

Level of Job Satisfaction of the Employees in Selected Fast Food Establishments

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Abstract— Job satisfaction refers to the degree to which an individual feels positive or negative about his job. Most of the successful organizations have highly satisfied employees. Job satisfaction is something that is often expressed in either formal or informal conversations within and outside the organization. The level of job satisfaction can be measured using various criteria considering that there are many factors that affect someone's feelings towards job.

The objective of this study was to determine the level of job satisfaction among employees in selected fast food establishments in Iloilo City in terms of working condition, pay and promotion, use of skills and abilities and work activities.

The respondents of the study were 50 employees from two fast food establishments, who were selected using purposive sampling. The respondents were asked to rate their job satisfaction using the researcher-made questionnaire.

The data gathered were analyzed using the frequency counts, percentage, mean and standard deviation as statistical tools.

The findings revealed that the respondents were satisfied with their job when taken as a whole group. In the same way, when they are grouped according to age, gender, and employment status and employment position.

The test for significant differences in the level of job satisfaction among employees revealed that there was no significant difference in the level of job satisfaction when grouped according to age, gender, employment status and establishment.

Based from the findings it is recommended that the management of the fast food establishments should look into making improvements on some factors specifically on pay and promotion potential since these have the lowest cluster mean among the four areas. It is further recommended to the future researchers to include other factors affecting the level of satisfaction.

Keywords-- Employee's satisfaction, fast food establishment, job satisfaction

I. INTRODUCTION

Job satisfaction is the level of contentment a person feels regarding his or her job. This feeling is mainly based on an individual's perception of satisfaction. Job satisfaction can be influenced by a person's ability to complete required tasks, the level of communication in an organization, and the way management treats employees. Employee satisfaction is essential to the success of any business. Thus, keeping employees satisfied with their careers should be a major priority of the employer. While this is a well-known fact in management practice, economic downturns seem to cause employers to ignore it. There are numerous reasons why employees can become discouraged with their jobs and resign, including high stress, lack of communication within the company, lack of recognition, or limited opportunity for growth.

The term fast food establishment was defined as quick service restaurants that serve food with little or no waiting [1]. Thus, it is perceived that working in a fast food establishment is very challenging.

One of the most important aspects of an individual's work in a modern organization concerns the management of demands. Demands can be characterized as a communication load, which refers to "the rate and complexity of communication inputs an individual must process in a particular time frame". According to the ideas of communication overload and under load, if an individual receives too many messages simultaneously, or does not receive enough input on the job, is unsuccessful in processing these inputs, the individual is more likely to become dissatisfied, aggravated, and unhappy with their work which leads to a low level of job satisfaction.

To prevent job withdrawal, the organization must promote job satisfaction. According to [5], job satisfaction refers to a pleasant feeling resulting from the perception that one's job fulfills or allows for the fulfillment of one's important job values. Job satisfaction is related to a person's values, defined as "what a person consciously or unconsciously desire to obtain." Values, perceptions, and ideas of what is important are the three components of job satisfaction. People will be satisfied with their jobs as long as they perceive that their jobs meet their important values.

At the individual level, the evidence suggests the reverse to be more accurate-that productivity is likely to lead to satisfaction. When satisfaction and productivity data are gathered for the organization as a whole, rather than at the individual level, we found out that organizations with more satisfied employees tend to be more effective than organizations with less satisfied employees [3].

Job satisfaction is a set of favorable or unfavorable feelings and emotions with which employees view their work. Job satisfaction is an effective attitude-a feeling of relative like or dislike towards something. The important aspects of job satisfaction include pay, one's supervisor, the nature of tasks performed, an employee's co-workers or team and the immediate working condition. Job satisfaction is dynamic, for it can decline even more quickly than it develops. Managers cannot establish the conditions leading to high satisfaction now and later neglect it, for employee needs and viewpoints may fluctuate suddenly.

The level of job satisfaction across groups is not always the same but it is related to a number of variables. Analysis of these relationships allows managers to predict which groups are more likely to exhibit the problem behaviors associated with dissatisfaction. The key variables revolve around age, occupational level and organization size.

