

Report On
**‘A study on employee satisfaction and job commitment of the
employees at Event Factory’**

By

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An internship report submitted to the Brac Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration.

Brac Business School
Brac University

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Ms. Mayesha Tasnim

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Subject: Letter of Transmittal

Dear Ma'am,

I am very pleased to submit my Internship report on Event Factory where I have got the opportunity to work as an Intern in HR & Admin. I have discovered areas that are very compelling, helpful & informative. I have done my best to prepare a productive & reliable report at my level.

The report covers short but insightful facets of the company's profile, management of the company and also the activation that I have been working on from the very beginning.

I would like to show my gratitude for your generous support and I appreciate the opportunity provided by you through assigning me to work in this thoughtful report.

Sincerely yours,

Fabiha Khan Chowdhury

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BRAC Business School

BRAC University

Date: January 10, 2021

Executive Summary

There is a large number of research that discusses the correlation between work satisfaction of workers and the intent to stay. Similarly, recent study in the field of human resources has centered on the effect on diverse corporate effects of human resources activities. The writers discuss the relationships between employee work satisfaction and purpose to remain in the Event Factory in this report. Results suggest that workers who believe they have the potential to learn new talents are more pleased with their work, more committed, and more willing to continue with the group.

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Chapter 01 – Overview of Internship

1.2.3 Job Scope- Description/Responsibilities/ Duties

In Event Factory I have worked as an ‘Operation Coordinator’ in HR and Admin Department. As an Operation Coordinator I had to complete administrative activities within an organization's human resources department. Facilitated the recruiting of HR supervisors, retain personnel databases, help with payroll management and provide all workers with logistical support.

Also, I was responsible for the supervision of tasks in the planning department. My primary responsibilities included coordinating all the organization's strategy, including designing, organizing, oversight, performance enhancement, and operational policy.

1.3.1 My contribution to the company

I was required to be a strategic thinker with outstanding organizational and time management abilities when serving in the organization. With the ability to multitask and adapt in a quick-paced environment, I had outstanding managerial and IT skills.

To achieve success, with a clear knowledge of employee partnerships, team management and accounting, I showed good problem solving and decision-making skills. I still demonstrate expertise in crisis management, reliability in scheduling and detailed recruiting procedures.

Moreover, I have supported the organization with inspiring leadership. I had to make major decisions regarding governance, strategy, and policy. I developed, adopted and revised organizational policies and procedures during my internship time. HR has also helped in recruitment when required.

My involvement also includes allowing to cultivate an organizational culture that supports top results and high productivity, supervising budgeting, reporting, organizing, and auditing, collaborating with senior partners, ensuring that all legal and regulatory records are filed, monitoring compliance with laws and regulations, and fostering staff contact with the management team.

Chapter 02-- Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction

As an aspect of corporate engagement, employee satisfaction has been recognized as to be the most important element for managing an organization successfully. HR professionals suggest that work happiness can be seen as a global feeling about the job or as a similar constellation of attitudes about various aspects or facets of the job, HR practitioners say.. It is in an agency's interest to attract workers and minimize turnover. Many agency administrators, however, have no knowledge about how to please their employees and how the happiness levels of these employees impact their intent to exit their jobs. In fact, due to this limited understanding, the attempts of managers to please employees may often produce more dissonance than harmony between employees and management, leading to excessive loss of staff.

Researchers have found that job satisfaction is associated with attrition, but not to the degree that it is possible to construct a statistical model. (Kraut, Griffeth, Hand, & Meglino, 1979). The high cost of training new employees is one crucial factor why the cost of turnover in the agency sectors remains high. One approach to solve the turnover crisis is to recognize the loyalty of workers to their jobs and to assess what impacts these levels of dedication. In this report the objective is to provide a consistent concept of organizational participation, and define factors that could affect it.

Organizational commitment consists of two structures, effective and continuation. (Allen & Meyer, 1990). Researchers defined that affective organizational commitment is a deep conviction in and recognition of the aims, and ideals of the organization; a readiness to make meaningful sacrifices on behalf of the organization, and a strong desire to retain organizational membership.

For several years, the concept of employee satisfaction has become an area of attention and is considered a significant challenge for management efficiency. The value of employee happiness has been emphasized by numerous researchers and organizational experts. It is generally considered by many researchers that employee satisfaction is as important as customer satisfaction. Job happiness has been described differently by various scholars. Three variables of employee happiness they are – (Rousseau, 1978)

- 1) Corporate individuality

2) Job mission conditions

3) Personal character.

In the workplace, agency employees are a central part of modern practice defined by a triangular working arrangement between them the employment agency and the employer of a third party. Organizational, permanent and department staff partnership participation has been shown to be strongly linked to employee satisfaction.

2.2 Objective

The broader objective of this study is to explore the relationship among employee involvement, work satisfaction, employee loyalty and employee engagement performance.

The Main Objectives of the reports are-

- To recognize the organizational factors affecting the degree of employee satisfaction in **Event Factory**.
- To investigate the impact of employee performances on employee satisfaction.

2.3 Research Questions

There are two research issues focused on research objectives:

- 1) What is the relation between corporate commitments and the satisfaction of employees?
- 2) What is the connection between the performance of workers and employee satisfaction?

According to many previous researches, it is clear that employee happiness is very essential for companies and the association between the optimistic attitude of workers and human resources policies is also confirmed by numerous researchers. This research gives current literature greater intensity by demonstrating the value of employee happiness and devotion to corporate success.

