

Job Attitude of Nurses at Aster Medcity, Kochi

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Abstract

Purpose: Organizations emphasize the importance of hiring and retaining employees with positive attitudes because they play a critical role in behavior.

Theoretical framework: Employee perspectives on the following topics: organizational commitment, job involvement, and job satisfaction.

Design/methodology/approach: Important factors are employee engagement and perceived organizational support. The study's primary goals were to ascertain the attitudes of Aster Medcity's nurses toward their jobs.

Findings: The data was collected using a structured questionnaire. The sample unit consists of nurses working in Aster Medcity, Kochi.

Research, Practical & Social implications: This is descriptive research and the tools used for the analysis are simple percentage method, correlation and ANOVA.

Originality/value: It is evaluated correlation between organizational commitment and job attitude of nurses at Aster Medcity.

Keywords: Employee, attitude, satisfaction, ANOVA, Business Management, Industry, Innovation and Infrastructure.

INTRODUCTION TO JOB ATTITUDE

Job attitude" describes a person's general thoughts and opinions about their position. It incorporates many different elements, including commitment, involvement, and job satisfaction. Positive attitudes at work are linked to better job performance and general wellbeing, whereas negative attitudes might result in worse job satisfaction and performance. Workplace dynamics, interpersonal connections with co-workers and managers, and the nature of the tasks being done are all variables that might affect job attitude. Tracing job satisfaction and commitment levels, job attitude may provide us with hints about who will stay or go, who will perform better, and who will be more engaged. We call our attitudes toward different aspects of the workplace, "job attitudes." Job satisfaction and organizational commitment are the two essential attitudes that are most relevant when it

comes to significant results. Job attributes affect job attitudes, as do perceptions of organizational justice and the psychological contract, interactions with managers and coworkers, levels of stress experienced on the job, and organizational fit and personality.

Global Demand for Healthcare Industry

The home healthcare market is anticipated to reach a valuation of USD 281.8 billion in 2019 and grow at a compound annual growth rate (CAGR) of 7.9 percent during the forecast period. The aging of the global population and patients' increasing inclination toward value-based healthcare should propel market growth. According to estimates from the World Health Organization (WHO), 703 million people worldwide were 65 years of age or older in 2019. The number of elderly people on the planet will double to 1.5 billion by 2050. The aging

population is anticipated to propel market expansion by raising patient-centric healthcare services demand, which will raise the need for healthcare organizations and personnel. Preparedness for these uncertainties and the development of a smart health ecosystem require investments from health care stakeholders in value-based care, creative care delivery models, state-of-the-art digital technologies, data interoperability, and alternative employment models. These variables include growing health care expenses, evolving patient demographics, altering consumer expectations, new competitors entering the market, intricate ecosystems involving technology and health, etc. A 5% compound annual growth rate (CAGR) is projected for global health care spending between 2019 and 2023. Some of these drivers include the aging and growing population, the rise in chronic illness rates, infrastructure investments, technological advancements, evolving care models, rising labor costs despite a labor shortage, and the growth of health care systems in developing countries. In order to prioritize prevention and early intervention over treatment, health care systems must work toward this goal. Deloitte's 2020 Global Health Care Outlook examines the factors driving change in the industry in great detail and offers recommendations that stakeholders can consider as they lay a solid foundation for the future.

Market Size

With a compound annual growth rate (CAGR) of 22%, the size of the Indian healthcare sector is predicted to triple between 2016 and 2022, from US\$ 110 billion in 2016 to US\$ 372 billion. India's healthcare system is expected to have cost US\$ 349.1 billion by FY22. As of 2021, one of the biggest employers in India is the healthcare industry, which employs 4.7 million people. The industry in India created 2.7 million new jobs between 2017 and 22 (or about 500,000 new jobs annually). Public healthcare spending in India grew to 2.1 percent of GDP in 2021–2022, up from 1.8 percent in 2020–20 and 1.3 percent in 2019–20, according to the Economic Survey of 2022. Health insurance companies' gross direct premium income reached Rs. 58,572.46 crore (US\$ 7.9 billion) in FY21, an increase of 13.3%

YoY. The health segment accounts for 29.5% of all gross written premiums earned nationwide. It is projected that the Indian medical tourism market will grow from US\$2.89 billion in 2020 to US\$13.42 billion by 2026. 697,300 foreign visitors arrived in India in FY19 solely for medical care, according to the India Tourism Statistics at a Glance 2020 report. In the 2020–21 Medical Tourism Index (MTI) published by the Medical Tourism Association, India is ranked 10th out of 46 travel destinations. It is estimated that the e-health market will be worth US\$10.6 billion by 2025.

