

ABSTRACT

Job satisfaction is very important because the employees are the decision makers in the organization and direct the organization in to a success. However retaining good employees continues to be a challenge. Presently, the modern supermarket industry records a high employee turnover. Notwithstanding the ever rising attrition rate, it has become critical for the companies to satisfy their employees in order to retain them. The purpose of this paper is to determine what and how organization related and demographic variables are associated with employee outcomes through job satisfaction of the super market employees. A total of 97 questionnaires were administered to the super market outlets in Batticaloa district. The study made use of both descriptive and inferential statistics.

Results revealed that all organization related factors concerned for the study such as pay, working conditions, organizational policy and administration, promotion opportunities and the work itself, and all the demographic factors concerned for the study such as age, gender, occupational level, marital status and education, have significant positive relationship with employee satisfaction outcome. Regression revealed the significant determinants of employee satisfaction which were promotion, working conditions and education. Not only that, the findings also revealed that there is difference of perception towards the job satisfaction outcome variables on the basis of marital status, age and education.

This will enable organizations to correctly gauge employee satisfaction based on the organization-related and demographic characteristics. The present study illuminates the existing theoretical foundations regarding employee satisfaction by exploring the detailed and ample responses provided by super market employees in Batticaloa District; this can help practitioners to make robust managerial decisions.

Keywords: Super market industry, Job satisfaction outcomes, Employees, Organizational Factors, Demographic Factors