2.4 Methodology

A standardized questionnaire was prepared to interview workers in **Event Factory** on different metrics such as: pay, superior subordinate partnership, job environment, welfare steps, etc. calculated on the five-point Likert scale, which was subsequently simplified by factor analysis to 5 factors. A form of ease sampling was used to collect data targeting about 20 workers from separate event organizations.

The details contained in this report includes both primary and primary data.

About secondary sources, the information is gathered from one interview session at a time from the Event Factory's clients and employees.

Secondary research:

- Event Factory Archive
- Social media sites
- Event Factory Facebook page
- Band book of Event Factory

2.5 Scope of the study

The necessity and value of employee satisfaction, regardless of being a small start-up or a large corporation, is inevitable and immaculate. Starting with retaining brand awareness of the leading generation, driving prospective buyers to the platform, growing offers, all this can be influenced by the performances of employees. Right now, telecom organizations and top local companies, alongside a few MNCs invest and emphasize, particularly on employee satisfaction, employee efficiency, working environment, promotion, benefits to sustain their operation on the line.

Businesses like Event Factory are mainly dependent on productive employees for lead generation and event organization. As evidenced by the current scenario, owing to its viability and higher ROI, a large number of local companies are starting to recognize the need for employee satisfaction and low job tenure.

Thus the goal of this study is to gain a deeper understanding of the relationships between employee satisfaction and employee organizational engagement in Event Factory. In addition, it was observed

to examine how satisfaction with policies, benefits, working environments, and success has a direct connection to organizational participation. This study should help us realize the connection that work fulfillment has with dedication.

2.6 Limitations of the study

The main purpose of this study was to analyze the employee satisfaction on Event Factory and find out the variables that affect the performance of them.

No major shortcomings are found during the preparation of this report. In addition to that there was no substantial amount of money invested on the report's study. There they're some drawbacks that they found when this was being published. These are referred to below:

1. Information availability:

As the subject of the study is very vast and as I was given access with the limited resources so not much information was available online and offline to write an extensive report.

2. Pandemic Situation:

Due to the COVID 19 situation, access became more restricted in every department of Event Factory. As a result gathering information they're a bit tough while preparing this report.

3. Confidentiality:

As an intern, I had not access to the details and there they're limitations about how much information could be shared in this study due to secrecy.

4. Time Limitation:

Since I only had to deliver this study within 3 months of my internship period, the time was therefore very minimal to take a wider view of the topic.

2.7 Literature Review

Job satisfaction and employee participation attract tremendous consideration from industrial and organizational psychologists, social theorists, and sociologists. Event management, whether planning conventions, weddings and celebrations, or holding events at restaurants, halls or galleries, is an attractive career option. When anyone is confident enough about the tricks of the trade and knows what determines successful event planners from excellent ones, it can also be extremely rewarding, relaxing and fun. There are still so many explanations, in addition to the motivating causes, that influence the work satisfaction of employees. In this study my objective is to find out the factors that affect the performance of the employees in **Event Factory**.

2.7.1 Employee Job satisfaction

Many studies have shown that there is a strong correlation between job characteristics and people's needs. There is also general agreement among researchers that this association between work characteristics and human needs is also clarified by Maslow's theory of needs.

Nasaradin (2001) specified that the fulfillment of the job may be a good or optimistic emotional state arising from the analysis of one's work or his or her work experience. Choo & Bowley (2007) suggested that productivity and employee satisfaction are correlated to each other and the outcome of work performance is satisfaction.

Researchers also identified employee work satisfaction and efficiency and observed the fact that job satisfaction provides workers with feedback for improved performance. The success management system also stresses employee workplace satisfaction. Luthans (2006) found out that career satisfaction induces optimistic emotional emotions arising from work appraisal. Job satisfaction is the development of positive feelings among employees about their job, Robbin and Judge (2008). In the eyes of workers, higher work fulfillment produces more optimistic thoughts towards their job.

2.8 Company Overview- Event Factory

In October 2015, the Journey of Event Factory began by propelling one of its main events "Nourishment Factory V1.0". The Occasion Factory is completely committed to announcing that BRAC University's package of goal-oriented Fresh Graduates is launching the company.

In Bangladesh, the event management industry is an imminent development specially the corporate market is dissipated in particular. There are different organizations managing activities where not all of them are enlisted. In 2 separate segments, marriages and corporate events, established businesses may usually be listed. As suggested by an audit, there they're about 80 mid to large-scale event management firms in 2016, where more than 100 companies have risen in the sector in 2019.

In order to encourage consumers to envision their events and to make them work out-The Event Factory journey begins with their occasions as magical and elegant as they wish. In addition, through this point Event Factory has been making its way through and generating a business sensation. The idea started at the Residential Semester Campus, to become the most innovative event management in the country. Starting with 5 employees, Event Factory now uses more than 20 people with more than 100 licensed merchants servicing over 50 customers.

Event Factory uses a whole community to provide the needs and desires of the client, starting from look to in vogue to fun and polished thoughts. Event Factory has the activities to perform and make the event successful, whether it is a marriage or product launch. Event Factory is only an organization in Bangladesh that develops customary event management that promotes fast moving technologies to have an outstanding customer experience. The mission has been vertically expanded to capture and make the whole process even easier.

Event Factory has accelerated its e-commerce branch as of recently. Furthermore, Their separate wings are guided by the Event Factory to give one stop to the client's response. The wings include: Digital Marketing and Strategic Plans, IT solution, Branding Merchandise Solution and Catering Solution.

Vision: Event Factory hopes in the completion of wishes by encouraging imagination and ingenuity. By combining the businesses, the goal is to provide a one-stop Event Management solution provider.

Mission: With the goal of providing business magnitude, Event Factory is becoming an event management agency, paving the way for showcasing creative, profitable & top ladder operations and building a space to make their dream events turn into reality.