As workers grow older, they initially tend to be slightly more satisfied with their jobs. Apparently, they lower their expectations to more realistic levels and adjust themselves

better to their work situations, later, their satisfaction may suffer as promotions are less frequent and they face the realities of retirement. Predictably too, people with higher level occupations tend to be more satisfied with their jobs. They are usually better paid, have better working conditions, and hold jobs that make fuller use of their abilities. Finally, evidence suggests that levels of job satisfaction are higher in smaller organization units, such as a branch plant or a small enterprise. Larger organizations tend to overwhelm people, disrupt supportive processes, and limit the amounts of personal closeness, friendship and small-group teamwork that are important aspects of job satisfaction among many people [4].

Causes Job satisfaction

Of the major-satisfaction facets (work itself, pay, advancement opportunities, supervision, co-workers), enjoying the work is almost always the one most strongly correlated with high levels of overall job satisfaction. Interesting jobs that provide training, variety, independence, and control satisfy most employees. In other words, most people prefer work that is challenging and stimulating over work that is predictable and routine. You've probably noticed that pay comes up often when people discuss job satisfaction. There is an interesting relationship between salary and job satisfaction, for people who are poor (for example, living below the poverty line) or who live in poor countries, pay does correlate with job satisfaction and with overall happiness. Jobs that are compensated handsomely have average job satisfaction level no higher than those that are paid much less. Job satisfaction is not just about job conditions. Personality also plays a role. People who are less positive about themselves are less likely to like their jobs research has shown that people who have positive **core self-evaluations**-who believe in their inner worth and basic competence-are more satisfied with their jobs than those with negative core self-evaluations. Not only do they see their work as more fulfilling and challenging, they are more likely to gravitate toward challenging jobs in the first place. Those with negative core self-evaluation set less ambitious goals and are more likely to give up when confronting difficulties. Thus, they're more likely to be stuck in boring, repetitive jobs than those with positive core self-evaluations [3].

II. OBJECTIVES OF THE STUDY

This study aimed to find out the factors that can affect the quality work life of employee.

Specifically this study addresses the following:

1. To determine the level of job satisfaction among employees in selected fast food establishments.
2. To determine if there is a significant difference among employees in selected fast food establishments when categorized according to age, gender, and employment position.
3. To determine if there is a significant difference in the level of job satisfaction between the two fast food establishments?

III. CONCEPTUAL FRAMEWORK

This study aimed to determine the level of job satisfaction among employees in selected fast food establishments in Iloilo City. The independent variables of the study were age, gender,

marital status and employment position. The moderating variables are the hygiene or maintenance factors and motivational or job content factors. The dependent variable is the level of job satisfaction which is categorized into very dissatisfied, dissatisfied, neutral, satisfied and very satisfied.

Employee's Profile That May Affect Performance and Satisfaction

Various references presented the factors that may affect job satisfaction and explained the bearing of age, gender and tenure on job satisfaction [6].

Age. It is perceived that there are many positive qualities that older workers bring to their jobs: specifically, experience, judgment, a strong work ethic, and commitment to quality. But older workers are also perceived as lacking flexibility and as being resistant to new technology. The older the employee gets, the less likely they are to quit in their job. As workers get older, they have fewer alternative job opportunities. In addition, older workers are less likely to resign than are younger workers because their long tenure tends to provide them with higher wage rates, longer paid vacations, and more attractive pension benefits.

Gender. The evidence suggests that the best place to begin is with the recognition that there are few, if any, important differences between men and women that will affect their job performance. There are, for instance, no consistent male-female differences in problem-solving ability, analytical skills, competitive drive, motivation, sociability, or learning ability. Psychological studies have found that women are more willing to conform to authority and those men are more aggressive and more likely than women to have expectations of success, but those differences are minor. Similarly, there are no evidence indicating that an employee's gender affects job satisfaction.

Tenure. If we define seniority as time on a particular job, we can say that the most recent evidence demonstrates a positive relationship between seniority and job productivity. So tenure, expressed as work experienced, appears to be a good predictor of employee productivity. Tenure is also a potent variable in explaining turnover. "Tenure has consistently been found to be negatively related to turnover and has been suggested as one of the single best predictors of turnover." The evidence indicates that tenure and satisfaction are positively related.

IV. METHODOLOGY

Research Design

This survey on job satisfaction among the employees in selected fast food establishments made use of the descriptive-survey method. Descriptive studies describe a given state of affairs as fully and carefully as possible. In educational research, the most common descriptive methodology is the survey, as when researchers summarize the characteristics (abilities, preferences, behaviors, and so on) of individuals or groups or (sometimes) physical environments [3].

