

**IMPACT OF JOB SATISFACTION ON ORGANIZATIONAL
CITIZENSHIP BEHAVIOUR**

SPECIAL REFERENCE TO LICENSED COMMERCIAL BANKS IN COLOMBO
DISTRICT

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business
Management in Entrepreneurship and Management*

UWU/ENM/10/0036

Rathnayake R.M.D.M.

Year 2014

ABSTRACT

A service sector, particularly banking sector is highly staff – intensive by its very nature. Human resources, without doubt constitute the most important and indispensable factor in any economy. Their uniqueness renders it practically impossible to substitute them with any other factor, however important it might be, as nothing can match the human mind in working. Human behavior has a strong influence on the working environment of an organization. It is capable of making the organization flourish or perish. Hence an employer should satisfy the physical and psychological needs of his employees in order to motivate them strive for the achievement of the organization goals. Moreover Organizational citizenship behavior (OCB) has been considered to be one of the most important factors influencing organizational effectiveness. This study is designed to measure the relationship between job satisfaction and OCB. To achieve the research objectives, the survey method is employed. A total of 100 questionnaires were distributed, of which 90 were successfully completed and used in this study. Findings of this study reveal that both extrinsic and intrinsic job satisfaction are very important in predicting citizenship behavior while extrinsic job satisfaction factors are highly influence on OCB than intrinsic factors. Levels of both intrinsic and extrinsic job satisfaction are in moderate level according to findings. Implications and limitations of the study are discussed along with suggestions for future research.

Keywords: *Organizational citizenship behavior, Job satisfaction, Banking sector*