

A STUDY ON FACTORS INFLUENCING JOB SATISFACTION OF EMPLOYEES IN KARNATAKA BUS TRANSPORTATION SERVICE

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ABSTRACT

A satisfied workforce is an asset to any organization. Nowadays, organizations are considering workforce as the source of competitive advantage which creates both tangible and intangible benefits for the organization and as such they are concerned with employees' satisfaction and well-being. The present study examines factors influencing job satisfaction of employees in Karnataka Bus Transportation. The transportation service plays a vital role in underpinning the economic development of the country. Karnataka bus transportation service has been selected for the research because it is undergoing continued expansion, so in order to gain competitive advantage it is important to achieve management efficiency by increasing employee job satisfaction in the organization. Sample includes 100 employees using simple random sampling method. Primary data were collected using a structured questionnaire. The factors influencing job satisfaction were classified into two categories such as Organizational Factors and Job Related Factors and their importance on employee job satisfaction were studied.

KEY WORDS: Job satisfaction, Competitive advantage, Workforce, Organization

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