

**IMPACT OF EMPLOYEE ATTITUDES ON EMPLOYEE  
PERFORMANCE**

**(WITH SPECIAL REFERENCE TO DAYA APPAREL EXPORT  
GROUP OF COMPANIES)**

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## ABSTRACT

The objective of this study was to investigate whether employee attitudes (job satisfaction, job commitment and job involvement) impact on employee performance. To achieve this objective, researcher has selected three apparel companies of Daya Apparel Export Group of Companies. Four hypothesis were formulated for this research study. Researcher has selected employee attitudes (job satisfaction, Job commitment and job involvement) as independent variable and employee performance as a dependent variable. Sample size of this research was 296, which was selected by using simple random method. Structured questionnaire used to get the primary data collection. The Univariate analysis, Bivariate analysis and Multiple regression analysis were used to analyze the variables.

The study results revealed that, there is positive relationship between job satisfaction and employee performance with the correlation value of 0.564. And there is positive relationship between job commitment and employee performance with the correlation value of 0.561. And also, there is positive relationship between job involvement and employee performance with the value of 0.662.

The multiple linear regression equation shows that the 'b' value of the independent variables of job satisfaction, job commitment and job involvement is 0.520, 0.139 and 0.176 respectively. This simply indicates that there is positive relationship between the independent variables (job satisfaction, job commitment and job involvement) and dependant variable (employee performance).