



Evaluate the impact of Role stress on job satisfaction in gender basis among banking industry

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ABSTRACT

This study investigates the effects of Role stress on job satisfaction in gender basis among banks at Manmunai North Divisional Secretariat of Batticaloa district. Role stress is stress causes by the role hold by specific person. Job satisfaction is mentality an individual holds regarding his job. Role stress brings many negative consequences into organization whereas Job satisfaction eliminates the mentality of leaving the organization and leads to many positive behaviors in organization. There are several researches have been conducted related with Role stress and job satisfaction, however in the context effects of Role stress on job satisfaction in gender basis among banks were not much studied in the past. Study population consists of 247 bank employees from 13 banks in Batticaloa. A structured questionnaire was distributed to selected respondents and 100 duly filled questionnaires received back. And research methodology employed by simple random

sample method in order to derive sample for this study. The level of each variable was analyzed by analysis of mean and standard deviation. Relationship within variables analyzed through Correlations. And to analyze the impact of variables, regression analysis has been used. Role stress negatively related and impacted to job satisfaction. And the impact of role stress among female is higher compare to male.

Keywords: Job satisfaction, Role stress.

1.1 INTRODUCTION

Presently, there are many banks, both public and private sectors, operating in Sri Lanka. Since all the banks provide same services, there is a rapid increase in competitions among them. Cause of the increasing competition and excess duties of banking personals, impact of role stress is very high on banking sector. If an employee faces role stress, he may bring many negative effects into banks. Because of that, overall



performance of the bank can be affected by the role stress. Hence, banks are carefully and closely observing Role stress for the betterment of their growth.

Meanwhile, maintaining effective and efficient workforce is necessary to overtake the other competitors. To maintain such employees, it is important to provide convenient and comfortable work environment. High satisfaction can eliminate the mentality of leaving the organization and keep employees with them. It also helps to reduce negative behaviors. So, every bank is trying to maximize satisfaction level of their employees.

1.2 PROBLEM STATEMENT

Mostly role stress plays a negative role in the organizations even, limited amount of stress leads to positive behaviors. Cause of that all are more aware about stress. On the other hand, organizations try to make their employees stay in the organization they are doing so many things and one of them is increasing the satisfaction level of their employees. Aziri (2011) states that, best way reduce employee absenteeism would be through increase in the level of employee satisfaction. If employees are happy with work, that will increase their productivity

and loyalty towards organization. Banking industry is having high competition and cause of that influenced by high role stress as well low satisfaction.

Nowadays all industries are having men and women employees within themselves. Banks also considers both gender employees in their industries. As both genders are spread in the industry, it is leaving a worth option to measure and compare the impact of role stress on job satisfaction between men and women. Hence, this study particularly aims in the Sri Lankan context to fill research gap and investigate the impact of role stress on job satisfaction in gender basis in relation to banking sector.

1.3 RESEARCH QUESTIONS

- What is the level of Role stress and Job satisfaction in banks individually?
- What is the relationship of Role stress on Job satisfaction?
- What is impact of Role stress on Job satisfaction?
- Is Impact of Role Stress on Job satisfaction seems to be higher on Male or Female?

1.4 RESEARCH OBJECTIVE

- Measure the level of Role stress and Job satisfaction.
- To identify the relationship of Role stress and Job satisfaction.
- To identify the impact of Role stress on Job satisfaction.
- To identify the impact of Role Stress on Job satisfaction on gender basis.

2.0 LITERATURE REVIEW

2.1 Job Satisfaction

One of the main problems of today's world is moving from one organization to another. Human resource is known as major resource for organization and employee movement is lost to an organization as it has invested on employee. Job satisfaction is a matter of great significance for employers. It helps to create a better working condition. A person who have High level of Job satisfaction will show positive attitude toward his job and a dissatisfied one will have negative attitude toward his job (Chinomona & Dhurup, 2015 as cited in Bateman & organ 1983; Tang, 2008 as cited in Robbins 2005; Mohsan, 2012; Farahbakhsh, Sheikhy & Sohi, 2015). At the same time Job satisfaction leads to customer satisfaction as a satisfied employee can produce satisfied customer. Different authors have defined Job satisfaction;

mostly used definition is by Locke in 1976 as "pleasurable or positive emotional state resulting from the appraisal of one's job or job experiences".

