EXAMINING THE ROLE OF ORGANIZATIONAL SUPPORT AND EMPLOYEE OUTCOMES: A SPECIAL REFERENCE TO BANKING SECTOR IN NUWARAELIYA DISTRICT

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ABSTRACT

This study examines the role of Organizational Support in influencing Employee Outcomes within the selected banking sector in the Nuwara Eliya District. Specifically, the research focuses on the independent variable, Organizational Support, and its effect on the dependent variable, Employee Outcomes, which include Job Satisfaction, Work Motivation, and Turnover Intention. Data were collected through a structured questionnaire distributed to 202 employees working in the selected banks in the district. The collected data were analyzed using descriptive statistics, correlation analysis, and simple linear regression.

The findings revealed a positive relationship between Organizational Support and Employee Outcomes, as well as with the dimensions of Employee Outcomes (Job Satisfaction, Work Motivation, and Turnover Intention). Furthermore, the results of the regression analysis confirmed that Organizational Support has a statistically significant impact on overall Employee Outcomes. More specifically, Organizational Support was found to have a statistically significant influence on Job Satisfaction, Work Motivation, and Turnover Intention among employees in the selected banking sector of the Nuwara Eliya District.

Key words: organizational support, job satisfaction, work motivation, turnover intention, Employee Outcomes

TABLE OF CONTENTS

ACKNOWELDGEMENT ..... **V**

ABSTRACT ..... **VI**

TABLE OF CONTENTS ..... **VII**

LIST OF TABLES ..... **XIII**

LIST OF FIGURES ..... **XV**

ABBREVIATIONS ..... **XVI**

CHAPTER – 1 ..... **1**

INTRODUCTION **1**

1.1. Background of Study 1

1.2. Research Gap / Problem Statement 4

1.3. Research Questions 5

1.4. Research Objectives 6

1.5. Significance of the Study 6

1.6. Scope of the Study 7

1.7. Organization of Chapters 8

1.8. Chapter Summary 9

CHAPTER – 2 ..... **10**

LITERATURE REVIEW **10**

2.1. Introduction 10

2.2. Organizational Support 10

2.3. Employee Outcomes 11

2.3.1. Job Satisfaction 11

2.3.2. Work Motivation 12

2.3.3. Turnover Intention 13

2.4. Empirical Review 13
2.4.1. Organizational Support and Job Satisfaction 13
2.4.2. Organizational Support and Work Motivation 14
2.4.3. Organizational Support and Turnover Intention 15
2.5. Theoretical support of the study 16
2.6. Chapter Summary 17
CHAPTER – 3 18
CONCEPTUALIZATION AND OPERATIONALIZATION 18
3.1. Introduction 18
3.2. Conceptualization 18
3.2.1. Conceptual Framework 18
3.3. Definition of Key Concepts 19
3.3.1. Organizational Support 19
3.3.2. Employee Outcomes 20
3.4. Operationalization 21
3.5. Developed Hypothesis 23
3.6. Chapter Summary 23
CHAPTER – 4 25
RESEARCH METHODOLOGY 25
4.1. Introduction 25
4.2. Research Design 25
4.2.1. Research Philosophy 25
4.2.2. Research Approach 26
4.2.3. Research Strategy 26
4.2.4. Methodological Choice 27

4.2.5. Time Horizon 27

4.2.6. Research Site 27

4.2.7. Unit of Analysis 28

4.3. Population and Sampling of the Study 28

4.3.1. Population of the Study 28

4.3.2. Sampling Technique 29

4.3.3. Sample Size 29

4.3.4. Sampling Framework 30

4.4. Method of Data Collection 30

4.4.1. Primary Data 30

4.4.2. Research Instruments 31

4.5. Source of Measurements 32

4.5.1 Method of Measured the Personal Information 32

4.5.2 Method of Measuring the Research Information 33

4.6. Method of Data Presentation 33

4.7 Pilot Study 34

4.7.1. Reliability and Validity Test 34

4.8. Methods of Data Analysis 35

4.8.1. Univariate Analysis 36

4.8.2. Bivariate Analysis 36

4.8.3. Multivariate Analysis 37

4.9. Testing Hypothesis 38

4.10. Methods of Data Evaluation 38

4.10.1. Decision Rule for Univariate Analysis 39

4.10.2. Decision Rule for Correlation Analysis 39

4.10.3. Decision Rule for Regression Analysis 40

4.11. Ethical Consideration 40

4.12. Chapter Summary 40

CHAPTER – 5 42

DATA PRESENTATION AND ANALYSIS 42

5.1. Introduction 42

5.2. Reliability Analysis 42

5.2.1 Reliability of Organizational Support 42

5.2.2 Reliability of Job Satisfaction 43

5.2.3 Reliability of Work Motivation 43

5.2.4 Reliability of Turnover Intention 43

5.3. Data Presentation and Analysis of Personal and Organizational Information ... 44

5.3.1. Name of the Bank 44

5.3.2. Gender 45

5.3.3. Age Group 45

5.3.4. Educational and Professional Qualification 46

5.3.5. Position 46

5.3.6. Experience 47

5.4. Data Presentation for Research Information 48

5.4.1. Univariate Analysis 48

5.4.2. Bivariate Analysis 49

5.4.3. Simple Regression Analysis 53

5.5 Testing Hypotheses 61

5.5.1 Testing Hypothesis 1 61

5.5.2 Testing Hypothesis 2 62

5.5.3 Testing Hypothesis 3 63

5.6. Chapter Summary 63

CHAPTER – 6 64

FINDINGS AND DISCUSSION 64

6.1. Introduction 64

6.2. Discussion of Personal and Organizational Information 64

6.2.1. Name of the Bank 64

6.2.2. Gender 64

6.2.3. Age Group 65

6.2.4. Educational and Professional Qualifications 65

6.2.5. Position 65

6.2.6. Experience 65

6.3. Discussion of Research Information 66

6.3.1. Discussion forObjective One 66

6.3.2. Discussion for Objective Two 66

6.3.3. Discussion for Objective Three 68

6.4. Discussion of Hypothesis Testing 69

6.5. Chapter Summary 70

CHAPTER – 7 71

CONCLUSION AND RECOMMENDATION 71

7.1. Introduction 71

7.2. Conclusion 71

7.2.1. First Objective 71

7.2.2. Second Objective 72

7.2.3. Third Objective 72

7.3. Contribution of the Study 72

7.4. Recommendation 73

7.5. Limitations of the Study 74

7.6. Direction for Future Research 74

References 76

APPENDIX 01 - Research Questionnaire 82

APPENDIX 02 - The Output of the Data Analyzes 87