



**Implications of Job Satisfaction on Job Performance of Academic Staff of Shah Abdul Latif University Khairpur Mir's
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Abstract:

To know the implications of Job satisfaction on Job performance of academic staff's Shah Abdul Latif University Khairpur Mir's. Questionnaire survey is used in this study. There were 85 participants of Academic staff of SALU Khairpur Mir's. Questionnaire is based on 25 items that measured the impact of job satisfaction on job performance. Job satisfaction is independent variable and job performance is dependent variable. Implications of job satisfaction on job performance are observed by five variables of job satisfaction namely: Work, Recognition, Achievement, Responsibility and Autonomy. Cronbach's alpha is obtained using SPSS 18 & data dimension is used to compute data into factors. Linear regression with its stepwise model is used to check the relation and impact of job satisfaction on job performance of academic staff of SALU Khp. Work and Achievement relation with job performance is effective among all variables. These two showed the strong & optimistic relation with job performance. This research study is taken in Shah Abdul Latif University Khairpur Mir's.

Keywords: Job satisfaction & performance, Work, Recognition, Achievement, Responsibility and Autonomy.

Introduction:

To maintain satisfied employees who continue to serve an organization is the ultimate goal of all the organizations. Now a day's Job satisfaction is the most favorable and frequent issue in order to focus on employee job performance. Job satisfaction and job performance of the employees within an organization has become vital concern for the organization to achieve its goals and objectives. Job satisfaction is simply how content an individual is with his or her job, whereas job performance is an important criterion for organizational outcomes and success. Simply an individual's level variable. Now a day's, organizational management trends have been changed such as changes in organizational structure and cultures because of competitiveness in the market, leading to focus on the job satisfaction and its impact on job performance of the employees within the organization.

Here in this research study we have focused on impact of job satisfaction on job performance of SALU academician by analyzing several factors of job satisfaction. The Teacher's job genuinely plays an important role in society and his job satisfaction is really a serious issue to be focused. Nelson Mandela once said, "Education is the most powerful weapon you can use to change the world." The teacher imparts education hence



the role of the teacher's job satisfaction is of paramount importance both in the present and the future of a student.

In this connection we have used the research article of Anuar Bin Hussin (2011) as a base paper, as his research was made on the relationship between job satisfaction and job performance among employees in trade winds group of companies. To assess the satisfaction of the academician or job dissatisfaction and its impact on job performance is a complex process that involves assessing a number of discrete elements of work. One of the popular methods to assess academician's attitudes is the use of attitude surveys.

It contributes to academician's development through responses to questionnaires about their feelings about their jobs, work groups, supervisors and the organization. The research study has used questionnaire survey to analyze academician's job satisfaction to address factors that impact their job performance and at what level. This will help education policy maker of SALU Khairpur Mir's to recognize the importance of these factors to improve job satisfaction level of academic staff to have more job performance in order to serve the nation.

Literature Review:

The research article is about the job satisfaction and employees work performance in the organization. Author gives the view that these both areas are very much essential for organizational growth to achieve its vision and missions. According to him there is optimistic relationship between job satisfaction and job performance of employees. Fair treatment of employee work, favorable pay system, work itself to the point with reasonable working conditions can lead to have more employee job performance. These both the factors are very correlated to each other as one is neglected, other will automatically effected. (Balasundaram, 2012)

The research article is made to know the linkage between different measures of job satisfaction and job performance among university academicians and how employee job satisfaction and motivation towards job performance is being affected by such differences. Author further adds the idea that pay system with some advanced benefits and promotional changes in organization should be made effective to satisfy employees as they can contribute more performance. Article also suggests looking at co-employee behavior, attitude and job security. (Salman Khalid, 2012)

This author of research article gives the view that poor job performance is the cause of less job satisfaction among academicians, this is because of the lack of good supervision, and support from the organization and work balance is not there to motivate them. Author also said that the working conditions in education sector organization for the academicians are not to their expected level, especially in private sector organizations. The results lead to less satisfaction that surely causes poor job performance. Not only that



but also organization also faces turnover problem because of not fully satisfying their employees. Hence organization feels the problem of less job performance. (Smith, 2007)

Here in this research paper author has given some different view regarding job satisfaction of employees. He said that pay is very much essential in satisfying employees but there is unclear research literature is available regarding the influence of pay on satisfaction and performance. While in United Kingdom, academicians give importance to the pay as a factor of satisfaction and dissatisfaction. Pay with promotion facility, rank of employee, company policy, less workload and good supervision can increase the level of job satisfaction and job performance. Furthermore, respect, organization vision & mission, management system, result feedback, motivation, pay, benefits and work environment also are the valuable assets to increase the satisfaction of employee to get expected job performance. No doubt these both areas are directly linked to each other and can lead organizations to new heights of success. (Williams, 2006)

