

Work Life Balance Impact On Job Satisfaction

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Abstract: Work-life balance (WLB) is an ever-increasing sharing of valuable business practices, business innovations and this is endorsed by the increasing number of research studies on the impact of WLB on organizations and their employees. Any imbalances in the WLB of an employee can have negative impacts if work / life unbalance favors work throughout their lives. Work life balance (WLB) is a prompt human resource management area and has become a top priority for employees everywhere. The primary objective of this study is to examine how their WLB influences employee satisfaction at work and to examine the factors relating to work life balance and job satisfaction.

Keywords: Work Life Balance, Job Satisfaction, Work Stress, Management Support, Family Support.

1. Introduction

Business world advancement and rapid growth developed numerous activities and opened new opportunities in the business organizations. Globalization has also made it difficult for the organization to maintain their competitive market advantage. That has also changed the financial sector. The industry sector has turned into more competitive and they are faced with a big challenge. Such shifts influenced not only industry but also workplace culture and understanding. Most organizational changes arise as a result of reduced scale, mergers or acquisitions and drastic changes in job systems have improved with technology. Currently the workers are more interested in their work than before it's time. Working hours, pressure at work, high demanding careers, the use of sophisticated technology is difficult for workers to achieve a balance between their family duties and their job responsibilities Pathak et al.[2019].

Businesses face growing demands for greater productivity and consumer responsiveness workers. This is no longer a matter of pure remuneration and promotional prospects; job hunters deciding more and more about how well their current or potential workplace can support employment balancing personal lives and paid employment. Significant work on work-life balance and worker satisfaction has been already conducted. Many studies and research has been carried out and greater efforts are being recommended to the bigger organisations, In general, any industrial sector, where longer working hours are a common standard for restoring work-life balance for the better good of the work force's social and family life Shadab et al.[2015].

Findings demonstrated superior work satisfaction rate of management has negative association with family to interference with work, family to interference with work and there is a positive correlation between stress and job satisfaction and work autonomy. Upper stage career satisfaction employees decrease as problems in the work life and tension increase. Job satisfaction on lower level employees have a negative correlation to work interference and positive correlation with stress and family autonomy for the work Farooqi et al.[2014].

1.1 Motivation for the study

Job Satisfaction is the secret to landing and interacting in every Career. Each employee needs to be treated with dignity and fair equal treatment. Work satisfaction represents equal treatment by the organisation. Job satisfaction is also an emotional health predictor. Managers should concentrate on the job satisfaction of workers, because unhappy employees are likely to provide inferior services. Job removes a large part of the day time worker's daily work and sometimes requires overwork for extended hours which can impact his lifestyle and thus also physical well-being. Job Satisfaction is very essential for the physical , social, emotional and financial well-being of the employee.

Therefore, there is a need to study the impact of work life balance in job satisfaction. With this introduction , Section II describes the detailed background work of Work-life balance followed by the factors that impact the job satisfaction in work life balance in Section III. Section IV gives the conclusion.

2. Background Work

Work-life balance (WLB) is an ever-increasing central feature of corporate strategies, market innovations, and this is evidenced by the rising number of research studies on WLB 's effect on companies and their employees. WLB services dating back to the 1930s were an integral part of the history of organizations. W.K Kellogg's was one of the first businesses to implement WLB strategies while replacing traditional shifts of three 8 hours with new shifts of four 6 hours. The objective and lead of this action was to raise the level of productivity, satisfaction and production of the employees. This is confirmed by stating that businesses were promoting during the Celtic Tiger crisis across the UK and Ireland, and in some cases making it compulsory for staff to follow WLB activities to become more flexible between work and their personal lives. Those practices helped businesses that embraced the practices even through years of financial turmoil Malik et al.[2016].

There are several definitions given for the term WLB in various literature stating that WLB is 'Work Life Balance refers to the successful management of multiple obligations at work , at home, and in the various parts of life / life balance has also been defined as a position of balance in which the requirements of the job and private life of each person are equal. WLB, work, and life domains are two of the most important elements in a person's life, and they can shape how the future of that person will evolve. A positive WLB is established when there is no tension between work and personal life and people are happy with the relationship between work and their personal life as a whole. WLB is a vital component of many of an organization's fields such as management, sociology, organizational psychology, and employee well-being. A bad WLB may have an effect on the mental health of the workers, their dedication and success in the job and their personal life conflicts Auranzgeb et al.[2016].

