

A STUDY OF RELATED FACTORS TOWARDS OVERALL JOB SATISFACTION AT XYZ INTERNATIONAL CO.LTD IN YANGON, MYANMAR

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ABSTRACT :

The purpose of this research is to examine the employees' job satisfaction and related factors regarding to perceived organizational support, company policy, supervision, coworkers, promotion, pay, job involvement and demographic factors.

This research seeks to explore and identify the satisfaction of employees at XYZ International Co.Ltd in Yangon, Myanmar. The researcher distributed the questionnaire among 100 employees in all departments; which were completely answered. The data collected was analyzed using SPSS, where descriptive statistics such as mean, standard deviations, frequencies and percentages were generated for all variables. The researcher utilizes 5-point Likert scale 1 to 5 represents for questionnaires. Hypotheses are examined by employing the Pearson Correlation, Independent t-test and ANOVA and the findings indicate that seven null hypotheses are rejected.

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The findings indicated that the employees feel satisfied in this company and the variables are positively related with overall job satisfaction. The researcher found that job satisfaction does not depend on age, gender, monthly income and work experience level. Employees' job satisfaction depend on different factors in this study and are measured to examine the impact of perceived organizational support, company policy, supervision, coworkers, promotion, pay, job involvement and demographic factors which were age, gender, monthly income and work experience level.

INTRODUCTION

Job satisfaction is essential to the success of any business. Employees' job satisfaction is the verification of joyful workers with their job and environment of their organization. Job satisfaction is essential for every employee and it brings pleasure and enjoyment inside the organization and such employees create happiness and are satisfied in their life. Job satisfaction is based on the level of employees' feelings and attitude concerning their jobs within their organization. Job facet satisfaction is described as employees' feelings about their specific jobs aspects, for instance, pay, promotion, co-workers, supervision, job involvement and perceived organizational support.

Human resources are the backbone of any organization. To achieve the organization's goals and its objectives, the company's management would need to plan their resources which are people. Organizations need to get the right people and develop them to meet the organization's objectives successfully. Employees enter the organizations with better aspects and work performance, social satisfaction and needs. Every employee has different

aspects and attitudes at different times. A responsibility of the management is to realize and provide the proper opportunities and environments towards employees to be satisfied and fulfill their needs.

The researcher decided to analyze this study at XYZ International, Co.Ltd in Yangon, Myanmar. The Republic of the Union of Myanmar (also known as Burma) is the northwestern-most country on the mainland of Southeast Asia. It is strategically located near the major Indian Ocean shipping lanes. It is a sovereign state in Southeast Asia bordered by China, Thailand, India, Laos and Bangladesh. Myanmar is one of the ASEAN member countries since 1976 with other countries such as Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand and Vietnam which were integrated to promote political and economic cooperation and regional stability. As Myanmar is part of ASEAN, the fellow members have taken interest in developments. Myanmar will further assume the ASEAN chair in 2014, an important year for the organization.

Myanmar could become one of the next rising stars in

Asia if it can successfully leverage its rich endowments such as its natural resources, labor force, and geographic advantage for economic development and growth. Myanmar is making brave new moves, as did many of the region's high growth and transition economies decades earlier. It is opening up to trade, encouraging foreign investment, and deepening its financial sector. Myanmar will be achieving the rapid growth in the region and determining the critical decision for medium and long term goals. In this study, the researcher decided to evaluate the overall satisfaction of XYZ International Co.Ltd in Yangon, Myanmar. This company is the trading company which was established in 2000; and distributing products mainly foodstuffs which are directly imported from Thailand and distributed around nationwide.

RESEARCH OBJECTIVES

The purpose of this research is to investigate the factors that influence job satisfaction of employees who are working at XYZ I Co.Ltd, in Yangon, Myanmar. In this study, the researcher will emphasize on factors affecting employees' job satisfaction related to pay, promotion, coworkers, supervision, promotion, company policy, perceived organizational support, job involvement and demographic factors.

PROBLEM OF STATEMENTS

This study is to evaluate and classify the factors affecting overall job satisfaction at XYZ INTERNATIONAL Co.Ltd in Yangon, Myanmar. The researcher emphasizes the problems of statements whether there are significant relationship among perceived organizational support, company policy, supervision, coworkers, promotion, pay, job involvement and demographic factors which are positively related overall job satisfaction or not.