Workplace attitudes shape behavior intentions and, in some cases, can even forecast real behavior. Research has indicated that job satisfaction can play a significant role in understanding people's behavior and predicting the profitability of work advertisements. The working conditions offered by the organization will determine the attitude within it. A person's assessments of their work that convey their sentiments, convictions, and commitment to it are referred to as their job attitude. The various elements that influence how Aster Medcity employees feel about their jobs, including job involvement, job satisfaction, organizational commitment, perceived organizational support, and employee engagement, are the main subject of this project study.

LITERATURE REVIEW

Two other terms that are frequently used in conjunction with attitude are belief and opinion. It's true that there are significant differences between these terms. An opinion is a position, evaluation, or conclusion on a specific subject. Whereas an opinion is a response to a more narrowly defined stimulus and tends to be more focused on particular features of the object, an attitude is more of a generalized predisposition to react in some way to the object.

A belief is an attitude or action that expresses trust or confidence in a person, thing, or concept. A belief is an enduring configuration of ideas and understandings about some aspects of an individual's reality. Opinions are weaker than beliefs. Human behavior is influenced by beliefs and opinions. However, compared to related aspects, attitudes are thought to be more fundamental to human behavior by the majority

of psychologists. This is the reason why, in comparison to other approaches, more has been made to analyze attitudes.

The effect that workplace attitudes have on innovation and creativity can lead to a progressive increase in an organization's productivity, according to Saari, L. M., & Judge, T. A. (2004). According to the article Schleicher, D. J., Smith, T. A., (2015), there are three significant gaps in the scientific research on employee attitudes generally and job satisfaction in particular. The most significant employee attitude is the reasons behind employee attitudes; (3) methods for assessing and influencing employee attitudes; and (2) the results of having a high or low level of job satisfaction. Recommendations are given to practitioners on how to evaluate practices that have been put into place and address knowledge gaps.

Future studies probably will concentrate on deepening our knowledge of how personal traits—like emotions—define work satisfaction and how employee attitudes affect organizational performance. The author of Cabrera, W., & Estacio, D. (2022) set out to determine how staff members' perceptions of change initiatives in Ethiopian public universities were influenced by their organizational commitment and job satisfaction.

Because writers in Srivastav, A. K., & Das, P. (2013) integrate attitude theory with the job attitudes literature, we present job attitude strength (JAS) as an important but missing theoretical concept in the study of job attitudes. An attitude is a psychological state of mind, and Inuwa, Mohammed (2015) used the opinion survey method to look at the attitudes of the employees.

The objectives of the study were to find out how employees felt about the company, what produced their positive and negative feelings, what they expected from the company, how to improve employees' perceptions of management, and how employees felt about their jobs. In 2022, Lohela-Karlsson, M., Jensen, I., and Björklund, C. Omolayo, B. O., & Oluwafemi, A. A. (2012) conducted a study on employee performance. Omolayo, B. O., & Oluwafemi, A. A. (2012) found that the independent variable linked to employee performance in this study was the combination of

job satisfaction, job attitude, and equity. This finding was based on prior empirical and theoretical research. Finding out how employees' attitudes toward their jobs and the workplace culture affected their perceptions of their own efficacy at work was the aim of Abduljabbr, A. N., Mahdi, O. R., & Almsafir, M. K. (2012).

Academic employees' job attitudes have a significant impact on their productivity levels. Employee performance may be impacted in situations where they perceive problems, such as those relating to their health or the workplace. Research funding may be reduced as a result, along with a drop in publications and quality. Tavakoli, A. M., Poursmaeil, L., and H. M. Tavakoli (2013).

The influence of attitudes regarding work and time on the perceived performance of employees in the public and private domains. 180 workers were chosen as samples from five distinct companies in Ado-Ekiti and Ibadan; two came from the public sector and three from the private sector. Mubeen, H., and M. Z. Rashidi. (2014). Attitudes frequently present a conundrum because, although people depend on them to maintain social order, the world is changing, and people must adapt their attitudes to fit the circumstances. Since attitudes influence behavior and only a specific behavior is desirable from the perspective of the organization, changing one's attitude in accordance with organizational requirements is more significant. Organizations use a variety of strategies to influence members' attitudes and behaviors to align with organizational requirements.

Whatever the methods used to modify attitudes, they will only work if the fundamental traits of attitudes and their nature are taken into account. Three fundamental factors must be taken into account for change techniques to be effective: group affiliation, the attitude holder's personality, and the attitude's characteristics. These factors come from two sources: the theory of attitude formation and the factors influencing attitude formation. Several theories of attitude formation and change have been proposed in the past to explain attitudes and the ways in which they can be changed.

