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The impact of employee job satisfaction by different perspectives on employee productivity in Apparel Industry of Sri Lanka

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Employee Productivity measuring the output relative to the input per person with reference to a point of time is a major dynamic and vigorous concern of any organizations. The organizations in Apparel Industry is highly employee oriented and their employees are the main driving force of the success where the employers pay their highest attention on maintaining job satisfaction on their valuable assets, employees. Three perspectives has been chosen for the study at the assumption of other perspectives are been constant where if any. Employee relation which engrosses proper relationship between employer and employee is one of the perspectives emphasized as a sub division of job satisfaction. Organizational culture and Competitor organizations are the perspectives other than employee relations for employee job satisfaction. Organization culture and Competitor organizations refer to peers and subordinates relationships at the organization and attitudes towards competitor organizations or other similar organizations respectively. More specifically this study underscores the perspective with the highest impact on employee job satisfaction. The study was conducted in Colombo District. Primary data was collected through questionnaires from the sample of 200 employees selected by the stratified random sampling techniques and secondary data was used to gain information towards dependent variable, employee productivity which measured by the organization specifically. Further descriptive analysis and chi-square analysis were used with the tool of SPSS software. This study argues that employee satisfaction, apart from the satisfaction towards organizational culture and competitor organizations, towards employee relations has the highest impact on employee productivity. The least impact on employee productivity has given by competitor organizations

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