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Work–Life Balance and Its Impact on Job Satisfaction and Employee Productivity: An Empirical Study of Lakshmi Hyundai

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ABSTRACT: Work–life balance has emerged as a critical human resource concern in contemporary organizations, particularly within labor-intensive and target-driven industries such as automobile manufacturing. The present study empirically examines the factors influencing work–life balance among employees of Lakshmi Hyundai and evaluates its impact on job satisfaction and employee productivity. Primary data were collected from 100 employees using a structured questionnaire. Descriptive statistics, regression analysis, and correlation analysis were employed to test the proposed hypotheses. The findings reveal that a significant proportion of employees experience work interference in personal life and extended working hours. Statistical results confirm that work–life balance has a significant positive impact on job satisfaction and a strong positive correlation with employee productivity. The study highlights the strategic importance of balance-oriented human resource practices and provides managerial implications for enhancing employee well-being and organizational performance in the automotive sector.

KEYWORDS: Work–Life Balance, Job Satisfaction, Employee Productivity, Human Resource Management, Automobile Industry

I. INTRODUCTION

In the modern organizational environment, work–life balance has evolved from a personal concern to a strategic human resource management issue. Rapid technological advancements, intensified competition, and performance-driven work cultures have significantly altered employees' work patterns, often blurring the boundaries between professional and personal life. In manufacturing industries, especially automobile organizations characterized by rigid schedules, extended work hours, and physical demands, maintaining work–life balance has become increasingly challenging.

Lakshmi Hyundai, a prominent automobile dealership in South India, operates in a highly competitive and performance-oriented environment. Employees are required to meet demanding operational targets while ensuring service quality and customer satisfaction. Under such conditions, imbalance between work and personal life can adversely affect employee well-being, job satisfaction, and productivity. Recognizing these challenges, the present study investigates the factors influencing work–life balance at Lakshmi Hyundai and examines its impact on job satisfaction and employee productivity. The study contributes empirical evidence to the growing body of literature on work–life balance within the manufacturing and automobile sector.

II. REVIEW OF LITERATURE

Previous studies have extensively examined work–life balance as a multidimensional construct influencing employee attitudes and performance. Seals (2024) emphasized the alignment between career goals and work–life balance, highlighting its role in reducing stress and enhancing life satisfaction. Pircher (2024) examined institutional approaches to work–life balance and identified policy implementation challenges across organizational contexts.

Mattarelli (2024) found that work environments promoting autonomy and flexible interactions positively influenced creativity and work–life balance. Kyambade (2024) reported that balance-supportive practices enhanced job satisfaction and leadership participation, particularly among women employees. Walsh (2024) highlighted the role of supportive leadership in improving work–life balance in digitally mediated work settings.

Several studies have empirically linked work–life balance with job satisfaction and productivity. Duan (2024) demonstrated that work–life balance mediates the relationship between intrinsic motivation and job performance. Irfan (2023) found that organizational support mitigated burnout and enhanced productivity through improved balance. Rashmi (2023) confirmed that work–life balance significantly mediated job resources and job satisfaction among Indian professionals. Despite extensive literature, limited empirical studies focus on automobile dealerships in the Indian context, which the present study seeks to address.

Objectives of the Study

1. To identify the factors influencing work–life balance at Lakshmi Hyundai.
2. To examine the impact of work–life balance on job satisfaction.
3. To analyze the relationship between work–life balance and employee productivity.
4. To evaluate organizational initiatives supporting work–life balance.

III. RESEARCH METHODOLOGY

The study adopts a descriptive and analytical research design. Primary data were collected from 100 employees of Lakshmi Hyundai using a structured questionnaire comprising demographic variables, work–life balance factors, job satisfaction, and productivity measures. Purposive and convenience sampling techniques were used.

Secondary data were collected from academic journals, books, reports, and organizational documents. Statistical tools such as percentage analysis, regression analysis, and correlation analysis were employed using SPSS to test the hypotheses and interpret the data.

Data Analysis and Results

Descriptive analysis revealed that a majority of employees experienced frequent interference of work responsibilities with personal life and worked beyond standard working hours. Flexible work hours and paid time-off emerged as the most preferred organizational support mechanisms. Employees reported physical fatigue, emotional stress, and mental burnout as common outcomes of work–life imbalance.

Regression analysis demonstrated that work–life balance significantly influenced job satisfaction ($\beta = 0.59, p < 0.05$), explaining 63 percent of the variance in satisfaction levels. Correlation analysis revealed a strong positive relationship between work–life balance and employee productivity ($r = 0.65, p < 0.05$). These results confirm that improved work–life balance enhances both employee attitudes and performance outcomes.

Findings

The findings align with earlier studies that emphasize the critical role of work–life balance in enhancing job satisfaction and productivity. Employees experiencing better balance reported higher satisfaction and perceived productivity, supporting the argument that employee well-being and organizational performance are interdependent. The results also highlight the importance of managerial accessibility, workload management, and flexible policies in shaping employees' balance perceptions. In the context of Lakshmi Hyundai, although several supportive initiatives exist, variations in employee experiences suggest the need for more consistent implementation.

IV. CONCLUSION

The study concludes that work–life balance is a significant determinant of job satisfaction and employee productivity at Lakshmi Hyundai. Empirical evidence confirms that imbalance leads to stress, fatigue, and reduced performance, while supportive organizational practices enhance employee well-being and effectiveness. The findings underscore the strategic importance of integrating work–life balance initiatives into human resource policies, particularly in the automobile manufacturing and retail sector. By fostering a balance-oriented work culture, organizations can achieve sustained employee engagement and improved organizational performance.

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