RESEARCH METHODOLOGY

Employees' general opinions and sentiments

about their jobs are referred to as their "job attitudes." The behavior, productivity, and general job satisfaction of an employee can all be strongly impacted by these attitudes. Positive work environments, chances for skill growth and promotion, equitable pay, open communication, and support for employees' needs and concerns are all ways that employers can help improve attitudes toward their jobs. The majority of this chapter is devoted to the research problem, study objectives, employed hypothesis, research framework, research design, data collection methods and sources, data analysis, study limitations, recommendations, and closing. Because work attitudes have an effect on an employee's output, performance, and general well-being, they are crucial. While low job satisfaction and commitment can result in decreased productivity and increased turnover, high levels of these factors are frequently associated with better job performance and lower turnover rates. This study aims to ascertain the work attitude of employees at Aster Medcity in Kochi and its correlation with various factors. This will enable the organization to clearly see what needs to be improved and how happy its nurses are in their positions. A survey method was used to collect data for this study. Over the course of 45 days, quantitative data were gathered. A Job Attitude structured questionnaire was distributed to seventy workers of Aster Medcity in Kochi. Seventy completed copies of the self-administered questionnaires were returned; the completed questionnaires were considered valid, and all copies that were provided were complete. English was used to write the survey.

Data for the study came from primary and secondary sources. The best source for descriptive research is primary data collection. A structured questionnaire named "Job Attitude" based on predetermined parameters was distributed to employees in order to gather primary data. Secondary data is defined as "information already gathered and made available for uses other than the particular

research needs at hand." The study's secondary data are connected to the body of earlier research on the subject. The problem has been thoroughly understood, the information needed has been identified, and the most effective means of acquiring it have been chosen with the aid of these educational resources. Online journals, books, websites, and research articles were the sources of secondary data.

Analysis and Interpretation

The data in table 1 and figure 1 provides insight into the age distribution and job attitudes of nurses at Aster Medcity. The highest percentage of respondents falls into the "Upto 25 years" age group, representing 41.4percent of the total. This indicates a significant presence of younger nurses at the organization. The second-largest group, "26 to 35 years," comprises 27.1percent of respondents, suggesting a substantial mid-career workforce. The "36 to 45 years" age group constitutes 25.7percent of respondents, reflecting a relatively balanced distribution among employees in their late 30s and early 40s. The "Above 45 years" category has the lowest representation, at 5.7percent, indicating a smaller proportion of senior employees. From this data, it can be inferred that Aster Medcity has a predominantly young workforce, with a substantial number of employees aged under 25 years. These younger employees may prioritize career growth and development. The mid-career professionals in the "26 to 35 years" category may value factors like job security and work-life balance, while the balanced distribution among employees in the "36 to 45 years" category suggests a mix of experience levels that could contribute to a diverse work environment. The lower percentage of employees "Above 45 years" may imply the need for strategies to support senior staff and harness their experience to benefit the organization. Understanding these age-based dynamics can help tailor HR initiatives to meet the varying job attitudes and expectations of different employee groups?

Table 1. Experience

Experience	No. of respondents	Percent
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Upto 5 years	38	54.3
6 to 10 years	14	20.0
11 to 15 years	13	18.6
Above 15 years	5	7.1
Total	70	100.0

Source: Primary data

Figure 1. Experience

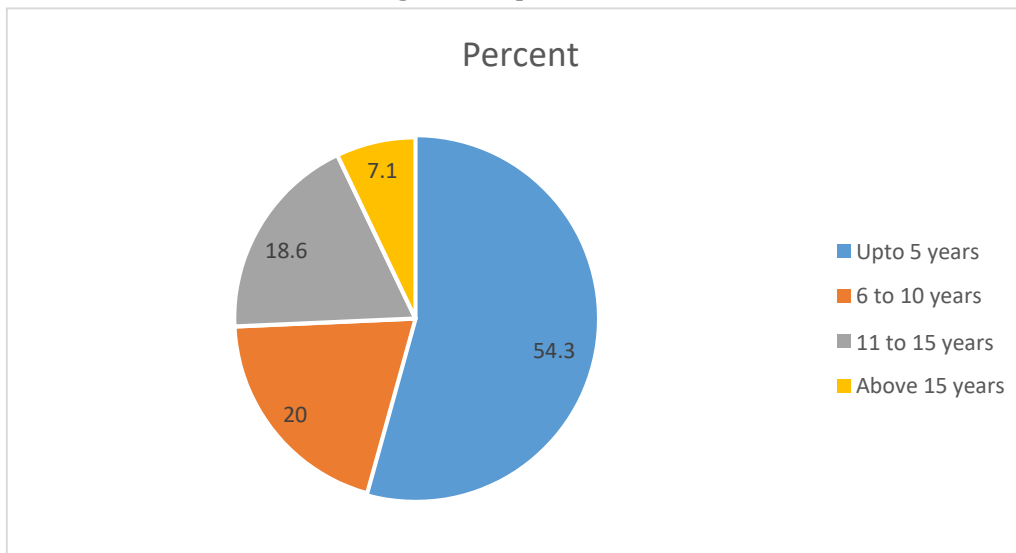


Table 4 presents data on the employee engagement levels of individuals at Aster Medcity.

