

RELATIONSHIP OF JOB SATISFACATION AND ORGANIZATIONAL COMMITMENT: A FIELD STUDY OF INSURANCE

Wijesingha, R.M.R.M.¹ and Gamage P. N.²

The ‘Employee satisfaction’ and ‘organizational commitment’ are two key factors in employee retention across various work environments. The focus on assessing and analyzing employee satisfaction stems from concerns about the potential outcomes and behavioral consequences in the workplace. Low levels of job satisfaction among employees have been linked to undesirable behaviors, such as using company time for personal activities, withdrawing psychologically and physically from the job, and altering the work environment negatively. Other negative outcomes of low job satisfaction include attendance issues, higher turnover rates, early retirements, lack of active participation in job tasks, and psychological detachment from work. The results of this study will greatly influence the decision-making processes of managers, policymakers, and stakeholders. Understanding the relationship between job satisfaction and organizational commitment will help achieve organizational goals by designing effective motivational programs for agents. The study relied on primary data gathered from insurance agents in the Colombo district. Data collection was conducted using a self-administered questionnaire designed to explore the relationship between job satisfaction and organizational commitment. Primary data was analyzed by using descriptive statistical techniques, correlation coefficients analysis and multiple regression analysis. A study on the relationship between human resources management practices and organizational commitment of insurance agents will provide better understanding regarding organizational commitment. A study on the relationship between job satisfaction, organizational commitment and turnover intention among insurance agents positive relationship.

Keywords: *Employee Satisfaction, Organizational Commitment, Turnover Intention*

¹ Undergraduate, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [rohanmadhushanka128@gmail.com]

² Senior Professor, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [prasadini@kln.ac.lk]