A Study Of Employees Satisfaction In Nexdha AI Fintech Private Limited In Chennai

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ABSTRACT :

This study investigates the level of employee satisfaction at Nexdha AI Fintech Private Limited in Chennai. A mixed-methods approach was employed, using a survey questionnaire to collect data from 125 employees. The results show that employees are generally satisfied with their job, work-life balance, and perks and incentives. However, areas for improvement were identified, including career growth opportunities, salary and benefits package, and work culture. The study provides insights for HR practitioners and organizational leaders, highlighting the importance of creating a positive work environment, providing opportunities for career growth and development, and ensuring competitive salaries and benefits packages. The findings contribute to the existing body of knowledge on employee satisfaction and provide recommendations for Nexdha AI Fintech Private Limited to enhance employee satisfaction and organizational performance.

Keywords:

Employee satisfaction, Fintech industry, HR strategies, Organizational performance and Work culture.

INTRODUCTION TO THE STUDY:

The main aim of the study is to analyse the level of employees satisfaction in Nexdha AI Fintech private Limited in Chennai. The Human Resource Management department's tasks is to optimize the working environment and the Satisfaction and motivation of employees . This research seeks to understand the factors of Control in the employee Satisfaction , including job satisfaction, work life balance, organizational culture and benefits and career development opportunities. The main purpose of the study was the measurement of the employee satisfaction in a Nexdha AI fintech private limited in chennai . The main aim of the study was to find out the level of employee satisfaction in Nexdha AI Fintech private limited unit in chennai and to find

out possible outlook for improvements . Also the characteristics of culture will be analysed and effect the employee satisfaction will be estimated . The concept of culture will be explained in this research. The significance of study will understand the other cultures and how they impact job satisfaction will also be covered.

OBJECTIVES OF THE STUDY :

1) To study the demographic profile of the study.
2) To find the various factors affecting employees satisfaction.
3) To analyse the employee level of satisfaction.

STATEMENT OF THE PROBLEM :

Employee satisfaction is vital to the success and expansion of any business in the current market of today, particularly in the ever changing fintech industry. A productive workplace, excellent employee retention rates, and the accomplishment of the organization's strategic goals all depend on Nexdha AI Fintech Private Limited in Chennai understand and improving employee satisfaction. Nevertheless, despite the increased awareness of its significance, employee satisfaction is frequently checked by elements including organisational culture, career development possibilities, work-life balance, and job role clarity. Therefore, determining the primary elements that affect employee satisfaction at Nexdha AI Fintech Private Limited and evaluating the impact of these factors on total work satisfaction constitute the challenge. This study seeks to identify particular areas that require improvement.Therefore, The researcher taken "A study of employees satisfaction in Nexdha AI Fintech Private Limitied in Chennai".

LIMITATIONS OF THE STUDY :

1. The study is mainly dependent on the opinions or implication of the respondents, which could imbalance the entire findings overall.

2. The given study was carried out in a particular time frame, hence the range of the work was limited and the possibility of a wide inquiry was also ruled out.
The time reach of the study was short and this therefore made it impossible to source more information that could have added more insight to the study.

REVIEW OF LITERATURE :

Valaei, N., & Rezaei, S. (2019) :

This study explores the influence of job characteristics and work values on job satisfaction among IT professionals in Malaysia. The authors find that meaningful work and autonomy significantly impact job satisfaction.

Chen, I., Brown, R., Bowers, B. J., & Chang, W. (2019) :

Examining job satisfaction among healthcare workers, this study highlights the importance of work-life balance, management support, and opportunities for professional development in achieving high levels of employee satisfaction.

Kashyap, V., Rangnekar, S., & Kesar, S. (2020) :

This research investigates how work engagement mediates the relationship between transformational leadership and job satisfaction in Indian manufacturing firms. Results show that work engagement is a key mediator, highlighting the importance of leadership style in employee satisfaction.

Zito, M., Emanuel, F., Molino, M., Cortese, C. G., Ghislieri, C., & Colombo, L. (2021) :

The study examines the effects of remote work during the COVID-19 pandemic on employee satisfaction. It finds that autonomy, work-life balance, and digital competency play significant roles in employee satisfaction in remote settings.

Bakker, A. B., & Demerouti, E. (2022) :

Their research explores the role of job crafting in enhancing employee satisfaction. They find that employees who are encouraged to shape their role and tasks to fit their strengths and interests experience higher job satisfaction and engagement.

Sverke, M., Falkenberg, H., Hellgren, J., & Näswall, K. (2023) :

Focusing on job insecurity, this study in Sweden suggests that job insecurity significantly lowers employee satisfaction, highlighting the need for stability, particularly in times of economic uncertainty.

RESEARCH METHODOLOGY :

Research Design:

The study is descriptive in nature, aiming to assess and describe the levels of employee satisfaction at Nexdha AI Fintech.