The largest proportion of respondents, 61.4 percent, said they "Agree" with their level of employee engagement, indicating that a sizable majority of workers are content with their jobs. After that, a high level of zeal and dedication to

their work was indicated by 31.4 percent of respondents who said they "Strongly Agree" with their employee engagement. The "Neutral" category accounts for 7.1 percent of respondents, implying a smaller proportion of employees with a more neutral stance regarding their level of engagement from table 2.

Table 2. Job attitude of nurses on Employee Engagement

Employee Engagement	No. of respondents	Percent
Neutral	5	7.1
Positive	43	61.4
Highly positive	22	31.4
Total	70	100.0

Source: Primary data

Association and correlation between the Experience and Job Attitude

The findings of an analysis of variance (ANOVA) conducted to evaluate the hypothesis about the relationship between age groups and job attitudes at Aster Medcity are shown in Table 3. The "Between Groups" sum of squares, according

to the ANOVA results, is 529.277 with 3 degrees of freedom and a mean square of 176.426. 2.155 is the F-statistic, and the p-value (Sig.) is 0.102. We are unable to reject the null hypothesis based on our interpretation of these data because the p-value (0.102) is higher than the usual significance level (e.g., 0.05). Consequently, this analysis's

findings do not support the notion that Aster Medcity's nurses' job attitudes and age group are significantly correlated. Put differently,

employees' attitudes about their jobs in this context are not statistically significantly influenced by the age group to which they belong.

Table 3. Age group and Job Attitude of nurses at Aster Medcity
ANOVA

Job Attitude of employees at Aster Medcity						
	Total of Squares	df	Mean Square	F	Sig.	Remarks
Between Groups	529.277	3	176.426	2.155	.102	Not Significant
Within Groups	5404.209	66	81.882			
Total	5933.486	69				

Table 4 displays the findings of a correlation analysis that was done to verify the hypothesis regarding the connection between Aster Medcity employees' job attitudes and their perceptions of organizational support. The Pearson correlation coefficient between job attitude and perceived organizational support is 0.802, and the p-value (Sig.) is 0.000, indicating a lower level of significance than the conventional 0.05. Interpreting these results, the high correlation coefficient (0.802) and the low p-value (0.000) indicate a statistically significant and positive association between perceived organizational

support and job attitude among employees at Aster Medcity. This indicates a robust and affirmative correlation between nurses' overall job attitude and their perception of organizational support. Stated differently, workers who perceive greater levels of support from the organization are more likely to exhibit positive job attitudes. This finding highlights the importance of creating a supportive work environment, as it directly impacts employees' job attitudes, job satisfaction, and overall well-being.

Table 4. Perceived Organisational Support and Job Attitude of nurses at Aster Medcity
Correlations

		Job Attitude of employees at Aster Medcity	Perceived Organizational Support
Job Attitude of employees at Aster Medcity	Pearson Correlation	1	.802**
	Sig. (2-tailed)		.000
	N	70	70
Perceived Organisational Support	Pearson Correspondence	.802**	1
	Sig. (2-tailed)	.000	
	N	70	70

Association is substantial at the 0.01 level (2-tailed).

CONCLUSION

Finding out about the "job attitude of nurses" at Aster Medcity in Kochi was the primary goal of this study. The study's primary goal was to learn more about Aster Medcity's employment attitudes. The study determined the

degree of job attitude at Aster Medcity, Kochi, by analyzing and comparing several aspects of the attitude toward work. The results showed that the attitude toward work is positive. They were happy with the type of work, the supervision style, the working environment, the chance for

advancement, etc. The only issues about which nurses had no opinion were pay, decision-making involvement, contentment to work for the remainder of their careers at this organization, value of sticking with one organization, whether or not things are better when people work for a single organization for the majority of their careers, and company-provided rewards. They thus require a great deal more advancements in that area. Otherwise, Aster Medcity can keep the job attitude of nurses by maintaining the same. Maintaining a high level of job attitude always results in an organization's development.

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