Core Values:

- Creativity
- Brilliance
- Encouragement
- Innovation

Objectives:

- Delivering the outstanding facility.
- Retain the leading market share

2.9 Services of Event Factory

Of the various services given, the most essential services are explained below:

Event Management

They organize and extend large numbers of occasions, such as holidays, celebrations, Meetings, services, marriages, formal events, performances, or exhibitions.

Logistics Support

Event Factory appropriates goods and data from the very wellsprings of crude materials up to the reuse and transition of definite customers and history.

Supporting Volunteers

The Event Factory has the most capable and innovative volunteers to successfully support and complete the opportunities.

Embellishments

They enrich corporate activities, marriages, parties, fairs and many different occasions in an imaginative and amazing way!

Décorators

They host the party suppliers that you have to bring into the soul from adorning a cake to setting up the year's Eve party.

Marriages

Regardless of whether it's collecting embellishment or a tough wedding day, they provide you with impressive thoughts and subjects at each point of their wedding!

Merchandising

They offer basic office supplies to keep their office going and assist you with productivity.

Supporting PR

They carefully prepare and include PR processes that create supportive media Inclusion, along with building up and sustaining generosity and traditional understanding between the company and its people.

Corporate Events

They are the one stop for creating and configuring occasions, dealing with every scale, Probability from 20 to 30,000, within every expense cap everywhere.

Events in Educational Institution (Convocation)

They assist with assembly sorting, School Mornings, casual evening's shows to make one of their graduation features.

2.10 Wings

Event Factory currently works with four wings that represent four separate wings. Not only does each wing work to complement the action, management administrations also have their own distinct plan of management.

Those four wings are:

a. Event Factory Ecommerce: Another modern way of executive management is Event Factory Ecommerce. This is used to robotize activities.

Management administrations where, like an e-commerce stage, one can use this stage to organize event logistics electronically.

b. RPS Digital: RPS Digital is a fully-fledged digital media and marketing initiative.

c. Sayburgh Solution: Sayburgh Solution implies 360-degree IT conveyance. Organization starting with App enhancement, Organizational Managerial, Online Storage and Cloud Computing Systems tools.

d. Banglaco.com: Banglaco.com is an entirely stock of brands Stage. In order to organize the need for marking merchandise, the point is to promote collaboration with businesses with suppliers.

2.11 Management Practices in Event Factory

In Event Factory, HR Policies itself holds the highest spot for the young professionals among the indicators of career satisfaction investigated. Employees are pleased with the very essence of their work in Event Factory, that their job makes sense, that they are proud of their job, that they love it and enjoy doing it.

Work Condition: Event Factory believes that by working for the common interests of workers and management, it is easier to boost productivity is. The management tries to enhance collaboration and raise productivity and satisfaction by encouraging employee feedback to create the mission statement, setting up policies and procedures, deciding rewards, etc.

Coworkers: The environment of the office is friendly and cooperative for the employees.

Employee Productivity: Productivity is a criteria for success that includes both effectiveness and effectiveness. It is therefore, necessary to know who the efficient employees are. That is why Event Factory has a philosophy that promotes the contribution of workers. Employees are also more likely

to assist in decision-making, target setting or problem solving tasks, resulting in better job efficiency. Promoting a more modern participatory management model, increasing staff productivity and retention, and even lower pay costs for jobs.

HR Policies: Human resource policies are ongoing guidance on the path that a company wants to take in handling its employees. Event Factory represents basic guidelines for HR managers on different workplace issues and state the organization's purpose on various areas of management of human resources such as recruiting, promotion, compensation, preparation, choices, etc.

The HR policy of Event Factory offers general guidelines on the organization's, and thus its workers', approach to diverse areas of work. In conjunction with the policies, a protocol specifies exactly what action should be taken.

2.12 Industry and Competitive Analysis

It is useful to analyze the various sides of work satisfaction prior to analyzing job satisfaction as a term. A factor of work satisfaction can be defined as an affective condition that a person has about the degree to which a certain part of their job is liked or hated. These aspects of work satisfaction were- Concerned with progress, salary, job security, social co-worker and supervisor satisfaction. For example, there are apparent facets of job satisfaction that involve the pleasure a worker has with their personal development or salary. When researching work satisfaction, both of these aspects are important. It is however, necessary to be cautious over what is to be calculated in research of this type.

Comparing all the agencies HR Policies work effects were defined as the representations of the individual's core job aspects, where strength was taken into account in essential psychological states and workers need strength. Such work effects could be personally dependent, such as job satisfaction, or they could be organizationally specific, such as turnover and absenteeism.

Irrespective of the economic significance, various organizations experience a number of systemic and operational deficiencies that have hindered many bi company's capacity to take full advantage of the increasingly advancing globalization process, but in various organizations from different sectors, specialized and non-professional human resource management is within them.

In Event Factory where authority is exchanged, participatory management must be implemented, everybody is given an ability to engage, work is carried out by consensus and multidisciplinary teams

are used to enforce processes. All of this calls for a shift in organizational culture, in which everyone, particularly senior management, must accept new concepts and values.

2.12.1 Strength of Event Factory

Attention to Details: It is their goal focus to the little things, timeline preparation and keen project management that helps them stand out from the rest.

Meeting Timelines: Deadlines are strictly maintained. Failure to reach the deadline is often considered as their company's failure.

Creativity & Expertise: Event Factory put their diverse experience to work with their business in advertisement, architecture, branding, public relations, research and strategic planning. PQS (Price, Quality, Service) results would not only look fantastic for the materials: also their costs are affordable, realistic and fair, with assured quality and highly committed service.

