveness, especially when supported by organizational change.

Jana Šimsová (2019) found that employee engagement and employee benefits both influence job satisfaction, with workplace atmosphere and management support being key factors.

Sylvia Diana Purba (2018) showed that job satisfaction reduces turnover intention, and engagement indirectly affects turnover through satisfaction.

R Monica & R Krishnaveni (2018) identified that job characteristics, communication, and social support enhance employee engagement, which in turn improves job satisfaction.

Gaurav Jaiswal (2017) found a significant positive relationship between employee engagement and job satisfaction among college teachers.

Rasha Abu-Shamaa (2015) concluded that employee engagement and job satisfaction positively influence organizational commitment.

Preeti Thakur (2014) found that employee engagement improves job satisfaction in the IT sector, especially through motivation, rewards, and responsibility.

Mamta & Sharma Baldev (2011) observed varying levels of employee engagement affecting job satisfaction in public sector organizations in India.

Sharma Baldev (2011) found that employee engagement is an important predictor of job satisfaction in private sector sales executives.

Ayman Adham (2011) concluded that employee involvement improves job satisfaction and organizational commitment, especially when employees participate in decision-making.

Summary of Literature Review

Most studies agree that employee engagement has a positive impact on job satisfaction, which further improves performance, commitment, organizational citizenship behavior, and reduces turnover intention. However, some research suggests that the relationship can be indirect or influenced by mediating factors like trust, compensation, talent management, and organizational change.

NEED & IMPORTANCE OF THE STUDY

This comprehensive research examines how employee engagement initiatives influence job satisfaction, offering valuable insights for FMCG companies to enhance workplace engagement, boost motivation, and improve productivity. By conducting this study, we aim to identify the most effective engagement activities for enhancing job satisfaction and understanding their impact on overall productivity. This research aims to analyze the correlation between employee engagement efforts and job satisfaction, providing actionable recommendations for companies seeking to optimize their workforce dynamic

SCOPE OF THE STUDY

The scope of the study is confine to assess the activities of employee engagement on job satisfaction in terms Autonomy, Organizational Communication and work place environment. This study is aimed at understanding the employee engagement practices at Dmart. This study try to address the relationship between employee engagement and job satisfaction in Dmart at Hyderabad.

OBJECTIVES OF STUDY

. To study the impact of employee engagement activities on job satisfaction.

- To analyze the benefits of employee engagement towards the employee job satisfaction at D mart
- To find out how employees job satisfaction is affected by the employee engagement activities
- To study the different employee engagement activities at D mart.
- To determine the relation between employee engagement and job satisfaction.

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DATA ANALYSIS AND INTERPRETATION

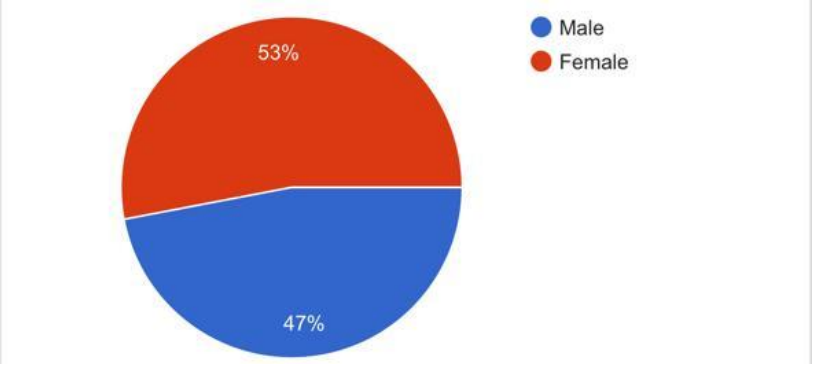
1. GENDER

Table No :1

RESPONSES	IN COUNT	PERCENTAGE
Male	47	47%
Female	53	53%
Total	100	100%

SOURCE: This data is primary data collected from google form questionnaire.

FIGURE No: 1



Interpretation

From the above respondents we can say that most of the respondents are female stand a ahead on 53% where male respondents are 47% out of 100 respondents.

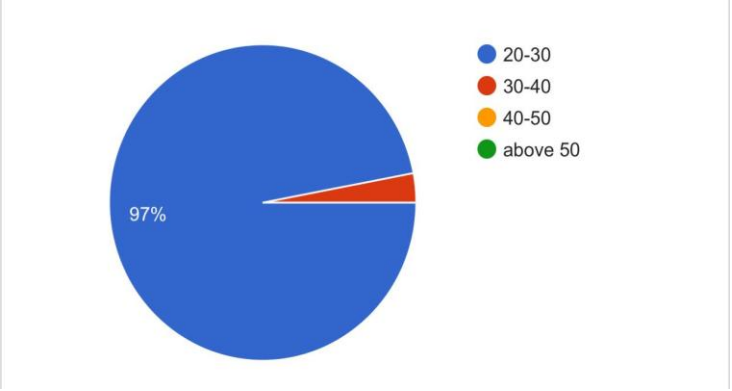
2.AGE

Table No:2

Responses	In count	Percentage
20-30	97	97%
30-40	3	3%
40-50	-	-
Above 50	-	-
Total	100	100%

SOURCE: This data is primary data collected from google form questionnaire.