Such studies contribute to WLB 's interaction with other facets of an organisation. Examples include WLB and the company concerned, WLB and human resource management, WLB and personal lives and views of workers and WLB and the culture and practices of the organization. There are a lot of studies for this study, in addition to WLB, which recommend that WLB affects employee satisfaction and the results it can have for employees and their employers. Job satisfaction can be described simply by the personal opinion and evaluation of the employees ' work based on a broad collection of extrinsic and intrinsic factors of their role Kassim et al.[2013].

WLB experiments have been controlled by the role between work and personal life of the employees but different studies have investigated the relationship WLB has on the employee's job satisfaction. Research in this scientific field has shown that a successful WLB significantly improves workers' understanding of their work. Employees feel more engaged and satisfied in their work and, in effect, increase their productivity while growing corporate revenues and reducing the expense and time of absenteeism and recruiting that are factors that come from a weak WLB .Employees who are more dedicated to their jobs than their personal lives may lead to great disappointment at their job. Absent days are rising while costs and other factors are becoming harmful to the organization Hafeez et al.[2014]. Further factors as well as a benefit to organisations who have acknowledged that their employees may have poor WLB will be discussed in the next section.

3. WLB Factors Influencing Job Satisfaction

3.1 Job Satisfaction

Job satisfaction was described in many different ways, from the Maslow's Hierarchy of Needs to the Genetic Theory of Needs, by several different theories. A simple concept of job satisfaction can be defined as the degree of fulfillment and satisfaction that an employee has with his / her job and which affects the performance of their work. Like WLB, job satisfaction is a vital notion that the employer must be aware of and take care of as far as possible as whatever level of employee satisfaction affects their attitude towards the organization. Another interpretation of job satisfaction describes the term as a direct measure of the value obtained from his / her current job by an employed worker. It is proved that work performance and efficiency affect employee satisfaction and reiterate the significance of this principle Lenka et al.[2019].

A study conducted showed how significant work satisfaction was on productivity as an example with an improvement of 6.6 per cent in productivity per hour due to high work satisfaction. On the other hand, job dissatisfaction is counter-productive and involves an employee with a particular negative attitude and satisfaction with their job. It accounts for an employee with a negative organizational outlook that employs them, the work

environment, and as a whole views and requirements that are needed. Job dissatisfaction to their physical and mental well-being can be negative not only to the employer but also to the employee in real terms. Employees who are dissatisfied at work can suffer from psychological disorders and in serious cases contribute to depression. WLB can be a primary contributor to workplace discontent Isse et al.[2018].

The rising amount of jobs and hours spent in the workplace of the employees will lead to dissatisfaction and the employee will become violent and displeased with their job and the workplace. As far as retail is concerned, WLB will have a significant effect on work satisfaction and dissatisfaction, but primary factors such as wages, employment and future opportunities within the business will have a greater impact on it. As many people already know, job satisfaction in the retail sector can be very difficult due to the factors listed with many workers leaving in search of a better job leading to high turnover, which is the philosophy known for retail work Zalimieni et al.[2016].

3.2 WLB Causes

The protagonist considers employee satisfaction as both the employer and the essence of the work. Retail managers aim for high work efficiency and quality and their workers' job satisfaction is crucial in fulfilling consumers and owners' expectations and demands. Wages, potential employment prospects, work environment, management and working relationships are considerations when assessing job satisfaction. The level of satisfaction of workers increases the most dramatically from the complexity of their workload and the people for whom they work relative to salaries, promotions, etc. Employers who provide instruction, promote confidence, affiliations and encouragement are all found to increase work satisfaction for employees Malik et al.[2014].

For many workers, job satisfaction is mainly induced by women being versatile in their jobs and they may have their personal commitments on board. Overall, if an employee is happy with their position and the company that hires them, this is due to their qualities, beliefs, ambitions, aspirations, job expectations and the working atmosphere as a whole. A personal opinion and thinking of workers on these attributes has a huge effect on the happiness in the work. Regarding work dissatisfaction this term is built primarily from the same factors and characteristics that trigger job satisfaction. In a survey across America, over the next 6 months, 60 percent of calculated workers were likely to be looking out for new jobs Haar et al.[2014].