Providing a complete solution: They provide consumers with a total solution of 360 degrees. They are a superior organization with multi-dimensional capabilities.

2.12.2 SWOT Analysis of Event Factory

Performance Factors	Enhancers	Inhibitors
	STRENGTH	WEEKNESS
Internal factors	<p>(Characteristics of the organization)</p> <ul style="list-style-type: none"> • Loyal Clients & Partners • Hardworking and committed employees • Unique brand positioning • Creative and innovative service • Competitive pricing strategy • Superior management talent 	<ul style="list-style-type: none"> • Lack of financial investment • Low profit margins • Costly process • Competitive market • High competition with more offerings • Narrow product line
External factors	OPPORTUNITIES	THREATS
	<p>(Characteristics of the organization)</p> <ul style="list-style-type: none"> • Demand for the offerings • Market Growth • Online presence or coverage • Changing customer demand 	<ul style="list-style-type: none"> • New competitors with lowest prices • Market decline or economic slowdown • Introduction of new substitute products • Price wars • Calamities, both manmade and natural

2.12.3 Porter's Five Forces

When starting a new company or when entering a new business sector, Porter's Five Powers are helpful. In order to explain whether new technologies or services are actually viable, competitive analysts also use Porter's five powers. The principle can also be used to recognize positions of dominance, to strengthen vulnerabilities and to prevent errors by knowing where control resides.

The relative efforts of these forces define the profit potential of an industry and thus its popularity. This is helpful including both recognizing the intensity of the competitive market position of an organization and the potential of a situation into which an organization can look to shift.

The five forces are commonly used to predict a business or market's competitive rate, attractiveness, and profitability. Competitiveness occurs not just from competitors, according to this model. Alternatively, the competitive state of the market depends on these five main powers, such as the threat posed by new competitors, the bargaining power of suppliers, the bargaining power of customers, the threat posed by alternative goods or services and the competition of the existing sector. With the help of illustrations from the event management industry, each forces is expanded on below for Event Factory.

Threat of New Entrants

- Depending on the scale of the business, the industry needs a good amount of investment to enter the new market.
- Might face difficulties to gather finance for the investment.
- The risk of entry due to future competition is of greater significance at product level as part of imports.
- Might face problem in terms of government policies.
- Difficulties on establishing brand identity.



Bargaining Power of Suppliers

- Switching cost of suppliers and firm in the industry.
- Impact of inputs on cost.
- Raw materials supply is limited.
- Existing supply is of inconsistent quality.



Industry Competitors

- Big agencies and wedding management firms are very competitive.
- Big wedding management firms view international competitors in local market as a threat to the demand.
- Mature industries will work as a threat or the feathers.



Bargaining Power of Buyers

- Demand is rising for the wedding management firm.
- Products are not very uncommon and can easily be purchased from other local shops and vendors.
- Buyers decide their quotation based on the price.



Threat of Substitutes

- Alternative service companies are available in the market for arranging the events.
- Substitute products are lower in production and available in lower prices.
- Presence of capable, locally based suppliers and companies in related service.

2.13 Summary and Conclusion

The impact of agencies in economy involves improvements in the organization's human resources and to build a working atmosphere in which workers succeed at their jobs. However, it is highly viewed that in Bangladesh activities such as employee engagement are purposely or unconsciously overlooked. In order to figure out the facts, cause and cure, analysis is thus the last solution.

In short, work satisfaction is a notion that contains all the affective emotions a person has about their job. Nevertheless, this is not only a mixture of aspects of work satisfaction, but a distinct unified job satisfaction term.

The results have indicated that by increasing satisfaction with pay, procedures, and job environments, management will be able to raise the degree of engagement in the organization. Growing conversations with employees in staff meetings and increasing guided debates on subjects related to these issues may be one way of tackling this. Employees should be consulted to assess their expectations of the capacity of management to handle these problems. In an attempt to improve corporate engagement, improvements in organizational variables such as wage rates, employee input in policy creation, and job climate may then be made.

Most companies in event management do not see employee engagement as a predictor of improved employee performance; our analysis shows that this is one of the key factors leading to workplace satisfaction.

2.14 Recommendation

With SWOT, new insights can be found about their company. However it lacks analytical analysis regarding the methods that will contribute to misinterpretation of the market environment's external and internal variables. For instance, concentrating on a single strength such as minimum cost can lead to neglecting a significant product quality weakness. Such insights into the SWOT study of the event management sector and event sector can be used to improve and maximize the productivity of their company.

Such as:

- A healthy partnership between strength and opportunity determines the company and corporation in good shape, which ensures that they can go for an active approach.

- They need to be able to handle disputes nimbly, be a positive yet friendly negotiator, and retain their sense of humor in order to deal with this wide variety of individuals effectively.
- They ought to be able to distinguish their desires to ensure that the same values are expressed by both stakeholders. Pay heed to what is said in main discussions, and what is not said. Throughout their management/planning process, tapping into these (spoken and unspoken) needs will help them keep one step ahead.

Chapter 3

‘A study on employee satisfaction and job commitment of the employees at Event Factory’

3.1 Introduction

For both individuals who work in organizations and individuals who research them, the study of employee satisfaction is a matter of broad concern. Job satisfaction has been closely connected to many hypotheses, especially the need hypothesis of Maslow and the two-factor theory of Herzberg. Researchers have attempted to classify the different components of work satisfaction, calculate the relative value of each job satisfaction component, and analyze the impact of these components on the productivity of workers.

Employee happiness at work plays a very significant role in an organization's success. Knowing how workers can be maintained by keeping them happy and empowered to produce extraordinary results is important. Targeting and performance focuses on employee happiness and in turn leads to corporate performance and development, enhances efficiency and improves job quality.

