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Influencing factors to job satisfaction in retail enterprises on Matara district in Sri Lanka: an empirical investigation

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Employee satisfaction contributes significantly to the success of organizations and satisfaction is determined on various factors and working conditions. Successful organizations concern on employee satisfaction and its related factors to maintain satisfied workers. Working conditions related to worker satisfaction of retail industry in Sri Lanka have not been successfully evaluated. The primary purpose of this study was to examine job satisfaction of retail employees working in no supervisory positions with lower status. A structured questionnaire was used for the study including questions both open and close-ended questions on demographic, controllable, uncontrollable and Attitudinal factors. Twenty seven sub factors were included under main factors. The research was done as a survey among 40 respondents from the selected enterprises in Matara. There was no a proper business registration on retail-enterprises in Matara. So the sample was selected according to the convenient sampling procedure. The survey results showed that majority of the sample was not identified major four factors as satisfying factors. However three sub factors such as (t-test- f-test and correlation were closed to satisfaction) studied were satisfied with three sub factors such as work load, flexibility in the working hours, physical environment. So they have influenced highly on job satisfaction of the retail workers. To increase job satisfaction of workers in this industry, work load, flexibility in the working hours, physical environment should be changed immediately and other factors should be changed moderately.

Keywords: job satisfaction, retail employees and employee attitudes.