Sample Size and Area of Study

Sample Size:

The sample consists of 125 employees from Nexdha AI Fintech Pvt. Ltd. in Chennai.

Sampling Technique:

Simple random sampling could be used to ensure diverse representation from different departments and job levels.

Area of Study:

The study is conducted with a focus on employees based in Chennai, particularly at the Nexdha AI Fintech office.

Tools for techniques:

- **Simple Percentage Method**: Used to analyze and present the percentage distribution of employee responses to each question in the questionnaire. This will help quantify satisfaction levels across different categories.

- **Chi-square Test**: The Chi-square test will be applied to check for significant relationships between categorical variables, such as gender, job role, and satisfaction levels, helping to identify if there are any statistically significant differences or associations between different groups of employees.

Method of Data collection :

- **Primary Data**:

    A structured questionnaire will be designed and distributed through questionnaire survey to the employees of Nexdha AI Fintech Pvt. Ltd.

- **Secondary Data**:

    journals, articles, websites, and existing company reports that provide insights into employee satisfaction studies in similar industries (AI, fintech) will be reviewed.

ANALYSIS AND INTERPRETAIONS :

DEMOGRAPHIC PROFILES

TABLE 01 AGE

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
18-25	103	82.40%
26-35	16	12.80%
36-45	6	4.80%
Above 45	--	--
Grand total	125	100.00%

Source : Primary data

INTERPRETATION:

Above table shows that distribution of age respondents .This data shows 82.40% for the age group 18-25, 12.80% for the age group 26-35, followed by the age group of 36-45 with 4.80% and 0% for the age group 45 and above .

TABLE 1.01 GENDER

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Male	96	78.80%
Female	29	23.20%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that gender distribution respondents. The above data indicates that 76.80% are male and 23.20% are female.

TABLE 1.02 EDUCATION QUALIFICATION

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
B Tech	37	29.60%
BSC	69	55.20%
BE	12	9.60%
BSE	7	5.60%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that education qualification level of the Employees . From the above table it delivers that 55.20% are BSC , 29.60% are B Tech , 9.60% are BE , 5.60% are BSE .

TABLE 1.03 EXPERIENCE

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
0-3 years	96	76.80%
3-5 years	22	17.60%
5-7 years	5	4.00%
7-10 years	2	1.60%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that experience of the employees . 76.80% of the respondents are in 0-3 years , 17.60% of the respondents are in 3-5 years , 4.00% of the respondents are in 5-7 years and 1.60% of the respondents are in 1.60% .

TABLE 1.04 AREA OF   RESIDENCE

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Urban	76	60.80%
Semi urban	25	20.00%
Rural	24	19.20%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that area of residence. This data shows that 60.80% are in urban , 20.00% are in semi urban and 19.20% are in rural .

TABLE 1.05   NO. OF MEMBERS IN FAMILY

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
2	15	12.00%
3	29	23.20%
4	57	45.60%
5	24	19.20%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that the no. of members in family. 45.60% 0f respondents are in 4 , 23.20% of respondents are in 3, 19.20% respondents are in 5 , 12.00% of respondents are in 2.

TABLE 1.06 MARITAL STATUS

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Married	22	17.60%
Unmarried	103	82.40%
Grand total	125	100.00%

Source :Primary data

INTERPRETATION :

Above table shows that marital status of the employees. The above data indicates that 17.60% are in married, 82.40% are in unmarried.

TABLE 1.07   MONTHLY INCOME

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Up to 20000	77	61.60%
210000-40000	27	21.60%
41000-60000	13	10.40%
Above 60000	8	6.40%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that the type of monthly income of the employees. 61.60% of respondents are in up to 20000, 21.60% of respondents are in 21000-40000, 10.40% 0f respondents are in 41000-60000, 6.40% of respondents are in above 60000 .

TABLE 02   TENURE AT NEXDHA AI FINTECH

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Less than a year	77	61.60%
1-3 years	33	26.40%
3-5 years	13	10.40%
More than 5 years	2	1.60%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that how long have you been working at nexdha ai fintech company. From the above data shoes that 61.60% are in less than a year,26.40% are in 1-3 years, 10.40% are in 3-5 years and 1.60% are in more than 5 years.

TABLE 03   CURRENT ROLE/ POSITION IN THE COMPANY

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Entry-level	74	59.20%
Mid-level	34	27.20%
Senior-level	13	10.40%
Leadership	4	3.20%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that the current role/position of employees. The data shows that 59.20% are in entry level,27.20% are in mid level, 10.40 are in senior level and 3.20% are in leadership.

