

Analysis of the Factors Affecting on the Employees Job Satisfaction with Special Reference to AIA Insurance Lanka Ltd

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ABSTRACT

Purpose: The purpose of this research study is to analysis the impact of the factors affecting the employees' job Satisfaction with special reference to AIA Insurance Lanka.

Design/methodology/approach: In this study, the researcher used a quantitative approach. The independent variables of this study were job security, pay and promotion, health and safety, fairness and job training. The dependent variable was job satisfaction. Primary data were collected through a structured questionnaire distributed to the employees of AIA Insurance Lanka. The data gathered were analyzed using descriptive statistics and regression analysis using SPSS software.

Findings: This survey found that job security, pay and promotion, health and safety, fairness and job training have positive relationship with the job satisfaction. Out that the salary (pay and promotion) of the employees has the strongest impact to the job satisfaction. The study has further provided recommendations to improve the level of job satisfaction to the said organization.

Originality: This study has discovered a new finding about the relationship between job security, pay and promotion, health and safety, fairness and job training with the job satisfaction of AIA Insurance Lanka Ltd during the year 2022.

Keywords: *Job Security, Pay and Promotion, Health and Safety, Fairness, Job Training, Job Satisfaction*