



**RELATIONSHIP OF JOB SATISFACTION AND
ORGANIZATIONAL COMMITMENT: A FIELD
STUDY OF INSURANCE**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of
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ABSTRACT

Title of dissertation : Relationship of job satisfaction and organizational commitment: a field study of insurance

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This study assessed the relationship of job satisfaction and organizational commitment. There are contradictory findings relating to the relationship. Further, There were 65,000 agents who worked in the field in 2010 and it has rapidly decreased to the 32,651 in 2011 (IBSL annual report 2012).

The sample consisted of one hundred insurance agents in Colombo district. Primary data were gathered through an adopted questionnaire. Descriptive analysis, correlation coefficient analysis and multiple linear regression analysis were used as data analysis technique. The research findings revealed that job satisfaction was strong positively associated to organizational commitment. "Pay" was the major predictor of organizational commitment multiple regression. Moreover, 71.8 percent of variation in organizational commitment was explained by job satisfaction.

Future research should be directed to study the relationship between human resources management practices and organizational commitment of insurance agents and the relationship between job satisfaction, organizational commitment and turnover intention among insurance agents.

Key Words- *Organizational Commitment, Job satisfaction, Insurance agent*