This research article is about job satisfaction impact on employee performance. Researcher has taken health as a case study. According to him that medical sector can give real results for job satisfaction and job performance. Author wants to judge the certain factors associated with job performance which is being affected by job satisfaction level of employees. Human resource management also plays a key role in maintaining the level between job satisfaction and performance. Author believes that human resource manager should be an active participator to motivate employees and serve them as much as possible to preserve it in a more devoted personnel. No doubt, job satisfaction has a positive relation with absence, obligation, performance and production. (Alamdard Hussain Khan, 2012)

This research article explains the different challenges and prospects of HRM in developing countries by testing the HRM practices with job performance. Author also views factors of job performance associated by job satisfaction. Author views how much organizations are interested to motivate their employees and to what level employees are committed with performance. Factors are common as salary; relationship measures pay incentives and performance. Author in last concludes his research by giving certain hypothesis view about the performance and shows correlation of factors which are directly having impact on reward and performance. (Tessema M, 2006)

This research article is about the impact of salary differential on management job satisfaction. Researcher gives the idea that job satisfaction is a result of comparative factors that should be handled with care; these factors are the basic variables like work-itself, working situations in company, policies, monitoring level, behavior and change that should encourage the performance of employees. Here in this article again the issue is job performance and job satisfaction but some ideas are new that should be kept in view in order focusing on organization practices to increase the performance level. (Opkara JO, 2002)



This research article gives ideas about three things, job performance on employees, job satisfaction and rewards for inspiration of employees. Here the author has examined the correlation impact of these, as what would be the effect of these in organization. Author also speaks about economic theory in his research work but on the other hand he said, efforts and economic rewards are not the basic things to direct inspire the employees. How may be the situation, these can work for the betterment of organization according to scenario of that. Author said that interest of employee towards the job can enhance employee job satisfaction level and also it can improve the job performance. Simply willingness to do work should be there. An organization should create such internal surroundings for its employees as they may surly by themselves work with keen interest and their job satisfaction may not be affected by organization side. It will surely impact and enhance employee performance and organization growth. (Pugno, et al., 2009)

Here in this research article author discuss about the satisfaction of employees through certain rewards. Authors also put light on the different types of rewards that if employee satisfaction is not being well in any organization so it can be treated by giving certain incentives to get your employees on the track where they can surly give the maximum performance to contribute in organization's growth. Researchers believe that if the employee is compensated well by an organization so it should face such problem in its surroundings. Time series method is also been discussed in the article to support the comments put by author. This article also suggests that rewards should also be based on material to attract employee psychologically. (B.S.Frey, 1997)

This article is based on job satisfaction measures. Here in this article author also put light on economics and happiness. This is later related with job satisfaction and job performance. Author argues that if workers are evaluated positively by their supervisors so the terms job satisfaction and job performance do not have any correlation with each other and would not ever exists in organization. Further if employee nature is very conscious towards job and he treat job as a whole worker lives so there would be a serious and close relation of these both issues. Researcher also adds some views of economic theory incentives as a substitute satisfaction. Employee happiness is a new term which is very discussed in this paper, if he is much happier so it can lead employee performance. ((eds.), et al., 2005)

This research project is about job satisfaction and job performance at the work place. It aims to provide information about the various determinants for job performance and job satisfaction and also there impact is being focused by author. Here author has got support from the two theories, one is planned behavior theory and other is theory of reasoned action. These are both about the attitude and behavior of person and these are regarded as the features of job satisfaction of employees. This is not obvious that each and every organization face this employee satisfaction performance problem it its surroundings. No doubt if any problem occurs, so it would have solution. To keep in that job satisfaction can be treated by analyzing its basic features. (Berghe, 2011)



This paper is based on Herzberg two-factor theory of work motivation. Here in this author main focus is on this theory and relating it the issues of job satisfaction and performance by putting his comments with sharing his research experience. No doubt this theory has great contribution in human resource development. According to author satisfaction and performance are two totally change variables. Performance is treated by author as dissatisfaction level of employees as in theory of motivation, two factors: satisfaction and dissatisfaction. These would be ever solved by the same way. The author views that these factors should be solved by observing past experiences, that is the reason he has taken the motivation theory to get and observe some new. No doubt effort to do is much better to do nothing. (Stello, 2011)

Research Objectives:

This research paper has the following research objectives:

- ❖ To examine the job satisfaction and performance
- ❖ To analyze the factors that impacts the performance level
- ❖ To focus on the basic relations of satisfaction that leads to poor job performance
- ❖ To obtain essentials measures for satisfaction and dissatisfaction

Research Problem:

This study aims to observe the job satisfaction level of academic staff and investigate the certain factors that impact the job performance of the academic staff at Shah Abdul Latif University Khairpur Mir's, where as some of the essential variables of job satisfaction are used in this paper to analyze their relationship associated with job performance. The key question guiding this study is: "What factors of job satisfaction influence job performance of employees and causes dissatisfaction among them"?

