

**ANALYSIS OF RELATIONSHIP BETWEEN EMPLOYEE SATISFACTION AND
EFFICIENCY: A CASE STUDY FROM TOOLS MANUFACTURER IN LIA INDUSTRIAL
ZONE IN IRAN**

ALI SANEE SCOYI

Department of Management, Savitribai Phule Pune University, Pune, Maharashtra, India

ABSTRACT

This paper points out that proper management of human resources can increase personnel's job satisfaction. In this case study, satisfaction rates were investigated and it was attempted to determine their satisfaction condition in the subscales of supervision, coworkers, job, procedures and regulations, payment and fringe benefits, work conditions, and welfare services. It was concluded that the expected increase in efficiency is not attributable to machines. The case was not technology, but the low satisfaction level among personnel; i.e. inappropriate and undesirable performance of personnel in the production section. It was noted that company's personnel are highly satisfied with their communication to other coworkers and vice versa, as well as their communication with supervisors. The relationship between demographic and organizational variables has been also investigated. In sum, there were 4 out of 7 subscales that don't have desirable satisfaction. Considering job satisfaction condition, it was found that in the subscales of procedures and regulations, work condition, and welfare services, payment and fringe benefits, low satisfaction was observed. But in the subscales of coworkers, supervision, and the job, rather high satisfaction was observed.

KEYWORDS: Job Satisfaction, Efficiency, Employee Satisfaction