METHOD OF RESEARCH

The researcher also used the survey method to distribute the composition of questionnaires to collect the information from the respondents. To collect the primary data, the researcher used self-administered questionnaire. Zikmund (2003) stated that self-administered is a questionnaire which is needed to be filled by the respondents rather than the interviewers. For secondary data, the researcher gathered the data from research articles, journals, internet, magazines text books which provide the useful information in this study. Target populations in this study were the employees who worked at XYZ INTERNATIONAL Co., Ltd, in Yangon, Myanmar. Researcher used face to face questionnaire distributing technique and explained the questions to make them understand of the questionnaire clearly. The researcher used a statistical package for the Social Sciences (SPSS) to analyze the data. The statistical tools used in this research

are Descriptive statistics and Pearson Correlation.

DATA ANALYSIS

Sekaran (2000) stated that all questions of each variable need to test the reliability which may use Cronbach's coefficient Alpha scale. If the result from calculation of Alpha test is above 0.6 or equal to 0.6 it means that all questions are consistent and reliable to be applied as the research instrument for this study. From the hypothesis testing, perceived organizational support, company policy and promotion are moderate positive relationship with overall job satisfaction according to hypothesis one, two and five. Based on hypothesis three and four, supervision and coworkers are strong positive relationship with overall job satisfaction. There is a weak positive relationship between job involvement and overall job satisfaction in this research. Finally, this research proved that there is a very strong positive relationship with overall job satisfaction. Hypothesis eight ten and eleven were tested with ANOVA and hypothesis nine summarizes the Independent t-test.

IMPLICATIONS, RECOMMENDATION, AND CONCLUSIONS

The researcher concentrated on perceived organizational support, company policy, supervision, coworkers, promotion, pay, job involvement and demographic factors for determining the overall job satisfaction based on the data analysis. Accordingly, the majority of all respondents were female, aged between 26 to 35 years old, with a monthly income of 100,000KS to 300,000KS and work experience between one to five years, respectively. For hypothesis testing, the data had been analyzed by using SPSS (statistical package of social science) to test the hypotheses and find the results for this research. From the results of the Independent t-test and ANOVA test, it is evident that the difference in job satisfaction does not depend on age, gender, monthly income and work experience level. Individuals with different age, gender, monthly income and work experience level have no difference in job satisfaction. Hence, if retention of employees is a top priority for the managers, it is important to pay attention to employees at all levels.

Employers or managers would like their employees to be willing to work on behalf of the organization, accept the goals and values of the organization, having a strong sense of motivation to remain in their organization. If the organization supports the employees, the relationship between perceived organizational support and overall job satisfaction will be strong. Top management level need to encourage the employees by creating and inspiring employees and also giving the rewarding for both quality performance and company loyalty. Moreover, the management should conduct meetings and discuss what employees need to be included in the policies and

procedures. If so, managers can eliminate the risk and build proper policies and procedures.

Supervisors should listen to the feedback about the work from the employees and find the solutions and solve the problems altogether. It may lead to get business goals. Therefore, from the results of this research, the importance of supervision in job satisfaction is evident. Coworker support is indeed making a significant contribution to explaining job satisfaction indicating that the more co-worker support an employee perceives the higher their job satisfaction will be. Sometimes a co-worker can be having a terrible day, and just one positive comment or compliment can make a dreadful day bearable. Employees should try to get more relationship between each other and they need to talk and get along with people who are positive thinkers and not always talking negatively in the future.

An organization should give an opportunity to every employee for using their abilities, skills and creativeness. To retain the good and potential employees, management gives more preference to promote employees within the organizations. Top management needs to understand pay satisfaction of employees may have an important connection with overall job satisfaction. Employers should make sure that employees are satisfied with pay satisfaction and reduce the intention to quit, increase their trust, offer better performance and create more organizational effectiveness.

To increase the job satisfaction level of the employees, the company should make the employees to concentrate on their job and give promotion to those employees who deserves it. The company should develop the strategies

that create a finer work environment and creates worker involvement within the organization and also increases and employees' job satisfaction to improve employee performance and productivity.

Further studies may use the other instruments and variables to measure the job satisfaction to cover other variables and look at different perspectives as the research only applied the few variables in this study. Further research should explore other factors of motivation such as feedback, leadership styles, employee confidence and organizational commitment to get the better results widely. Because of the time limitation, the researcher could not explore and conduct the survey at other companies such as manufacturing, construction and teaching centre. It would be very valuable to know the findings of working people in other fields in Myanmar. Further studies should use the qualitative method to get a much deeper inside understanding and to explore the causal relationship among variables regarding observation, in-depth interviews and focus group.

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