It is important for an organization to feel precisely what workers feel, think, and desire, and to find and develop methods that will increase the dedication and devotion of employees. Business performance can be strengthened by this program, efficiency can be increased, and loyalty can be intensified. Rising employee happiness is a very vital and significant element in an organization's performance.

The aim of this research study is to observe the relationship between the work satisfaction of workers and the success of Event Factory. It will be based on numerous human resource hypotheses. The degree to which the employee will be pleased will be demonstrated by these hypotheses. There is a relationship of cause and effect between the work satisfaction of the employee and organizational efficiency. The happiness of the employee is a cause and the result would be how to foster organizational performance."

Consequently, as this analysis is meant to test the rationality of this relationship, the basic aims of this study are:

- To assess whether a beneficial relationship occurs between job satisfaction and the success of the company.
- To figure out whether the workers gain job satisfaction from extrinsic work incentives or from inherent work incentives.
- To find out about an employee's most rewarding event in the workplace and workforce turnover.
- Identify the effect of multiple factors on employee work satisfaction, such as employee history, age and sex, and corporate policies impacting employee satisfaction.
- Identify how corporate productivity has increased due to employee happiness.

3.2 Research Methodology

Sampling

A total of twenty (20) individuals from an organization operating in the event field were chosen for the purpose of evaluating the research issue. Staff, general supervisors, managers, professionals and support personnel were the types of workers considered. By using multiple sampling methods, both probability and non-probability sampling approaches, all participants are chosen.

Hypothesis Testing

H1: There is a strong relationship between employee happiness and success in organizations.

H2: The relationship between employee happiness and organizational success is not favorable.

Data Collection

An extensive and systematic field survey was undertaken in order to gather data. Primary data on understanding and attitudes related to work satisfaction, success effort, incentives, age, sex and employee experience were obtained by the field surveyor.

First of all, 1 comprehensive questionnaires were prepared to gather data to cover both key facets, i.e. one for employee happiness and one for corporate success and relation between the two groups.

The questionnaire covers the company and classification involved (management, senior supervisors, managers, practitioners and support staff), age and gender and impact on job satisfaction, employee satisfaction with different facets of work, such as self-esteem, development potential, job stability,

love for work, quality of work, delegation of authority, autonomous decision-making, performance input, independence on the job, workplace opportunities, advancement opportunity, gender During collecting data, the employee satisfaction level of the above-mentioned point was rated using a five-point scale varying from very low to very high.

Data Analysis

After gathering data, two variables were defined for data processing. The Independent variable (X) and the dependent variable (Y). Employee happiness is the independent variable, since this is the cause of the underlying assumption. Organizational efficiency is the dependent variable and this reflects the influence of the presumption of the sample.

3.3 Findings and Analysis

In order to conduct the research efficiently almost 12 question gas been asked the participants. Based on the survey result, it has been seen that, in Event Factory- the satisfaction of workers is directly connected to efficiency, which is then linked to firm profitability. Employee retention has a favorable impact on corporate productivity. In comparison, firm profitability has a fair non-recursive impact on the satisfaction of workers. Employee happiness plays a major role in increasing the success of the enterprise and enhancing the organization's organizational efficiency and the quality of goods and services.

There is no question that employee retention is essential in order to achieve corporate efficiency and profitability. Employee satisfaction affects industry efficiency, employee satisfaction is necessary to achieve corporate quality and sustainability, and enterprise does not think about being competitive without it.

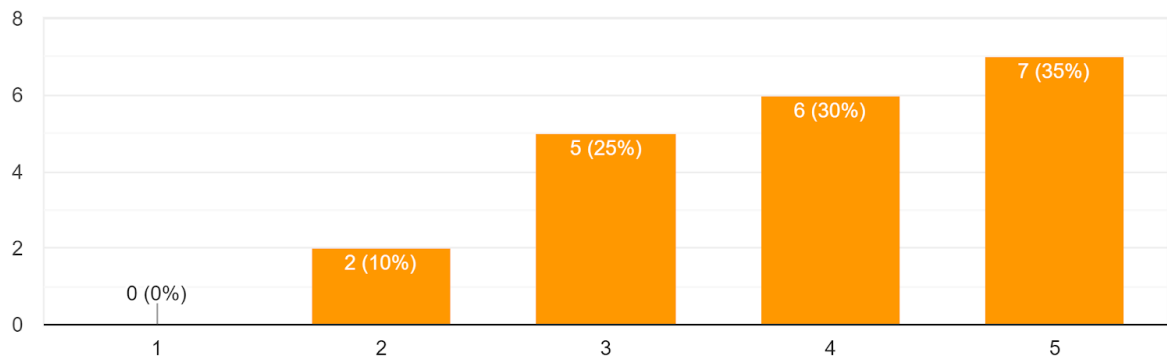
3.3.1 Survey Questions and Analysis

The research survey has been made on 20 employee's o Event Factory.

