Is Job Satisfaction or Organizational Commitment Better Predictor of Job Performance?

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Abstract

The purpose of this study is to scrutinize the degree of relationship among, job satisfaction (JS), organizational commitment (OC), and job performance (JP), as no study has been conducted in this regard especially on the sample of Indian pharma employees. The hypotheses were tested on a sample of 240 sales executives’ (formally known as medical representatives) of different organizations, using structural equation modeling (SEM) technique to test the measurement and structural models proposed. The result confirms that job satisfaction, and organizational commitment is positively related to the improvement of individual’s job performance. The conceptual SEM model provides useful information for pharma managers to improve employees’ job satisfaction and commitment towards their work and the organizations. This paper contributes to the literature by examining whether job satisfaction or organizational commitment is the best predictor of employee performance. As such casual theme of job satisfaction and organizational commitment with job performance is very scant. In addition, this research was limited to only field-work employees of various pharma organizations in northern India. The sample participant may have responded on the basis of their own perceptions and experience. Thus, this study may be affected by response bias.

Keywords: Job satisfaction, organizational commitment, job performance, convergent and discriminant validity, structural equation modeling (SEM).
References


