

**THE IMPACT OF SOCIO-DEMOGRAPHIC
CHARACTERISTICS ON JOB SATISFACTION OF
PRIVATE SECTOR BANK EMPLOYEES IN GAMPAHA
DISTRICT**



By

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ABSTRACT

In this competitive business world satisfied employee is the prime asset of any business organization as an employee's satisfaction can ensure continuous growth. The purpose of this research study is the impact of socio-demographic characteristics on non-monetary factors of job satisfaction of private sector bank employees in Gampaha district. This research examines the gender impact on job satisfaction, age impact on non-monetary factors of job satisfaction, salary impact on non-monetary factors of job satisfaction, education impact on job satisfaction and geographic location impact on non-monetary factors of job satisfaction of selected private bank employees.

In this research study, primary data had been practiced by this study. A structured questionnaire was used to as the method of data collection. The quantitative research approach used for this study. The data were analyzed using independent sample *t* test and one-way ANOVA analyses. This research study relies on a data set derived its survey of 218 employees were selected out of four private sector banks: Commercial bank, DFCC bank, CDB bank and Sampath bank in Gampaha district.

In this study, significant impact was found between age and job satisfaction and between education level and job satisfaction. In this study, gender, salary and geographic location did not show any significant impact with non-monetary factors of job satisfaction.

Key words: Socio-demographic characteristics, non-monetary factors of job satisfaction, Private sector bank employees.

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