

**THE IMPACT OF REALISTIC JOB PREVIEW ON JOB
SATISFACTION OF INTERNATIONAL NON-GOVERNMENT
ORGANIZATIONS' EMPLOYEES IN THE BATTICALOA
DISTRICT**



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ABSTRACT

Job Satisfaction of the employees is supremely important in an organization because it is what productivity depends on. Realistic Job Preview is one of the Human resource Management practices, which can be helped to improve the Job Satisfaction of employees. Thus, the research study has intended the title "The impact on Realistic Job Preview on Job Satisfaction of International Non-Government Organizations' employees in the Batticaloa District".

The objective of this study is to identify and analyze the level of Realistic Job Preview of INGOs and the level of Job Satisfaction of INGOs' employees in the Batticaloa District. Furthermore, this study has intended to identify the relationship between the Realistic Job Preview of INGOs and the Job Satisfaction of INGOs' employees in the Batticaloa District.

In order to determine the level of relationship between the Realistic Job Preview and the Job Satisfaction, Realistic Job Preview was considered as independent variable, and Job Satisfaction was considered as dependent variable. The structured questionnaire was used to collect the primary data for this from 100 respondents. Collected data is analyzed using the techniques of univariate and bivariate analysis by the help of SPSS package.

The research study found that according to the discussion, the Realistic Job Preview of INGOs significantly influences on Job Satisfaction of INGOs' employees. In which, Ability to Cope has more impact on both satisfaction of Pay and the Job Itself. Met Expectation also influence on both Pay and the Job Itself. Air of Honesty influence mostly on the satisfaction of the Job Itself. Ultimately, the Ability to Cope significantly impact on the Job Satisfaction of employees. Further, research shows that the level of Realistic Job preview of INGOs is high and the level of Job satisfaction of employees is also high in INGOs.

Based on the research study, the INGOs' want to take more concentration on providing the satisfactory level of non-financial benefits and other financial benefits other than salary, and the better and pleasurable working conditions to their employees in order to satisfy their employees. Further, the INGOs' recruitment process can be made more effective with Realistic Job Preview, since there is a positive relationship between the Realistic Job Preview and Job Satisfaction of INGOs' employees.

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