2.2 Role Stress

Stress has become large concern for organizations in recent years and critical problem every one facing today. Because organization experience several problems such as increasing absenteeism and staff turnover, decreasing commitment and productivity, increasing complaints from clients and customers by stressed workers.

Unbalance between demands and powers provided with or lack of abilities to complete the requirement pave the way for stress. In 2009, Chang et al stated Role stress as "the stress formed by the combined expectations of an individual's behavior from all circles". As per Selye stress can look in two ways, those are eustress and distress, where eustress is suggests maintaining for motivation and improvements. When stress goes beyond the control and become unable to handle by an individual, then it tends to show negative behaviors.

2.3 Relationship between Role stress and Job satisfaction

Organizations are trying to increase the level of satisfaction of employees and try to maintain role stress in a limited level. Because high level of satisfaction leads to high performance and high stress bring many unfavorable behaviors within organizations.

Many researches have been conducted on topics of role stress and job satisfaction. Some of them have investigated the relationship of both. For example, Nafei (2014); Tang (2008); have already confirmed about the negative relationship of the variables. From the support of past researches, this study would take assumption as Role stress and job satisfaction have negative relationship.

3.0 METHODOLOGY

Descriptive research design was adopted for the study. Descriptive research design was adopted for the study. Variables are measured with quantitative analysis. Employees from 13 banks in Manmunai

North Divisional Secretariat at Batticaloa District have selected as sample. Study population is 247 that is total number of employees working in selected 13 banks. For the study hundred questionnaires were issued to the bank employees in Batticaloa Manmunai North Divisional Secretariat area on a convenience sampling method. This sample size was considered adequate based on Cooper and Schindler, (2003) proposition that statistically, in order for generalization to take place, a sample of at least 30 must exist and also in their study they took 200 as sample size. The level of each variable was analyzed by analysis of mean and standard deviation. Relationship within variables analyzed through Correlations. And to analyze the impact of variables, regression analysis has been used. Each employee investigated through structured questionnaires with closed statements measured with Likert's scale, was issued which was properly filled and returned. The data analysis was done by the SPSS. As illustrated on the literature the following hypotheses formulated and assessed through the regression analysis.

H1: The role stress has a negative (-) effect on job satisfaction

Conceptual Framework



Figure 3.1

Source: Developed for the study purpose

04. DATA ANALYSIS AND RESULTS

1.1 SAMPLE PROFILE

Descriptive statistical analysis was run on respondents' demographic variables. The results are shown in Table 1.

Table 1: Summary of demographic information

Demographic Profile		Frequencies	Percentages (%)
Gender	Male	50	50
	Female	50	50
Age groups	21 - 30	72	72
	31 – 40	21	21
	41 – 50	6	6
	Over 50	1	1
Civil status	Single	57	57
	Married	43	43
Working experience	Less than 2 years	23	23
	2 – 4 years	30	30
	5 – 7 years	27	27
	8 – 10 years	9	9
	Over 10 years	11	11

Table 1 exhibits that majority of the respondents were between 21 to 30 years' old which make 72%. Female respondents are accounted as 50 percent of the total number of respondents. Majority of the 57% of the respondents were Singles. And 30%, majority of respondents have 2 to 4 years of experience in the industry.

4.2 Descriptive Statistics of Study Variables

The descriptive data including, reliability, mean, and standard deviation of the study variables was obtained and shown in following Tables.

Table 2: Reliability

Variable	No. of Statements	Cronbach's Alpha coefficient
Role ambiguity	3	0.613
Role conflict	3	0.753
Role stress	6	0.812
Job Satisfaction	8	0.819

The overall Cronbach's Alpha Coefficient values for selected variables indicated a strong internal consistency among the

attributes. Therefore, the variables used were concluded as reliable.

