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JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT: A STUDY OF IMPORTANT INDICATORS AND THEIR RELATIONSHIP

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Abstract

Employee job dissatisfaction and lower commitment have been observed as common issue in the organizations. These adversely affect the quality of customer services and their satisfaction. Poor service and customer dissatisfaction also make an unfavorable impact on the overall productivity and profitability of the organization which can be a road block in the survival and sustainability of the organization. The poor job satisfaction and organizational commitment has been observed as a very significant problem especially in hospitality organization due to its human centric nature. Researchers have identified employee turnover, absenteeism, poor work performance etc. as outcomes of the said problem. Therefore, this very important issue should be taken up on priority by the management.

A positive and significant relationship has been found by the researchers between job satisfaction and organizational commitment where job satisfaction is found as a key indicator of organizational commitment. Therefore, it is important for the organizations to satisfy their workforce and retaining them. However, most of the time management don't consider it important and pay less attention toward enhancing the satisfaction level of the employee. This attitude and little understanding of management can become an important reason of switching over.

A number of studies have been conducted to find out the factors for leaving the organization by an employee. Studies suggest that the intention of leaving/ staying is related to different types of commitment i.e. affective, normative and continuance. Researchers also tried to find out the relationship between these three. In view of great importance of organizational commitment and negative consequences of job and visualizing the overwhelming dissatisfaction prevalent among the hotel employees it has become essential for the academics to take up research endure on the subject of job satisfaction. Most of the studies on this prominent issue are conducted in general but a few have been taken up especially in the field of Hotel Industry. Moreover, the studies on job satisfaction and organizational commitment are in isolation and a little work has been done which shows the relationship of both and that too is also in foreign context. Therefore, it is imperative to study the job satisfaction and organizational commitment and their relationship in Indian Hospitality Industry.

Keywords: Job Satisfaction, Organizational Commitment & Hotel Industry.