Working practices, stress, working hours, lack of responsibility and training, pay and conditions and communications issues internally were cited as the main factors which trigger job dissatisfaction. Management and the work practices needed and used within the organization are also key causes for an employee's unhappiness in their job. Dissatisfied workers come at a cost to companies with the same study showing that \$300 billion per annum is lost to work stress alone in America. Only the factors already listed which enhance job satisfaction, future career opportunities, rewards and flexible work arrangements can improve job dissatisfaction. Nearly 50 % of people working in India were dissatisfied with their work and had negative feelings about it that they thought about on a weekly basis multiple times. A mere 6 percent of workers were pleased with their job and were happy Gounder et al.[2018].

3.3 WLB Benefits

It can be time-consuming and expensive to provide the necessary requirements for employees to achieve job satisfaction, but if properly applied, this organization will benefit greatly. Most likely workers who have earned work satisfaction would perform better and improve their overall performance levels. Since of the essence of work satisfaction, workers are likely to become more loyal to the business and thereby increasing their productivity levels. Another important aspect in relation to this definition is the consumer. An employee's job satisfaction affects a customer's experience Yusuf et al.[2019].

Satisfied and dedicated, workers can provide the customer with a better quality and experience, which will decide whether or not they can return in the future, which in turn can have a financial effect on the business. This point is crucial to business and demonstrates once again the value of positive job satisfaction, particularly in the case of retail. Because of their contact when the customer needs or orders a product or service, consumers and sales assistants are the cornerstone of the retail industry Hughes et al.[2007].

When an employee is dissatisfied in his work, they put less energy into their roles and responsibilities and their customer experiences. Four primary factors have been established which have given the value of

employee interaction for a customer. Portraying the principles of the business to the customers, entering the service network of the company with customers and giving reviews of the customers experience to the management. Most importantly, the experience of a customer with employees influences his perception of the company and his future loyalty Mas-Machuca et al.[2016].

Greater efficiency and dedication leads to another beneficial result, if under the employees' output, the quality of the goods. Better product standards would allow the organization to build a forum for future reliability and quality and use it as an advantage against its competitors. Given that the cost of recruiting and training new staff can be expensive, turnover can be a major concern for organisations. Ordinary and everyday activities will not be interrupted, the company will focus more on the market rather than integrating and implementing the new staff and confidence can increase in the organization as the large and dedicated workforce will remain.

Employees who have obtained a high level of job satisfaction are unlikely to try new jobs, which in turn makes their turnover low. When an employee is happy in their job, they are more responsible and devoted to the company and its customers. Important to the success of every company is the value of customer service. It's seen as both a measure of the company's success and potential profitability. Secured loyalty offers revenue by word of mouth from both current and new customers Makabe et al.[2014].

Work life balance analysis

The sample size considered for the study is 100 working employees selected from IT professionals. For the present, a simple random sampling approach is employed to get different strata. It gathers both main and secondary data for the study purposes. The method of surveying is used to gather primary Study facts. The survey respondents were selected with the aid of a questionnaire designed for the purpose and through personal interviews also. The secondary knowledge is taken from the authors, magazines, newspapers, websites etc. Hypotheses are tested using statistical tool ANOVA, mean score and percentages.

Hypothesis 1: No major difference in satisfaction with work-life arrangement of workers

Hypothesis 2: There is a significant difference in satisfaction with work-life balance of employees in the IT sector.

Table 1: Ability to balance work life with job satisfaction

Work-Life Balance	Number of Respondents
Strongly agree	24
Agree	50
Neutral	16
Disagree	2
Strongly Disagree	8

Work Life management strategies are organizational improvements that are required to reduce tensions between work and family. These work-life balance practices have made the employees personally and professionally effective. The more control an employee has over his working conditions, the more in a position he can balance work and family. Human resource managers in most companies implement and practice work life balance to improve employee commitment to the company. In addition, many organisations have recognized the importance of constantly improving consistency of corporate work-life programmes. This work is based on analysing the work life balance on job satisfaction through the WLB causes and effects.

4. Conclusion

The organisation 's profitability and productivity varies depending on its employees ' performance and commitment. Every employee has a personal and professional life; these are both very hard to separate. When a company needs workers to have higher efficiency and more dedication then they have to be committed and fulfilled. The research is being conducted throughout this paper to analyze and measure the effect of work-life

balance and job satisfaction on the social as well as personal life of the individual. In addition, through the analysis of WLB cause, this study also reveals that there are nearly 50 percent of people who are not happy with their job and because of this they cannot have a good work-life balance.

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