

ABSTRACT

The effectiveness of Quality of Work Life of employees in Public and Private Sector Banks was studied in Dindigul. The study adopted descriptive research design analysing the responses collected through interview schedule from 603 respondents selected using the simple random sampling technique. The study focused on the overall effect of Quality of Work Life including the QWL Programs, Determinants, Existence and Outcomes of Quality of Work Life. The influence of the personal profiles of the respondents on the effectiveness of Quality of Work Life was tested using non-parametric tests and the extent of influence of the Quality of Work Life elements and the influencing personal profiles on the employees' perception was studied through the simple and multiple Ordinal regression. The present study concluded that the effectiveness of Quality of Work Life on the employees was visible in the Banks at the study area. The Outcomes effect was more, followed by Existence, Determinants and Programs of Quality of Work Life. The Determinants and QWL Program elements of Quality of Work Life were significantly influencing the Outcome of QWL. Significant differences were noted among the employees in Public and Private sector Banks in Outcomes of QWL. Job satisfaction, Organisational Commitment, Employee Retention Behaviour, Functional and technical quality are higher in the Public sector Banks. The Job Stress and service Quality of employees, where more in Private Sector and Servicescape quality and convenience were also more in Private sector in Service Quality. However, there was no influence in the sectors for Organisational Climate and Customer Service outcomes in Banks. The profiles of the employees especially their nature, gender, age, family size, income and working hours also influenced the Outcomes of Quality of Work Life perception of employees in Banks.