Table 3: Level of Role stress and Job satisfaction

Dimension	Mean	S.D	Decision Attribute
Role ambiguity	2.490	.952	Low level
Role conflict	3.050	.854	Moderate Level
Role stress	2.926	.913	Moderate Level
Job satisfaction	4.052	.5408	High Level

According to the results job satisfaction found to be high level. It is also well known that overall role stress bond found to be moderate Level. To conclude, Bank

employees in Manmunai North Batticaloa district have moderate level of role stress. Same as, satisfaction found to be high Level.

4.3 Relationship between the variables

Correlation analysis was used to measure the relationship between the variable as shown in Table 4.

Table 4: Coefficient of correlation between Role stress and job satisfaction

Dimension	Role stress		
	Role ambiguity	Role conflict	Role stress
Job satisfaction			
Pearson Correlation	-.669**	-.574**	-.660**
Sig.(2-tailed)	0.000	0.000	0.000

As per the table 4, this study confirmed that there is negative relationship between role stress and job satisfaction. Same as whole selected dimension of role stress also negatively correlated with job satisfaction.

4.4. Regression Analysis

In order to accomplish the research objective following hypothesis formulated and evaluated through linear regression analysis.

H1: *The role stress has a negative (-) effect on job satisfaction*

To test formulated hypothesis, regression analysis was used, the results of regressing the independent variables (role stress) against dependent variable (job satisfaction) were shown in table 5.

Table 5: Summary of Model Regression of role stress on job satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660 ^a	.435	.430	.4084

a. Predictors: (Constant), Role stress

From the obtained results, R^2 is 0.435 indicates that 43.5% variation in job satisfaction is explained by its linear relationship with the independent variable role stress.

Table 6: Regression of dependent variable

Dependent Variable Customer loyalty					
Variables	Coefficient (Beta)	T-value	Sig	Hypothesis	outcome
Constant		37.733	.000		
Role stress	-.391	-8.692	.000	H1	Supported
Adjusted R²=.435					

Table 6 shows the results of independent variables that have been tested through regression analysis. And also from the results following hypothesis were analyzed and concluded.

Hypotheses 1: H1: *The role stress has a negative (-) effect on job satisfaction.*

Therefore, study accepts **H1**, and concluded as role stress has negative effect on job satisfaction in banks in Batticaloa.

4.5 Analyze the effect of role stress on job satisfaction in gender basis

Table 7: Model Summary for male

Model Summary for male					
Model	R	R Square	Adjusted R Square	R	Std. Error of the Estimate
1	.623 ^a	.388	.375		.4502

- a. Predictors: (Constant), Role stress
- b. Gender = Male

Model Summary for female					
Model	R	R Square	Adjusted R Square	R	Std. Error of the Estimate
1	.687 ^a	.473	.462		.3628

- a. Predictors: (Constant), Role stress
- b. Gender =Female



Table

8:

Model Summary for female

As per the table 7 along with 8, this study confirmed that there is negative relationship between role stress and job satisfaction in both gender. On which particularly the impact of role stress among female is higher compare to male.

05. CONCLUSIONS AND SUGGESTIONS

After successively collected and analyzed the data, the research concluded that the hypothesis is valid and show significant negative relationship between role stress and job satisfaction. And it suggested that that role stress affect in both male and female. On the other hand, the impact of role stress on female is higher than male. Thus, Mangers have to know, such stress causes negative effect on job satisfaction and it led to employee turnover. Thus, organizations are required to create strategies that reducing employee role stress.

The study suggests that for the sake of employee job satisfaction, it is more essential for managers to monitor changes in role stress of employees as the study

confirmed that the effect of role stress exist on job satisfaction.

The results of this study provide important insights into the role stress and job satisfaction and this outcome is significance to the managers dealing in the banking industry. This research only focuses on the banking industry in Batticaloa. Additional studies need to be undertaken to examine role stress in other regions and with larger samples. However, this can be further expanded into fields such as, insurance, leasing and other financial sectors.

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