

“IMPACT OF PERFORMANCE APPRAISAL ON EMPLOYEE JOB SATISFACTION IN THE AUTOMOBILE INDUSTRY”

BY

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Abstract

Purpose:

The main aim of this study was to investigate the effect of performance appraisal on employee job satisfaction in the automobile industry. The main contributing factors such as feedback, final evaluation, participative goal setting and periodic review have been evaluated in terms of job satisfaction prospect.

Methodology:

The deductive approach was adopted whereby hypotheses were first formulated after studying literature, followed by preparation of questionnaire. The sample size selected was 150. The participants have been selected on the basis of non-probability convenience sampling technique. The primary means of data is collected by using questionnaire. The regression and correlation is used to determine the impact of performance appraisal on employees job satisfaction in automobile industries of Pakistan.

Findings:

The main findings include that all the four factors linked with the performance appraisal format are very effective in increasing the scope of employee satisfaction. There is positive significance impact of participative goal settings, periodic review, feedback and final evaluation on job satisfaction of employees and overall hypothesis model is accepted with 5 percent level of significance with significance value 0.000.

Future Implications:

The future implication of this research implies with the study of performance appraisal measures by using different factors in connection to employee satisfaction. It is further emphasized that the research could result in positive implication in other sectors of the business besides automobile industry.

Keywords: Employee Performance appraisal (PA) , Employee Satisfaction, Participative Goal Setting, Periodic Review, Feedback and Final Evaluation.

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