Since the study describe about the Level of Job Satisfaction among the employees in selected fast food establishments in Iloilo City the descriptive-survey method is the most appropriate to use. Through this research, the factors which

have an effect on the job satisfaction of the employees can be determined with the aim of improving the satisfaction of employees for them to be more effective and efficient.

This study focused on the level of job satisfaction among employees in the two fast food establishments in Iloilo City. There were 50 employees selected in this study using the purposive-convenience sampling method. The data gathering instrument used for this study was a researcher-made questionnaire. The survey was conducted within December 2014 to January 2015.

Respondents of the Study

Fifty (50) employees from the two fast food establishments were purposively chosen as respondents of this study.

Research Instrument

The researchers used a questionnaire-checklist, a survey form which required selection and check responses from the respondents. The questions contained in this questionnaire-checklist were thoroughly formulated, and checked for the respondents to understand well.

Validity

A copy of the questionnaire was submitted to the research adviser for corrections. Copies of the corrected questionnaire were again submitted to three experts in research for content validation using the Eight-point criteria by Good and Scates. The three experts gave their comments. All comments, corrections and recommendations were incorporated in the final copy of the questionnaire. The final copy of the questionnaire was approved by the three experts. With that, it was considered valid.

Reliability

The questionnaire was pre-tested among 10 employees of the two fast food establishments in Iloilo city who were not part of the final survey. After encoding and statistical analysis, it was found out that the Cronbach’s Alpha was 0.801.

If the Cronbach’s Alpha result is greater than .70, the instrument is considered reliable [4].

Thus, the instrument was considered reliable.

Data Gathering Procedure

To successfully conduct the study, the researchers made a questionnaire-checklist. This was used as a survey form which requires selection and responses from the respondents who were the employees of selected Fast Food Establishments in Iloilo City, these questionnaires were checked by the evaluators for the validation.

The researchers wrote letter asking permission from the College Dean to conduct the survey. The researchers also wrote a letter to the managers of the two fast food establishments in Iloilo City to allow them to conduct the survey. After the two letters were approved, the researchers conducted the survey in the two fast food establishments.

The analyses of data made for this study were both descriptive and inferential

Descriptive statistics involved the use of frequency counts, percentage, mean and standard deviation. T-test was used as inferential statistics.

V. RESULTS AND DISCUSSION

TABLE 1. JOB SATISFACTION OF EMPLOYEES WHEN TAKEN AS A WHOLE

ITEM	MEAN	QUALITATIVE INTERPRETATION
I. Hygiene Factors		
A. Working Condition		
1. Location of work	4.18	Satisfied
2. Safety	4.30	Highly Satisfied
3. Hours work each week	3.64	Satisfied
4. Amount of paid vacation time/sick leave offered	3.48	Satisfied
Cluster Mean	3.90	Satisfied
B. Pay and promotion Potential		
1. Salary	3.62	Satisfied
2. Opportunities for promotion	3.50	Satisfied
3. Benefits	3.84	Satisfied
4. Job Securities	4.16	Satisfied
Cluster Mean	3.78	Satisfied
II. Motivational Factors		
A. Use of Skills and Abilities		
1. Opportunity to learn new skills	4.44	Highly Satisfied
2. Opportunity to utilize your skills & talents	4.32	Highly Satisfied
3. Opportunity for advancement	4.18	Satisfied
4. Support for additional training	4.04	Satisfied
Cluster Mean	4.24	Satisfied
B. Work Activities		
1. Flexibility in scheduling	4.20	Satisfied
2. Variety of job responsibilities	4.10	Satisfied
3. Degree of independence associated with your work roles	4.06	Satisfied
4. Adequate opportunity for periodic changes in duties	3.96	Satisfied
Cluster Mean	4.08	Satisfied
COMPOSITE MEAN	4.00	Satisfied

Mean Scale	Description
4.21-5.00	Highly Satisfied
3.41-4.20	Satisfied
2.61-3.40	Neutral
1.81-2.60	Dissatisfied
1.00-1.80	Highly Dissatisfied

The Table 1 showed that in Item A. (Hygiene Factors) under the Category Working Condition, “Safety” was the highest mean of 4.30 interpreted as highly satisfied under Pay and Promotion Potential Category; “JobSecurity” got the highest mean of 4.16 interpreted as satisfied.

