

Motivation and Its Impact on Job Satisfaction of Employees in Banking Sector during Conflict Scenario: A Case Study of Bank of Ceylon, Jaffna, Sri Lanka

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ABSTRACT. The purpose of this study was to investigate the impact of motivation on job satisfaction of employees in banking sector. The idea was to profile factors causing high motivation and job satisfaction and also to profile those factors that contribute low motivation and dissatisfaction at work. The researcher formulated problem question as “What makes some employees perform better than others? What makes some employees seem better satisfied in their jobs than others? How can we improve the motivation and overall job satisfaction of our employees?”

The researcher objectives are drawn for this valuable study are To determine the causes of satisfaction and dissatisfaction, To make recommendations that will lead to increased satisfaction and decreased dissatisfaction and Assess the level to which organizations meet their job satisfaction performance by motivation.

Some limitations were also identified in this research, such as they keep statistical reports as secret, so the researcher can't collect sufficient data, Managers are busy people, so some of them unwilling to talk with the researcher, some questionnaires will not be completely filled up and this study was carried out with in a time scale.

In contemporary world Banking sectors are main organization for the economic growth and for the economic development. Banking sectors are important service organization internal customers/employees are king of organization by which employees should be satisfied. If employees are satisfied they can provide better contribution for their customers. Job satisfaction is considered as a most important element in achieving organizational goal and objective. In a way organization are trying to increase the motivation because motivation typically contribute to the job satisfaction. Thus level employee motivation on job satisfaction is analyzed in this present dissertation.

This study is conducted six bank of Ceylon in Jaffna district with the ultimate sample of 100 respondents through questionnaires and these data were presented and analyzed by using statically tools. The results of these analyses were used to test the relationship between motivation and job satisfaction. Here, two hypotheses were conducted as higher degree of rewards leads to higher level of satisfaction and reduced dissatisfaction, the strong/favourable motivation leads to high job satisfaction.

The research findings indicate the relationship between motivation and job satisfaction as positive at the r point of 0.764(**) and has significant impact on customer satisfaction at the regression point (r^2) of 0.508 with the significant level of 0.000. From these findings, we can conclude that “there is a high positive relationship between motivation and job satisfaction”. And “all motivation variables have significant influence on job satisfaction”.

Key word: Motivation, Job satisfaction, Banking Sector.

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