Findings as follows:

1. The management of the organization is supportive towards my activities.

20 responses

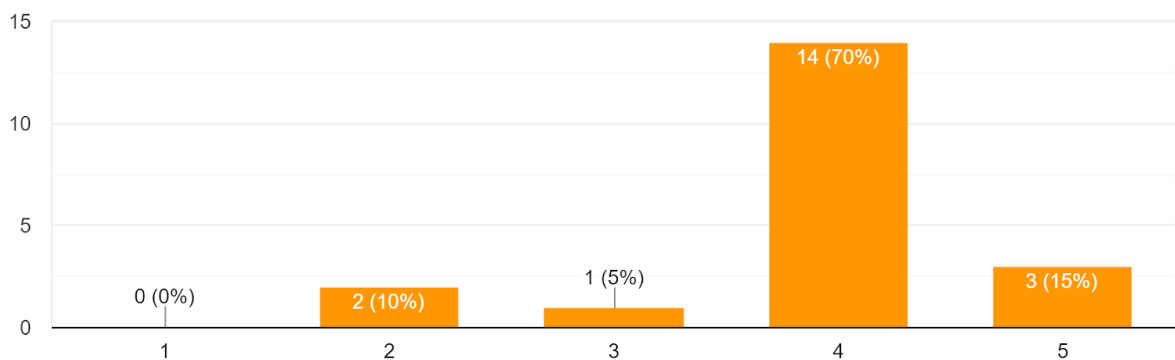


Analysis:

Based on the findings it shows that there is an intimate relation between the employees and the organization. This interaction with the employee association plays a significant role in Event Factory's success. Also it is assumed the manager of Event Factory establish a position arrangement in which the organization's interest can be supported by acts and decisions.

2. I enjoy our company's culture.

20 responses

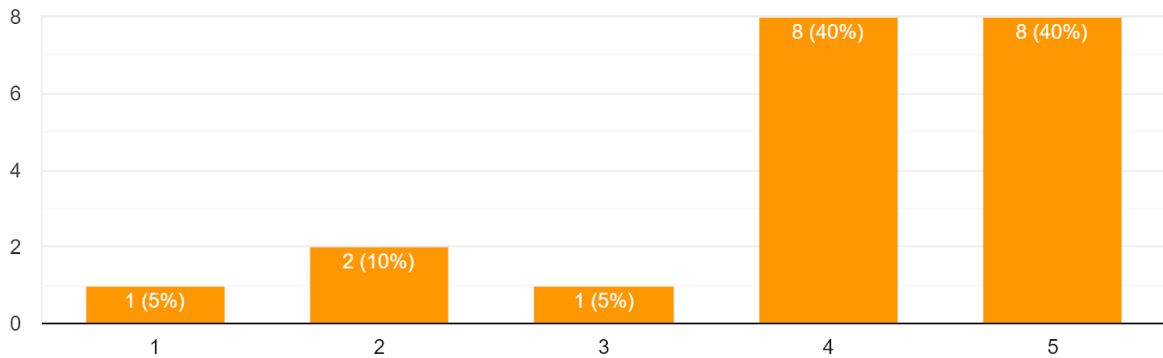


Analysis:

Employee participation and corporate culture are the product of interest. Job culture of this organization includes fulfillment of specifications, interaction efficiency, adaptability, and identity. Employee empowerment is an important way to please them as well. This adds to workplace fulfillment as workers are granted employee empowerment.

3. My managers value my feedback

20 responses

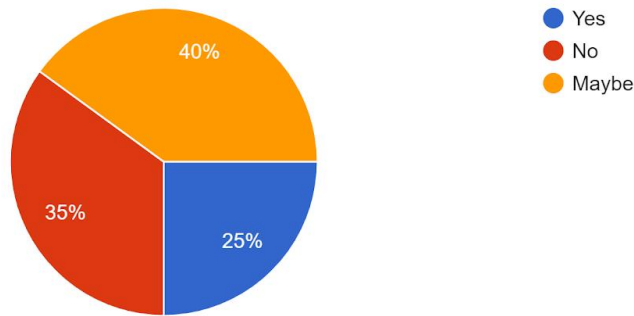


Analysis:

Almost 40% of the organization’s employees are satisfied in terms of sharing their suggestions due to the favorable response from their manager. This finding also illustrates that employees with a high degree of work satisfaction have a positive attitude towards their job, while an individual who is unhappy with their job has a negative attitude towards the job and even the organization.

4. Do your superiors communicate company news effectively and in a timely manner?

20 responses

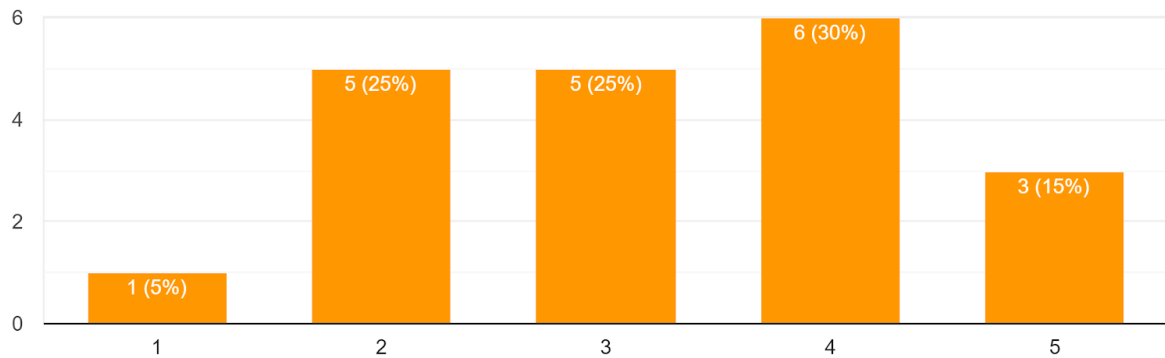


Analysis:

The result of this question is neutral. This result shows that if workers receive their supervisor's response in a timely way, then it will create a positive environment within the company to work better and efficiently.