In Item B. (Motivational Factors), Opportunity to learn new skills has the highest mean of 4.44 interpreted as highly satisfied, followed by “Flexibility in Scheduling” with a mean of 4.20 interpreted as satisfied under Work Activities.

The overall mean of 4.00 indicated that the employees of the two fast food establishments when taken as a whole grouped were satisfied.

TABLE 2. T-TEST RESULTS FOR SIGNIFICANT DIFFERENCES IN THE LEVEL OF JOB SATISFACTION OF EMPLOYEES WHEN GROUPED ACCORDING TO AGE, GENDER, EMPLOYMENT STATUS AND ESTABLISHMENT

	T	Df	Sig (2-tailed)	Decision	Interpretation
Age	.59 6	47.9 50	.554	Accept HO	Not significant
Gender	1.4 17	46.9 68	.163	Accept HO	Not significant
Employment Status	1.2 94	13.4 00	.218	Accept HO	Not significant
Establishment	-.7 90	47.0 47	.433	Accept HO	Not significant

*Significant @ $\alpha = 0.05$

T-test results in Table 2 shows that the computed value of .554 is greater than 0.05 level of significance, so the null hypothesis is accepted. Thus, there is no significant difference in the level of job satisfaction of employees in selected fast food establishments in terms of working condition, pay and promotion potential, use of skills and abilities and work activities when grouped according to Age.

When grouped according to gender, T-test results shows that the computed value of .163 is greater than 0.05 level of significance, so the null hypothesis is accepted. Thus, there is no significant difference in the level of job satisfaction of employees in selected fast food establishments in terms of working condition, pay and promotion potential, use of skills and abilities and work activities.

When grouped according to employment status, T-test results showed that the computed value of .218 is greater than 0.05 level of significance, so the null hypothesis is accepted. Thus, there is no significant difference in the level of job satisfaction of employees in selected fast food establishments in terms of working condition, pay and promotion potential, use of skills and abilities and work activities.

Lastly, T-test results shows that the computed value of .433 is greater than 0.05 level of significance, so the null hypothesis is accepted. Thus, there is no significant difference in the level of job satisfaction of employees in selected fast food establishments in terms of working condition, pay and promotion potential, use of skills and abilities and work activities when grouped according to Establishment.

VI. SUMMARY OF FINDINGS

The following were the findings of the study:

1. The respondents were satisfied with their job in both fast food establishments, when taken as a whole group.
2. The respondents were also satisfied with their job in both fast food establishments, when grouped according to age, gender and employment status
3. In terms of working condition, pay and promotion, use of skills and abilities and working activities the respondents were satisfied when taken as a whole.
4. The respondents were satisfied with their Working Condition, Pay and Promotion, Use of Skills and Abilities and

Working Activities, when grouped according to age, gender and employment status.

5. The test for significant differences in the level of job satisfaction among employees revealed that there were no significant differences in the level of job satisfaction when grouped according to age, gender and employment status.

VII. CONCLUSION

Based on the findings of this study, the respondents in both Fast Food establishments were satisfied with their job when taken as a whole and when categorized according to age, gender and employment status.

Also, the respondents in both Fast Food Establishments found satisfaction in terms of Working Conditions, Pay and Promotion, Use of Skills and Abilities, and Working Position both when taken as a whole and categorized according to age, gender and employment status.

The findings further showed that there was no significant difference in the level of satisfaction when grouped according to age, gender and employment status.

VIII. RECOMMENDATION

Based from the findings and conclusion, the following recommendations are hereby presented.

1. It is recommended that both management of the two fast food establishments look into making improvements with regards to the pay and promotion potential of employee since this was the lowest cluster mean satisfaction to motivate employees and this will increase the level of performance of employees and discourage them to leave their job.
2. Management should give vacation and sick-leave benefits to their employees.
3. It is also recommended that the management of Fast Food Establishments 1 to have feedback and recognition are both important – developmental feedback helps employees make corrections to their behaviour and recognition or positive feedback provides recognition and supports positive affect.
4. For the management of Fast Food Establishments 2 it is recommended that they should give incentives to their employees to give their best efforts to their work.
5. It is also recommended that part of the training of personnel should include on personality development, especially in customer relations so that pleasant attitudes could be portrayed in dealing with customer.

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