FIGURE No: 2



Interpretation

From the above analysis we can draw an inference that majority of the respondents are 20-30 age followed by 30-40 age group respondents.

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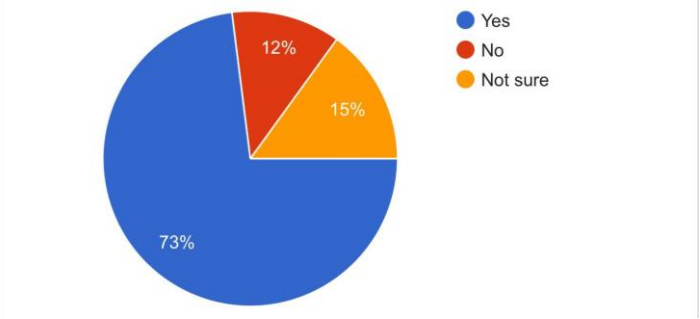
3.Have you ever observed any improvements in your job satisfaction as a result of participating in employee engagement activities at D-Mart?

Responses	In count	Percentage
Yes	73	73%
No	12	12%
Not sure	15	15%
Total	100	100%

Table No:3

SOURCE: This data is primary data collected from google form questionnaire.

FIGURE No: 3



Interpretation

From the above respondents we can say that most of the respondents have chosen yes 73%, No 12% and 15% are not sure about any improvements in job satisfaction as a result of participating in employee engagement activities.

4.Which types of employee engagement activities do you find most beneficial for enhancing job satisfaction?

Table No:4

Responses	In count	Percentage
Team building exercise	44	44%
Training and development programs	37	37%
Recognition and Reward	33	33%
Employee feedback mechanism	20	20%
Social events and gatherings	30	30%
Wellness initiatives	11	11%
Total	100	100%

SOURCE: This data is primary data collected from google form questionnaire.

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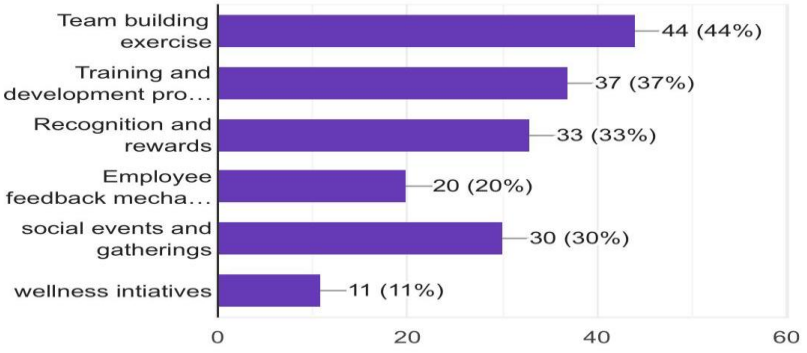
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FIGURE No: 4



Interpretation **n**

From the above analysis we can draw an inference that team building exercises 44%, training and development programs 37%, recognition and rewards 33%, employee feedback and mechanism 20%, social events and gatherings 30%, and wellness initiatives which is 11% out of 100 respondents for the types of employee engagement activities do find most beneficial for enhancing job satisfaction.

FINDINGS

1. The majority of respondents are female (53%) compared to male respondents (47%).
2. The most common age group among respondents is 20-30, followed by 30-40.
3. Store managers and department managers are equally represented (29%), followed by assistant managers (20%), cashiers (16%), and salespersons (6%).
4. Team building exercises and skill development programs are the most preferred employee engagement activities (42%), followed by social events (36%), recognition and rewards (24%), and wellness programs (17%).
5. Most respondents participate monthly (37%) or weekly (29%) in employee engagement activities.
6. The majority of employees are absolutely satisfied (64%, followed by those who are definitely satisfied (26%).

SUGGESTIONS

1. Increase the focus on team building exercises and training programs, as they are seen as the most beneficial for enhancing job satisfaction.
2. Consider expanding the variety of engagement activities to cater to different employee preferences and interests.
3. Continue to support and encourage employee participation in engagement activities, as employees feel supported by management in this aspect.
4. Explore ways to improve the perceived effectiveness of engagement activities, as there is a neutral belief in their effectiveness.
5. Maintain a positive work environment and continue recognizing and rewarding employees for their contributions.
6. Encourage regular feedback from employees to ensure continuous improvement in engagement initiatives.

CONCLUSIONS

The majority of employees at D-Mart are highly satisfied with their jobs and perceive engagement activities positively impacting their job satisfaction. Specifically, team-building exercises and training programs are recognized as particularly beneficial. The strong positive correlation coefficients further support these findings, indicating a relationship between employee satisfaction levels and their perceptions of engagement activity effectiveness, as well as between the two variables under consideration. The fact that employees feel supported by management in participating in these activities highlights a positive organizational culture that values employee well-being and development. Overall, the data suggests that D-Mart fosters a fantastic workplace environment where employees are not only content but also enthusiastic about their roles. With most employees inclined to recommend D-Mart based on their positive experiences, the company appears to excel in creating a fulfilling and rewarding work environment.

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