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NAIRJC JOURNAL PUBLICATION

North Asian  
International  
Research Journal Consortium



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ISSN NO: 2454 - 2326

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## JOB SATISFACTION OF MALL EMPLOYEES IN CABANATUAN CITY

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### ABSTRACT

*This study attempted to determine the job satisfaction of mall employees in Cabanatuan City. The malls included in this study were N.E.Pacific Mall, Robinsons Mall and Mega Center Mall. The study used the descriptive method of research. The data gathered from survey through questionnaire and face-to-face informal interviews made by the researchers with 90 respondent selected using purposive sampling. They belong to age bracket of 21-45 years old, mostly female, married; all of them are college graduate and hold higher occupational level. The study revealed that the respondents generally regarded their work with moderate positive feelings. They had a high intrinsic and extrinsic job satisfaction. In the analysis of relationships, respondents' profile had no significant relationship with intrinsic and extrinsic job satisfaction, while respondents' job perception had significant relationship with intrinsic and extrinsic job satisfaction.*

**Keywords:** Job Satisfaction, Mall Employees, Cabanatuan City.

### INTRODUCTION

Employee plays a vital role in the success of every business. They are the one who make the products and services that a business can offer. They do the marketing, accounting and management of the affairs of the business, without them business will not exist.

Having employees is one thing, but having happy and satisfied employees is quite another. It is important to have contented employees, as they will often deal with customer and talk with friends and family about the business. As a business owner, you want to make sure that the information your employees share is positive and productive. If your employees are talking negatively about your business and you as a manager or leader, your business reputation may suffer on the market.

Job satisfaction is a very important in an organization because it is what productivity depends on. If your employees are satisfied they would produce superior quality performance in optimal time and lead to growing profits.

Satisfied employees are also more likely to be creative and innovative and come up with invention that allows a company to grow and change positively with time and changing market conditions. Because of this idea, the researchers found it interesting and useful to study the job satisfaction of mall employees in Cabanatuan City, in terms of intrinsic and extrinsic job satisfaction.

Moreover, the researchers also thought that knowing, and understanding the current situation of the employee will somehow result to the development of new policies and improvement of personnel management not only in Cabanatuan City but also in other places with similar conditions.

## OBJECTIVES OF THE STUDY

This study attempted to determine the job satisfaction of mall employees in Cabanatuan City. Specifically, it sought answers to the following questions:

1. How may the job perception of the respondents be described?
2. How may the job satisfaction of the respondents be described in terms of intrinsic job satisfaction and extrinsic job satisfaction?
3. Is there significant relationship between respondents' job perception and intrinsic and extrinsic job satisfaction?

## METHODOLOGY

The study used the descriptive method of research. It is a process of gathering, analyzing, classifying, and tabulating data about effect relationships and then making interpretation about such data. The data gathered from survey through questionnaire and face-to-face informal interviews made by the researchers with 90 respondent selected using purposive sampling. They belong to age bracket of 21-45 years old, mostly female, married; all of them are college graduate and hold higher occupational level. Furthermore, the Pearson correlation was used to verify possible relationship between respondents' profile and intrinsic and extrinsic job satisfaction; and respondents' job perception and intrinsic and extrinsic job satisfaction.

**RESULTS AND DISCUSSION**

**1. RESPONDENTS JOB PERCEPTION.**

**Table 1**  
**Respondents Job Perception**

<b>JOB PERCEPTION Criteria</b>	<b>WM</b>	<b>DESCRIPTION</b>
1. This job is the best I have so far.	3.41	MP
2. My job is what I personally expect to be what it should be.	3.61	P
3. I expect to be in this type of job for the rest of my life.	3.59	P
4. I am happy with the job itself and I enjoy the conditions of the work where I am now.	3.51	P
5. I took this job because I am competent in it	3.21	MP
6. My present job gives me a feeling of self-fulfillment.	3.50	P
7. I do not intend to leave this job because I am well compensated.	3.32	MP
8. I approach my work each morning with a feeling of joy and new challenge.	3.50	P
9. I intend to develop further skills which will help me towards promotions.	3.06	MP
10. I feel I'm fully prepared for my present job in terms of training and/or seminars.	3.33	MP
Average Weighted Mean	3.40	MP

Job perception item pertains to “how the respondent perceives his/her job, how he/she feels about it and what his/her plans about his/her job.” Responses to each item were statistically analyzed and following results were obtained:

In item 2, the respondents agree that their work was what they expected it to be and expressed intention to make their present job a lifetime job, with computed mean of 3.61. The obtained values imply that the respondent had positive work outlook. In item 9, respondents also had moderately positive feelings with regards to intention

of developing their skills which will help them towards promotion and considered themselves less prepared in their present job in terms of training and seminar.

With an average weighted mean of 3.40, the results could mean that the respondents generally regarded their work with moderately positive feelings.

**2. INTRINSIC AND EXTRINSIC JOB SATISFACTION.**

This part of the study answers the question “How may the job satisfaction of the respondents be described in terms of intrinsic satisfaction, and extrinsic satisfaction?”

