



JOB SATISFACTION OF THE EMPLOYEES IN AIRLINE INDUSTRY- AN EMPIRICAL EVIDENCE

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ABSTRACT

Aviation Industry in India is one of the fastest growing aviation industries in the world. With the liberalization of the Indian aviation sector, aviation industry in India has undergone a rapid transformation. From being primarily a government-owned industry, the Indian aviation industry is now dominated by privately owned full service airlines and low cost carriers. Employees both men and women are driven into the aviation industry as it is a challenging job with monetary benefits. Objectives of the study are; to study the job satisfaction of the airline employees, to identify the factors determining job satisfaction and job dissatisfaction among the airline employees and to make recommendations to improve the level of job satisfaction of the airline employees. Coimbatore airport is one of the ISO 9001-2000 certified airport, which receives lakhs of passengers a day. The total sample consisted of 50 airline employees and the samples were selected by adopting purposive sampling technique during the period from November 2008 to January 2009. The quantitative techniques like Chi-square test, multiple regression analysis and Discriminant analysis were applied. The study found that the most of the employees in airline industry were satisfied in their job because they get enough salary, favorable working conditions and they basically enjoy some of the benefits which are not available to the other employees engaged in various Industries. To be concluding, the Aviation sector is one of the fastest growing sectors in the Indian economy but no common people have enough knowledge about this industry unlike railways.