TABLE 04 SALARY AND BENEFITS PACKAGE

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Very satisfied	40	32.00%
Satisfied	45	36.00%
Neutral	30	24.00%
Dissatisfied	8	6.40%
Very dissatisfied	2	1.60%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that how employees satisfied with their salary and benefits package in company . The data shows 32.00% are in very satisfied , 36.00% are in satisfied , 24.00% are in neutral , 6.40% are in dissatisfied and 1.60% are in very dissatisfied.

TABLE 05 WORK-LIFE BALANCE

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Very satisfied	44	35.20%
Satisfied	49	39.20%
Neutral	24	19.20%
Dissatisfied	7	5.60%
Very dissatisfied	1	0.80%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that work-life balance of the employees. From the above data shows 35.20% are in very satisfied , 39.20% are in satisfied , 19.20% are in neutral , 5.60% are in dissatisfied and 0.80% are in very satisfied.

TABLE 6 PERKS AND INCENTIVES OFFERED

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Very satisfied	40	32.00%
Satisfied	51	40.80%
Neutral	30	24.00%
Dissatisfied	2	1.60%
Very dissatisfied	2	1.60%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that employees satisfied with their perks and incentives offered by the company. From above data shows 32.00% are in very satisfied , 40.80% are in satisfied , 24.00% are in neutral ,1.60% are in dissatisfied , 1.60 are in very dissatisfied.

TABLE 07 SATISFIED ARE YOU WITH YOUR EXPERIENCE

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Very satisfied	45	36.00%
Satisfied	44	35.20%
Neutral	30	24.00%
Dissatisfied	5	4.00%
Very dissatisfied	1	0.80%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that overall employees experience in the company. From above data shows 36.00% are in very satisfied , 36.00% are in satisfied , 23.20% are in neutral , 4.00% are in dissatisfied , 0.80% are in very satisfied.

TABLE 08   WORK IS RECOGNIZED AND APPRECIATED

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Always	50	40.00%
Often	28	22.40%
Sometimes	38	30.40%
Rarely	7	5.60%
Never	2	1.60%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that employees work recognized and appreciated in the company . From the above data shows 40.00% are in always, 22.40% are in often , 30.40 % are in sometimes , 5.60% are in rarely and 1.60% are in never.

TABLE 09 OPPORTUNITIES FOR CAREER GROWTH

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Very satisfied	43	34.40%
Satisfied	49	39.20%
Neutral	21	16.80%
Dissatisfied	11	8.80%
Very dissatisfied	1	1.60%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that how satisfied are you with opportunities for career growth within the company . From the above data shows 34.40% are in very satisfied , 39.20% are in satisfied , 16.80% are in neutral , 8.80% are in dissatisfied and 1.60% are in very dissatisfied.

TABLE 10 RATE THE WORK CULTURE

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Excellent	48	38.40%
Good	52	41.60%
Average	18	14.40%
Poor	5	4.00%
Very poor	2	1.60%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that employees work culture at company . From the above data shows that 38.40% are in excellent , 41.60% are in good , 14.40% are in average , 4.00% are in poor and 1.60% are in very poor.

TABLE 11 COMFORTABLE OPINIONS OR CONCERNS TO YOUR MANAGER

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Always	48	38.40%
Sometimes	42	33.60%
Often	22	17.60%
Rarely	11	8.80%
Never	2	1.60%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that comfort voicing and comfortable opinions or concerns to your manager in the company . From the above data shows 38.40% are in always , 33.60% are in sometimes , 17.60% are in often , 8.80% are in rarely and 1.60% are in never.

TABLE 12   PROVIDE ADEQUATE TRAINING TO ENHANCE YOUR SKILLS

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Always	50	40.00%
Often	37	29.60%
Sometimes	28	22.40%
Rarely	7	5.60%
Never	3	2.40%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that company provide adequate training to enhance your skills for the employees. From the above data shows that 40.00% are in always , 29.60% are in often , 22.40% are in sometimes , 5.60% are in rarely and 2.40% are in never.

TABLE 13 OPPORTUNITIES FOR PROFESSIONAL DEVELOPMENT

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Very satisfied	48	38.40%
Satisfied	40	32.00%
Neutral	28	22.40%
Dissatisfied	6	4.80%
Very dissatisfied	3	2.40%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that how satisfied are with opportunities for professional development in the company . From the above data shows the 38.40% are in very satisfied , 32.00% are in satisfied , 22.40% are in neutral , 4.80% are in dissatisfied and 2.40% are in very dissatisfied.

TABLE 14 PERFORM YOUR JOB EFFECTIVELY

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Strongly agree	44	35.20%
Agree	42	33.60%
Neutral	30	24.00%
Disagree	5	4.00%
Strongly disagree	4	3.20%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that resources and tools needed to perform their job effectively . From the above data shows the 34.40% are in strongly agree , 34.40% are in agree , 24.00% are in neutral , 4.00% are in disagree and 3.20% are in strongly disagree.

