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Determinants of Employee Job Satisfaction in Retail Sector

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ABSTRACT

The retail sector plays an important role in the economic growth of a country. It focuses on the importance of job satisfaction determinants and their impacts on the overall job satisfaction of employees. The result shows that salary, efficiency in work, co-worker relation, job security, reward, welfare schemes etc. are the most important determinants contributing to job satisfaction. The overall job satisfaction of the employees in retail sector is at the positive level. Data was collected through a self-administered survey questionnaire. Simple random sampling is used for collection of data from 50 employees. This paper presents a comprehensive diagnosis of job satisfaction of retail business, the factors causing the dissatisfaction & suggestions to improve them.

Keywords: Job Satisfaction, Pay Satisfaction Efficiency, Security.

INTRODUCTION:

Different authors have different approaches towards defining job satisfaction. Some of the most commonly cited definitions on job satisfaction are analyzed in the text that follows. Human resource is an important asset in any organization to improve productivity.

Hoppock defined job satisfaction as any combination of psychological, physiological and environmental circumstances that cause a person truthfully to say I am satisfied with my job (Hoppock, 1935). According to this approach although job satisfaction is under the influence of many external factors, it remains something internal that has to do with the way how the employee feels. That is job satisfaction presents a set of factors that cause a feeling of satisfaction.

Vroom in his definition on job satisfaction focuses on the role of the employee in the workplace. Thus he defines job satisfaction as affective orientations on the part of individuals toward work roles which they are presently occupying (Vroom, 1964).

Employee job satisfaction refers to a collection of positive and negative feelings that an employee holds toward their job. Job Satisfaction is a part of life satisfaction. It is the amount of pleasure or contentment associated with a job. Job Satisfaction is an emotional response to a job.

There are a variety of factors that can influence an employee's level of job satisfaction. Some of these factors include the pay and benefits, the perceived fairness of the promotion system within a company, the quality of the working conditions, leadership and social relationships, discrimination, relaxation etc. In order to increase employee job satisfaction, organization should set the objectives such that they should meet the company expectation as well as employee expectation such as good relationship between management and employees, good pay, better working conditions, training and education opportunities, career growth (Mezrig achour and Bouguesri Sarra, 2017).

The most common way of measurement is the use of rating scales where employees report their reactions to their jobs. Questions relate to relate of pay, work responsibilities, variety of tasks, promotional opportunities the work itself and co-workers. Some questionnaires ask yes or no questions while others ask to rate satisfaction on 1 – 5 scale where 1 represents "not all satisfied" and 5 represents "extremely satisfied"