Research Hypothesis:

- ❖ Satisfaction and dissatisfaction are two different terms treated in different way with different measures.
- ❖ Employee interest towards the job is a key factor that put impact on employee decisions regarding job satisfaction and performance.

Methodology:

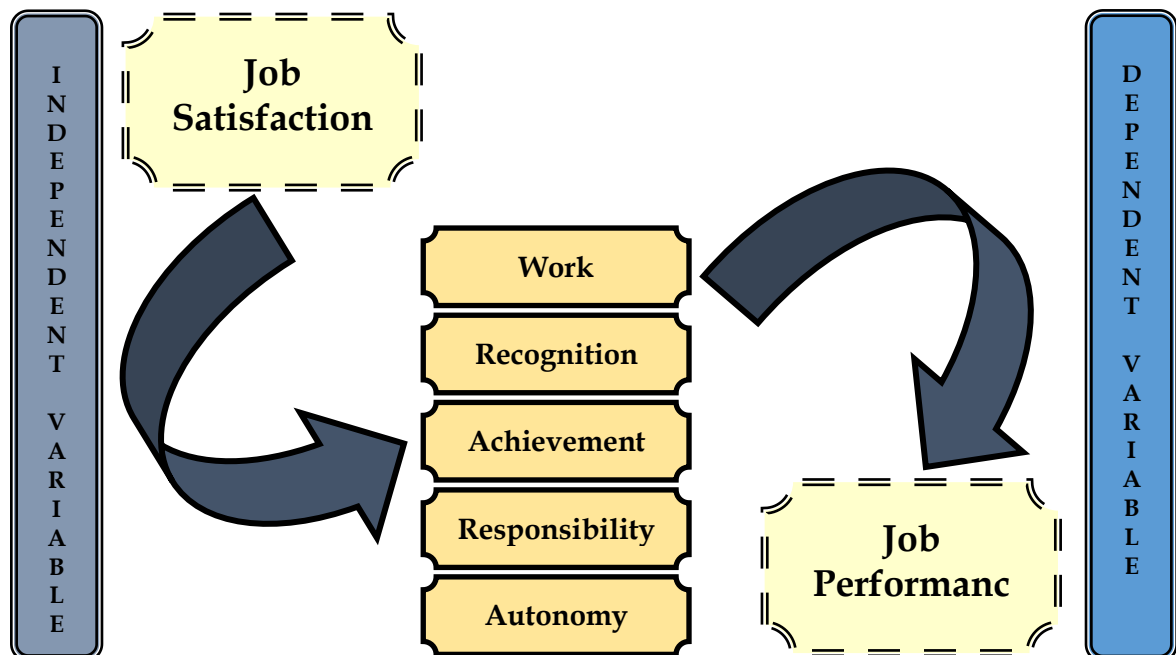
This study has used the inclusive theoretical background to examine and analyze the various variables of job satisfaction that influence the level of job performance in the particular organization. The framework of this research is related to primary research. Quantitative study is undertaken with sample of academic staff of Shah Abdul Latif University Khairpur Mir's, Proportional study was adopted to get the responses from the academic staff. This study has used the SPSS 18 for data processing and its outcomes.



Sampling: The experienced academic staff of Shah Abdul Latif University Khp having doctorate qualification is the core participants in this research study. Furthermore other academic staff has also taken active part in survey. Research sample is based on the 85 people, who are professors, associates and lectures from various departments of university.

Research Method: The research study has gathered data via primary & secondary sources. Information is gathered by using questionnaire survey to know the implications of job satisfaction on job performance of academic staff of SALU University Khp. The basic aim of this study is to examine the factors of job satisfaction and measure their impact on performance and to know the relation of those variables with job performance. Questionnaire was based on quantitative technique having ranking from 1 to 5, simply strongly agree to strongly disagree. Where 1 stands for strongly agree and 5 stands for strongly disagree. Questionnaire was based on 25 items which was put in processes after approval of supervisor. As 25 items questionnaire was prepared which was taken in its concluding form after the approval of the supervisor. To find out its reliability, data was entered in SPSS 18 for knowing **Cronbach's alpha** that stands 0.900. Furthermore data dimension was used to compute the questionnaire into factors and in last simple linear regression was used with stepwise method to get the final outcomes regarding relation and implication of job satisfaction on job performance. This research paper is concerned with the implications of job satisfaction on job performance of academic staff of Shah Abdul Latif University Khairpur Mir's. The research location is much concerned with the research nature as whole academic staff positively participated in the research via questionnaire survey.