TABLE 15 NEXDHA AI FINTECH AS A GREAT PLACE TO WORK

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Very likely	45	36.00%
Likely	40	32.00%
Neutral	32	25.60%
Unlikely	5	4.00%

Very unlikely	3	2.40%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that how likely to recommend nexdha ai fintech as a great place to work . From the above data shows 36.00% are in very likely, 32.00% are in likely , 25.60% are in neutral , 4.00% are in unlikely and 2.40% are in very likely.

TABLE 16 CURRENT ROLE AND RESPONSIBILITIES

PARTICULARS	NO OF RESPONDANTS	PERCENTAGE
Very satisfied	43	34.40%
Satisfied	47	37.60%
Neutral	26	20.80%
Dissatisfied	7	5.60%
Very dissatisfied	2	1.60%
Grand total	125	100.00%

Source : Primary data

INTERPRETATION :

Above table shows that how satisfied are you with your current role and responsibilities in the company. From the above data shows the 34.40% are in very satisfied , 37.60% are in satisfied , 20.80% are in neutral, 5.60% are in dissatisfied and 1.60% are in very dissatisfied.

CHI-SQUARE ANALYSIS :

Relationship between age group and current role/position in the company.

Particulars	Entry- level	Leadership	Mid-level	Senior-level	Total
18-25	67	1	28	8	104
26-35	4	3	4	5	16
36-45	3	0	2	0	5
Above 45	—	—	—	—	—
Total	74	4	34	13	125

Source : Primary data

Chi- square value	Degree of freedom	PV value
25.793[a]	6	0.000

INTERPRATION :

From the above table, it is found that the P value is 0.00 less than expected value 0.05 here there is highly significant relationship between age group and current role/position in the company.

FINDINGS :

PERCENTAGE ANALYSIS :

➢ Most of respondents (82.40%) belongs to the age group of 18-25 years.

➢ The majority of respondents (78.80%) are male .

➢ The majority of respondents (55.20%) are in BSC qualification.

➢ The majority of respondents (78.80%) are in 0-3 years.

➢ The majority of respondents (60.80%) are in urban .

➢ The majority of respondents (45.60%) are in 4 members in family.

➢ The majority of respondents(82.40%) are in unmarried.

➢ Most of respondents (61.60%) have a monthly income of up to 20000.

➢ The majority of respondents (61.60%) are in less than a year in company.

➢ The majority of respondents (59.20%) are in entry level in their current role/position in the company .

➢ The majority of respondents (36.00%) are in satisfied with their salary and benefits package.

➢ The majority of respondents (39.20%) are satisfied with their work – life balance.

➢ The majority of respondents (40.80%) are satisfied with their perks and incentives by the company.

➢ The majority of respondents (36.00%) are very satisfied with their experience at the company .

➢ The majority of respondents (40.00%) are in always to work recognized and appreciated.

➢ The majority of respondents (39.20%) are in satisfied with their opportunities for career growth.

➢ The majority of respondents (41.60%) are good at work culture.

➢ The majority of respondents (38.40%) are says always.

➢ The majority of respondents (40.00%) are says always.

➢ The majority of respondents (38.40%) are very satisfied.

➢ The majority of respondents (35.20%) are strongly agree.

➢ The majority of respondents (36.00%) are says very likely.

➢ The majority of respondents (37.60%) are says satisfied.

CHI-SQUARE ANALYSIS :

➢ There is highly significant relationship between age and current role/ position in the company.

SUGGESTIONS :

➢ The study conducted on employee satisfaction at Nexdha AI Fintech Private Limited in Chennai reveals key insights into various aspects such as job satisfaction , work-life balance, career growth, training and workplace culture. Below is a summary of the findings along with recommendations for improvement.

➢ To increase their salary and benefits package to the employees in the company.

➢ To increase their incentives and perks for the employees in the company.

➢ The company want to increase their opportunities for professional development for the employees.

CONCLUSION :

The purpose of this study was to assess the employee satisfaction level of Nexdha AI Fintech Private Limited, Chennai. The results of the study showed that the respondents were content and satisfied with their job, work-life balance and the incentives and perks offered by the company. However, career development opportunities, compensation and benefits, and organizational culture were identified as areas that require improvement.

The findings of this study, therefore, recommend that Nexdha AI Fintech Private Limited, Chennai, engage in strategies that cultivate an effective working atmosphere, enable employees to grow in their careers, and set salaries and benefits that meet or surpass industry benchmarks.

This study adds to the existing literature on employee satisfaction and offers strategies that help organizations improve overall employees' satisfaction and retention. Nexdha AI Fintech Private Limited can utilize the recommendations suggested in this study when developing Human Resource

management strategies and policies to improve employee motivation and the company's effectiveness.

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