

Factors Affecting the Job Choice Decision of Female Employees in a State Bank in Sri Lanka

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The purpose of this research is to identify the factors affecting the job choice decision of female employees in a state bank in Sri Lanka. When considering the current trend prevailing in the employment status in Sri Lanka, it can be identified as male dominance, as female participation in the labour market is at a low level. But contradiction to the prevailing situation, in public sector employment clear female dominance can be observed. With empirical review, it was identified that several variables can affect such a trend. Therefore, this empirical investigation focuses on the job choice decision of female employees as the dependent variable and job security, public service motivation, support for work-life balance, and benefits associated with government sector jobs as independent variables. Then operationalization was done for the identified dimensions and 25 questions were used for evaluating them. The research was quantitative and conducted in a deductive approach. For this study data were collected at a single point and the time horizon was cross-sectional. The target population considered was 320 female employees in a state Bank in Sri Lanka. The sample size was 175. However, 170 completed responses were received and used for analysis and presentation. The SPSS was used for analysis and the data was confirmed through the reliability and validity tests. Pearson Correlation Technique and Multiple Regression Analysis are the statistical techniques that were used to analyse the data of this research. The results of the study imply that the correlations of Job Security, Support for Work-Life Balance, Public Service Motivation, and Benefits Associated with Government Jobs positively correlated with the job choice decision of female employees. Finally, it is identified that there is a positive relationship between the Job Choice Decision of female employees and all the independent variables Job Security, Public Service Motivation, Support for Work-Life Balance, and Benefits Associated with Government Sector Jobs. The findings of this research, it is revealed that female employees highly value the support given by the job to have a smooth work-life balance and same as job security. Due to these factors, female employment was higher than that of male employees in government banking sector jobs. Organizations with sound and good work-life balance policies, proven job security, higher social responsibility, and benefits packages can increase female employee participation. Finally, the findings of this study provide evidence for Human Resource Managing personnel and Top Management in the private sector to pay special attention to these variables in designing their human resource management policies regarding female employees.

Keywords: *Job choice decision, Job Security, Public Service Motivation, Support for Work-Life Balance, Benefits Associated with Government Sector Job*

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