**2.1 Intrinsic Job Satisfaction.**

**Table 2  
Intrinsic Job Satisfaction**

INTRINSIC JOB SATISFACTION Criteria	WM	DESCRIPTION
1. I can apply my education in the job I am in.	3.56	H
2. I enjoy prestige in my work situation.	3.53	H
3. My good work is appreciated and recognized.	3.58	H
4. I have an opportunity towards enrichment.	3.54	H
5. My job challenges me to higher standards of performance.	3.57	H
6. I can explore more areas and perform creative work.	3.61	H
7. My activities are meaningful and stimulating.	3.63	H
8. My job is a source of personal satisfaction.	3.52	H
9. I have the opportunity to develop a sense of responsibility.	3.53	H
10. I feel fulfilled in the performance of my work.	3.46	M
AVERAGE WEIGHTED MEAN	3.55	H

The intrinsic job satisfaction indicators in this study correspond to Herzberg content factors in his two factor theory of job satisfaction, which pertain to the provision of recognition, advancement, achievement, and fulfillment on job cited by Muchinsky.

In summary, the respondents had a high intrinsic job satisfaction, with an average mean of 3.55. This result indicates that the respondents were given the necessary recognition, advancement, and sense of fulfillment in doing their jobs at the workplace.

**2.2 Extrinsic Job Satisfaction.**

The extrinsic job satisfaction indicators in this study correspond to Herzberg’s context factors in his two-factor theory which pertains to salaries, working conditions, and facilities.

**Table 3  
Extrinsic Job Satisfaction**

EXTRINSIC JOB SATISFACTION	WM	DESCRIPTION
1. My salary is enough to satisfy my needs.	3.39	M
2. I feel a sense of belonging with my co-workers.	3.70	H
3. I have security of tenure.	3.62	H
4. I have opportunities for promotion.	3.59	H
5. I have safe working environment.	3.63	H
6. The company provides facilities, supplies, materials and equipment for creative work and other activities.	3.67	H
7. The company is consistent in implementing disciplines.	3.58	H
8. My supervisor/department head/manager extends assistance to employees who ask for help.	3.62	H
9. My supervisor/department head/manager treats his/her subordinates fairly.	3.68	H
10. Our company environment provides good fellowship.	3.58	H
AVERAGE WEIGHTED MEAN	3.61	H

Results show that the respondents had from moderate to high extrinsic job satisfaction in their job.

In this study the overall mean for the extrinsic job satisfaction was 3.61 which meant that, generally, the respondents had a high satisfaction with the extrinsic aspects of their jobs.

**3. RELATIONSHIP BETWEEN RESPONDENTS’ JOB PERCEPTION AND INTRINSIC AND EXTRINSIC JOB SATISFACTION.**

**Table 4**  
**Correlation of Respondents Job Perception and Intrinsic and Extrinsic Job Satisfaction**

Job Perception	Intrinsic Job Satisfaction		Extrinsic Job Satisfaction	
	R	Interpretation	R	Interpretation
1. This job is the best I have so far.	0.9639	very strong positive correlation	0.9543	very strong positive correlation
2. My job is what I personally expect to be what it should be.	0.9195	very strong positive correlation	0.9505	very strong positive correlation
3. I expect to be in this type of job for the rest of my life.	0.8961	very strong positive correlation	0.9262	very strong positive correlation
4. I am happy with the job itself and I enjoy the conditions of the work where I am now.	0.9834	very strong positive correlation	0.9682	very strong positive correlation
5. I took this job because I am competent in it	0.9234	very strong positive correlation	0.9293	very strong positive correlation
6. My present job gives me a feeling of self-fulfillment.	0.9294	very strong positive correlation	0.9277	very strong positive correlation
7. I do not intend to leave this job because I am well compensated.	0.9293	very strong positive correlation	0.9246	very strong positive correlation
8. I approach my	0.9459	very strong		very strong



CIF IMPACT FACTOR: 4.465

work each morning with a feeling of joy and new challenge.		positive correlation	0.9457	positive correlation
9. I intend to develop further skills which will help me towards promotions.	0.9241	very strong positive correlation	0.9321	very strong positive correlation
10. I feel I'm fully prepared for my present job in terms of training and/or seminars.	0.9435	very strong positive correlation	0.9485	very strong positive correlation

This part of the study answers the question “Is there significant relationship between respondents’ job perception and intrinsic and extrinsic job satisfaction.

Results revealed that respondents’ job perception had a very strong positive correlation with intrinsic and extrinsic job satisfaction. It appears therefore that there is significant relationship between respondents’ job perception and intrinsic and extrinsic job satisfaction, thus the null hypothesis is rejected. There exists a significant relationship between respondents’ job perception and intrinsic and extrinsic job satisfaction.

**CONCLUSION**

The findings of this study helped the researchers form the following conclusions:

1. The respondents generally regarded their work with moderate positive feelings.
2. The respondents had a high intrinsic and extrinsic job satisfaction.
3. Respondents’ job perception had significant relationship with intrinsic and extrinsic job satisfaction.

**RECOMMENDATION**

Based on the conclusions drawn, the following are hereby recommended:

1. Management should also pay their attention to those factors that contribute to employees moderately positive feelings towards their job. Remember that job perception has a significant or direct relationship

with intrinsic and extrinsic job satisfaction. When the employee job perception goes up/down, intrinsic and extrinsic jobs satisfaction will likewise do the same.

2. Job satisfaction, like any attitude, is generally acquired over a period of time as an employee gains more and more information about the workplace. Management cannot establish the conditions leading to high satisfaction now and then neglect it, for employee needs may change suddenly. Management need to pay attention to employee attitudes week after week, month after month, and year after year.
3. With the limitations of this study the researcher highly recommend that further researches on this concern are to be done using a wider scope to help justify this study.

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