

# **IMPACT OF JOB SATISFACTION ON THE EMPLOYEE PERFORMANCE AT TEXTILE INDUSTRY**

**By**

**MUHAMMAD ANWAR  
31391**

A thesis presented to the Department of Management Sciences, Bahria University Karachi Campus, in partial fulfillment of the requirements of the MBA degree



**FALL, 2016**

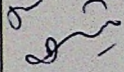
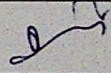
**Bahria University Karachi Campus**

## MBA Thesis

### Half-semester Progress Report & Thesis Approval

Name of student	Muhammad Anwar
Registration no.	31391
Thesis title	Impact of job satisfaction on the employee performance at textile industry

#### Supervisor – Student Meeting Record

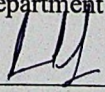
No.	Date	Place of meeting	Topic of discussion	Signature of student
1	24-09-2016	Faculty Cubicle	Literature Review	
2	05-10-2016	Faculty Cubicle	Discussion on Data Analysis	

#### APPROVAL FOR EXAMINATION

Candidate's Name: Muhammad Anwar Registration No. 31391

Thesis Title: -Impact of job satisfaction on the employee performance at textile industry.

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at ----- that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature:  Date: 13.02.17

Name: S. SAAD AHMED

HoD's Signature:  Date: \_\_\_\_\_

## **Acknowledgement**

**First of all I would like to thanks for the Bahria University Karachi Campus to complete my study here. I would like to express my deepest gratitude's to my supervisor Associate Professor Saad Ahmed for unweaving support, guidance, suggestionand mentorship throughout the project. I am also thanking full to all the other faculty staff for their kind co-operation & help.**

## ABSTRACT

**Purpose:** The main aim of this research is to examine the impact of employee satisfaction on employee performance with a specific focus on Textile sector of Pakistan. Employee satisfaction is a phenomenon which increases performance as well as results in enhancing the organizational growth. This research is being conducted in textile sector where employee satisfaction is mandatory but some of the organization are not focusing on this concept and therefore hindering their performance levels. There are numerous researches as well as, surveys conducted by HBR and other reputed institution suggests that the relationship among satisfaction and performance is positive and have significant impact on each other.

**Methodology:** The research is quantitative in nature and therefore, the data is collected with the help of questionnaire distributed among the respondents of textile companies. Three textile firms are selected for the purpose of analysis. The data gathered from the research has been analyzed with the help of SPSS linear regression. The respondents for this research are 180 while the total target population is 235.

**Findings:** The findings from the research suggest that, all these variables that are job engagement, job enrichment, career progression, work life balance and rewards & incentives tend to have significant positive impact on employee performance. This shows that the performance of an employee in textile sector can be influenced with these variables. Increase or decrease in the level of these variables would result in job satisfaction level and hence the performance.

**Keywords:** *Employee Engagement, Satisfaction, Textile, Rewards & Incentives, Job enrichment, employee performance.*

## Contents

Half-semester Progress Report & Thesis Approval.....	ii
Declaration of Authentication.....	iii
Acknowledgement .....	iv
List of Tables .....	v
List of Figures .....	vi
Plagiarism Report.....	vii
ABSTRACT.....	viii
<b>CHAPTER 01 INTRODUCTION.....</b>	<b>1</b>
<b>1.1 Introduction.....</b>	<b>1</b>
1.1.1 Employee Satisfaction .....	1
1.1.2 Employee Performance .....	2
<b>1.2 Background.....</b>	<b>2</b>
<b>1.3 Problem Statement.....</b>	<b>3</b>
<b>1.4 Research Objectives .....</b>	<b>4</b>
<b>1.5 Research Questions .....</b>	<b>4</b>
<b>1.6 Focus of the Research .....</b>	<b>4</b>
<b>1.7 Research Gap and Significance.....</b>	<b>4</b>
<b>CHAPTER 02 LITERATURE REVIEW.....</b>	<b>6</b>
<b>2.1 Review of Literature .....</b>	<b>6</b>
2.1.1 Employee Job Dis-Satisfaction .....	7
2.1.2 Impact of Satisfaction on Performance .....	9
2.1.3 Impact of satisfaction on Organization .....	10
<b>CHAPTER 03 RESEARCH METHODOLOGY.....</b>	<b>12</b>
<b>3.1 Research Method.....</b>	<b>12</b>
<b>3.2 Nature of Research: .....</b>	<b>13</b>
<b>3.3 Sampling Technique.....</b>	<b>13</b>

3.4	Sample Size .....	13
3.5	Data Collection Method .....	13
3.6	Data Integration Method .....	14
3.7	Conceptual Model .....	14
3.8	Research Variable .....	14
3.9	Research Hypothesis .....	15
<b>CHAPTER 04 DATA ANALYSIS .....</b>		<b>16</b>
4.0	Introduction .....	16
4.1	Research Plan .....	16
4.2	Data Analysis .....	16
<b>CHAPTER 05 CRITICAL DEBATE.....</b>		<b>25</b>
<b>CHAPTER 06 CONCLSUION &amp; RECOMMENDATIONS.....</b>		<b>28</b>
6.1	Conclusion.....	28
6.2	Recommendations .....	29
6.3	Research Limitations .....	30
References .....		31
Questionnaire .....		33