5. On a scale of 1-5 how transparent do you feel the management is?

20 responses

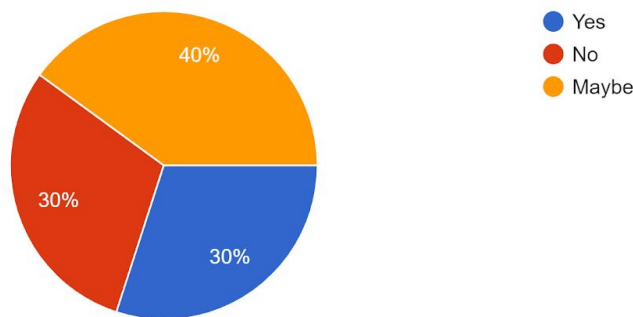


Analysis:

The satisfaction of an employee’s depends very much on the transparency of the organization. In that case it is clearly visible that it is essential for the organization to feel precisely what workers feel, think, and desire, and to find and develop methods that will increase the dedication and devotion of employees. Business performance can be strengthened by this program, efficiency can be increased, and loyalty can be intensified. Growing employee satisfaction is a very vital and significant element in an organization's performance.

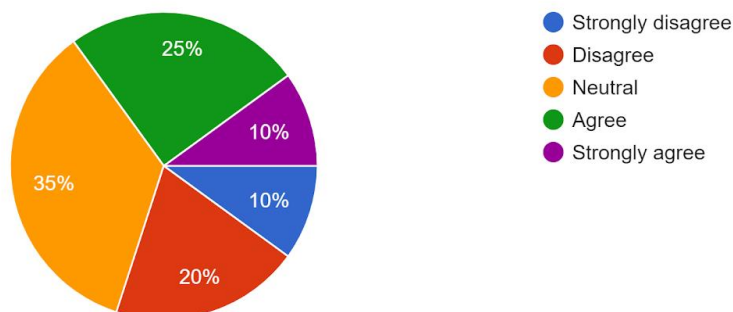
6. Do you think that work is distributed evenly across your team?

20 responses



7. I find my work meaningful?

20 responses



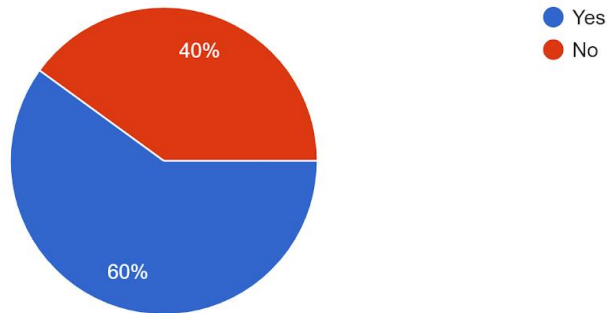
Analysis:

Based on the finding the result is pretty much balanced. In Event Factory employee work specification plays a very important role in an organization's efficiency. Knowing how workers can be maintained

by keeping them happy and empowered to produce extraordinary results is important. Targeting and performance focuses on employee happiness and in turn leads to corporate performance and development, enhances efficiency and improves job quality.

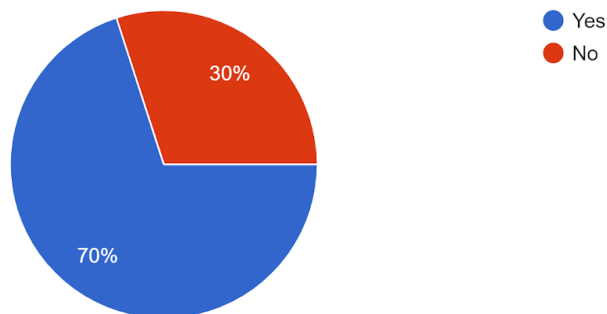
8. Does your company offer adequate opportunities for promotions and career development?

20 responses



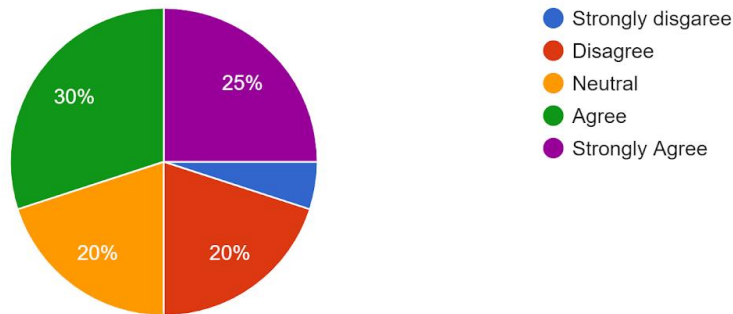
9. Does your company give you the adequate tools and technologies you need to do your job well?

20 responses



10. I have adequate opportunities to enhance my professional skill in the organization.

20 responses

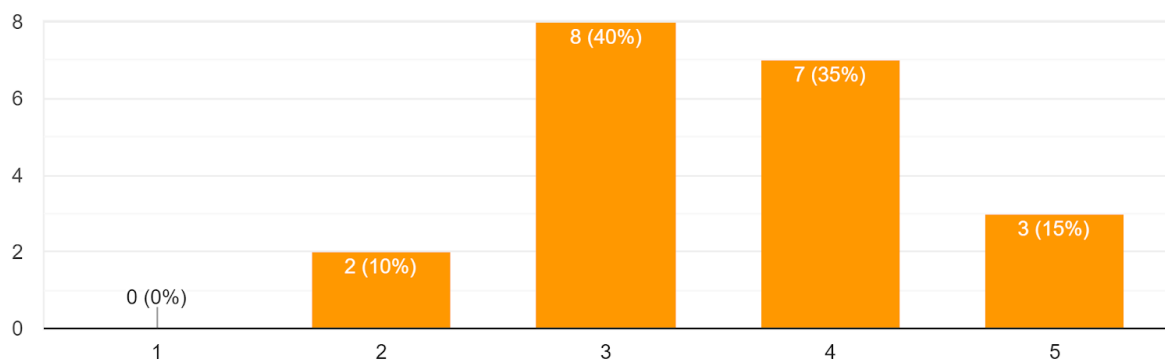


Analysis:

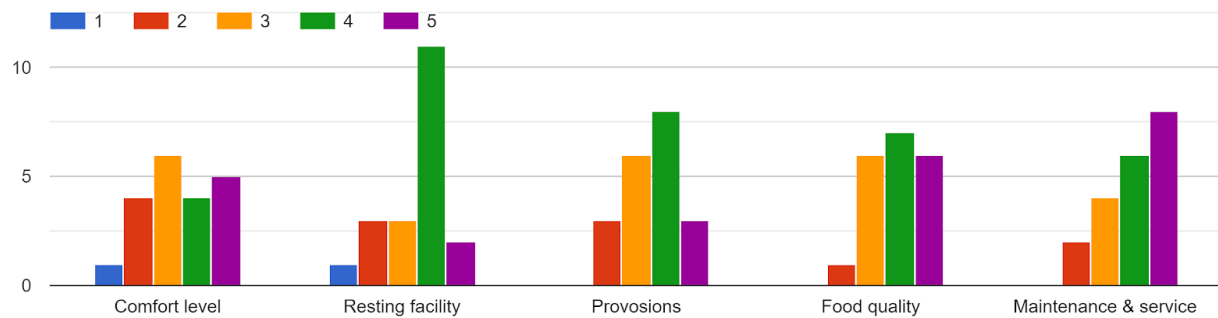
In terms of career development and access in adequate tools in Event Factory, it is evident that employee satisfaction in the organization is an innermost consideration. It is a construction that is multi-factorial. Employee happiness includes intrinsic variables, variables of enthusiasm. The minimum conditions that cause frustration are essential factors. Optimism factors improve the satisfaction of workers and success factors only contribute to satisfaction when performance is good.

11. On a scale of 1-5 how satisfied are you with your current work-life balance?

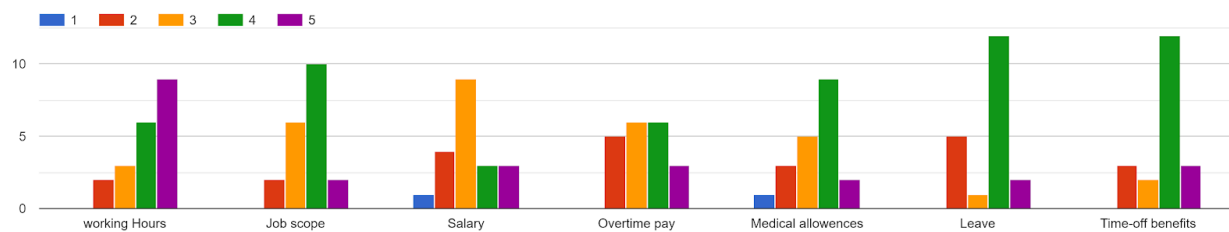
20 responses



12. Rate the following aspects of the work environment. (1= Poor; 5= Excellent)



13. Rate the satisfactions of your following job factors. (1= Poor; 5= Excellent)



Analysis:

Based on the above research the findings are-

- Work satisfaction has a major effect on organizational success in Event Factory.
- Higher-level workers in the organization are as pleased as the lower-level staff.
- Higher-level workers tend to gain more satisfaction from intrinsic incentives, whereas lower-level employees tend to be more satisfied with extrinsic rewards.
- Managers are willing to expend more time on the skilled managers and support workers.
- Satisfied workers tend to have less labor absenteeism than low-satisfied workers.
- Workers with high productivity have less employee turnover.
- Financial rewards, promotions and advancement play a very significant role in satisfying, maintaining and recruiting workers.

3.4 Summary and Conclusion

In Event Factory, the research on Organizational Factors Influencing Employee Satisfaction showed that there is a positive relationship in between superior subordinate relationship, relationship with life and development, organizational system function and rules, work environment and hygiene and job satisfaction. The study showed that there is no correlation between rewards and motivation and job satisfaction, suggesting that workers work against their will for the separate advantages for the tracking incentives. The analysis will help management concentrate on corporate policies that will assist them to attract a skilled and empowered staff that will contribute to the company's overall success.

This research on employee satisfaction and workplace success includes the diversity of forms of benefits that workers today want from jobs. Contemporary workers, however want and are constantly seeking incentive flexibility and reward choice in addition to financial incentives. Employers find with today's diversity that workers want a lot of different aspects from the workplace. To have some of the other things they desire, workers can also trade some level of base pay and friendly environment and fair policy.

3.5 Recommendations

In this research, factors influencing the degree of job satisfaction, its effects on loyalty and the factors affecting it are shown to assist Event Factory's productive and successful management system. The findings of the study clearly showed that the relationship between work satisfaction and job loyalty was optimistic and solid. However some aspects can be modified to increase the productivity of the company. Such as-

- Management should create, establish and execute a pay plan to increase the accomplishment and efficiency of overall corporate objectives in order to promote the most contributory and positive results of organizational employees through greater employee satisfaction.
- In order to clarify the expectations inherent in the pay strategy, all managers and happy workers should be made to play down unintended and subjective motivations when attempting to creatively strengthen the shared target.

- In order to maximize productivity, management should concentrate on variables such as operational growth factors, work security factors, Job role variables, pay and incentive factor programs and resources that have given workers satisfaction such as advancement and career growth.

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