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**RELATIONSHIP BETWEEN WORK LIFE CONFLICT AND JOB
SATISFACTION AMONG FIELD SALES STAFF OF DARLEY BUTLER &
COMPANY LIMITED**

By

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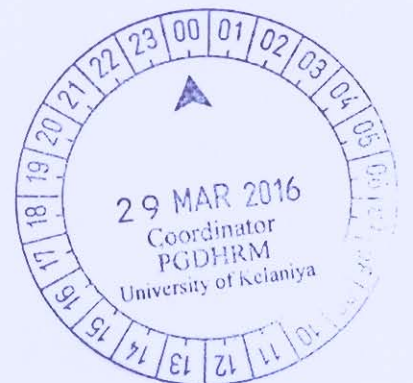
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ABSTRACT

RELATIONSHIP BETWEEN WORK LIFE CONFLICT AND JOB SATISFACTION AMONG FIELD SALES STAFF OF DARLEY BUTLER & COMPANY LIMITED

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The purpose of this research is to measure the relationship between work-life conflict and job satisfaction among the field sales staff of Darley Butler and Company limited. Little attention has been given to work life conflict as one of the many causes for dissatisfaction of their jobs. Work life conflict is an inter role conflict that arises due to conflicting roles required by work place and family. This study has been conducted to examine the impact of three forms of long working hours (LW), family commitment (FC) and organizational support (OS) on job satisfaction (JS) of field sales staff. A total of 170 questionnaires were distributed out of which 162 were returned back after filling. This study is based on primary data. Data was collected using questionnaires and analysed using Statistical Package for Social Sciences (SPSS) 20 version was used to analysed the data with the help of descriptive and regression analysis. Correlation and regression analysis were used to find the relationship between the variables. This research found strong negative relationship between work life conflict and job satisfaction. $R^2=968$ has proven hypothesis H_1 of negative relationship between work life conflict and job satisfaction. Job satisfaction refers to the attitude people have towards their job roles and the organizations they work for. The results of the research is helpful for organizations to get better understanding about the reasons for work life conflict and employees' job satisfaction levels and also makes the recommendation to the organization to improve work life policies offered to employees in order to increase their job satisfaction. Overall, voluntary reasons for sales personnel leaving their current jobs are poor work environment including long working hours, family commitment and lack of organization support.

Key words: long working hours, family commitments, organizational support, work life conflict and job satisfaction