Research Model:





Results and Discussions:

Linear regression Table 1

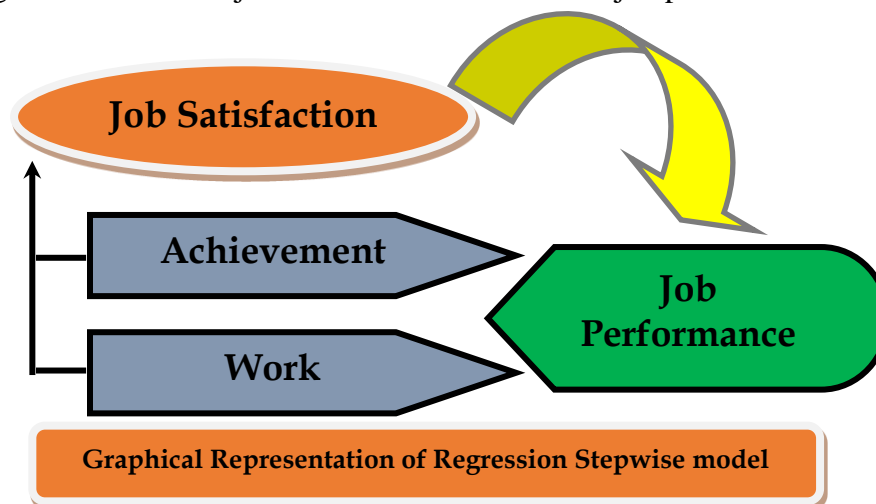
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751	.563	.536	.6813

This above mentioned table shows the cumulative outputs of data interpreted. Simply means it shows the R Square value of all the variables of job satisfaction and its impact on the job performance. The value of R square shows that there is a strong relation in between independent and dependent variable.

Regression Stepwise Model Table 2:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1 Achievement	.688	.473	.467	.7301
2 Work	.719	.517	.505	.7032

This given table shows the stepwise model of regression as defined earlier in methodology regarding this. This is done by SPSS 18 software and model is obtained. Here in this table two models are obtained based on two variables of independent variable that is job satisfaction and its relation is shown with dependent variable that is job performance. This model shows the two variables achievement and work, means these two have much and more concerned with job performance of the academic staff of university, also these variables have strong relation with job performance. Other variables are neglected because of less important and having weak relation. This model suggest that these two variables shows the R Square value much better and it is positive sign and possess strong relation between job satisfaction variables and job performance.





The equation is formed to show the relation of alpha and beta in between dependent and independent variable. This equation simply will help to get better understanding of the given three tables of regression. Equation is given below:

$$(As = \alpha + WB1 + RCB2 + ACB3 + RPB4 + ATB5 + \text{Error term})$$

R square shows the model fit in this equation; means as the increase in the value of R square explain the strong and optimistic relevancy and decrease in value of R square explains the weak and pessimistic relevancy of variables. The degree of association of independent and dependent variable is shown by Beta.

Regression Coefficient Table 3:

Model	Achievement	Work
Std. coefficient (Beta)	.688	.344
Std. Error	.080	.126

Beta coefficient results are given in above mentioned table that is .688 for achievement showing positive and strong relation with job performance and .344 is the value of work, again good sign with strong relation. Other variables are neglected by software because of weak relation with job performance.

Conclusion:

It is observed from this research study that Job satisfaction possess direct relation with Job performance. Job satisfaction variables can direct impact and influence the job performance of academic staff of SALU Khp University. As we know that job satisfaction works as happiness tool for employee to give effective and efficient performance.

The variables put in process have positive and strong relation with job performance. So the academic staff of university would be influenced if these variables are not taken seriously. Among those five variables shown in research model, two variables are those which have great role and strong relation with job performance and must be given importance.

Limitations and Future Research Directions:

This research paper is property of our team & should not get copied accordingly. Researchers can use this paper as a guide paper to get knowledge about this. This study is conducted know the implications of job satisfaction on job performance of academic staff



of Shah Abdul Latif University Khairpur Mir's, so the ideas and views are only concerned with the academic staff of SALU Khp.

There are many variables of job satisfaction are present and it is general observation that organization varies from one another. Here in this study only five variables are taken and studied but there are also other essential variables of job satisfaction, which should be focused in order to get better understanding of fact regarding job satisfaction and job performance.

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