

The Impact of Internal Communication on Job Satisfaction: A Study of Executive Level Employees in Apparel Industry

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The purpose of this study was to examine the impact of internal communication on job satisfaction of the executive level employees in a company operates in the apparel sector in Sri Lanka. Further it was focused to identify which internal communication method has the higher impact on job satisfaction. For this study, researcher randomly selected 70 the executive employees from a company operates in the apparel sector in Sri Lanka. To analyze the collected data, different analytical methods used such as descriptive statistics, correlation analysis and regression analysis. The correlation analysis was performed to examine the relationship of internal communication as well as the sub-variables of internal communication with job satisfaction. Regression analysis was used to identify the impact of internal communication on the job satisfaction and to further analysis to identify the most significant sub-variables of internal communication which impact on the job satisfaction. Correlation results shows that there is a positive strong relationship between internal communication and job satisfaction. Moreover, the regression results indicates that internal communication significantly influencing job satisfaction.

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