THE ROLE OF JOB SATISFACTION
AMONG ACADEMIC STAFF AT UNIVERSITY

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ABSTRACT

Job satisfaction assumed as a one of the main factor among academic staff and placed as a basic inner feeling for them. Moreover, the purpose of present study was to brilliant the role of job satisfaction at university and illustrated it as a principle positive motivator among academic staff. Lack of consideration to the presence of job satisfaction leads to several difficulties at university and also low level of this inner feeling emerges some insufficient behaviors and reactions among academic staff. Actually, the existence of job satisfaction as basic human needs can develop and support academic staff’s performances and conduct their organizational behavior in the accurate way. Furthermore, in current literature review focused on the role and importance of job satisfaction at university and also mentioned its effectiveness on performances, behaviors and reactions of academic staff at educational organization.

Key Words: Job Satisfaction, Academic Staff, University

1. Introduction

According to the increasing movement of academic staff at university and developing the number of universities, providing some effectual factors by educational organization is so noticeable. Furthermore, recognizing and applying these factors enlarged the amount of university outcomes and support academic staff’s performances (Ghafoor, 2012). One of the influential factors is job satisfaction (Noordin, 2009). In reality, this basic human need emerged by different factors and has a key role in the growth of staff abilities and performances. Moreover, job satisfaction as a vital factor should be determined in each organization and the existence of this positive feeling is very differently among academic staff but providing the accurate way for improving and monitoring it as one of the main organizational policies should be considered by university (Dawal & Taha 2006).

Indeed, the job satisfaction is one of the major organizational factors that has the effective role on academic staff attitudes and feeling and also conduct their behaviors and reactions at university (Strydom,
This inner feeling assumed as main organizational instrument and has a direct effect on staff presentation. Actually, there are various factors that effect on job satisfaction and change the level of it at workplace (Hussin, 2011). Based on environmental psychology, there are some items that lead to satisfaction and cover behaviors, emotions, attitudes, performances of staff at workplace (Wang & Lee, 2009). The presence of this basic human need is so basically in university; moreover, considering on academic staff feeling and enhancing their behavior toward others is very valuable that should be evaluate by managers of universities and providing suitable condition for develop of this positive feeling among academic staff.

2. Job Satisfaction’s Definition and Its Important

According to widespread role of job satisfaction among staff and its high valuable effect, there is no final definition for this feeling; moreover, in this part focused on main definitions of job satisfaction that refers to nature of human need. Based on Hoppock (1935) job satisfaction refers to individual feeling toward his or her job for to say satisfied with his or her job (Emdady & Bagheri, 2013). This fact is a combination of psychological, physiological and environmental conditions that appear as a feeling of individual. Truly, the job satisfaction influenced by internal and external factors that exist at workplace (Worrell, 2004).

On the other word, with the presence of job satisfaction the role and feeling of staff brilliant in workplace and it defined as influential factor on feeling of staff toward their work and its environment (Vroom, 1964). In line with, Aziri (2011) explained job satisfaction is a combination of positive and negative feelings of staff toward their job and show different reactions at work environment. In addition, job satisfaction defined as a main factor among staff that cause of various organizational behaviors and change the staff mood at work (Eslami & Gharakhani, 2012). The job satisfaction combined of five facets that each of them can cause of satisfaction in low or high levels. These factors included work, coworker, supervision, pay and promotion (Khera & Gulati, 2012).

Regarding to the definition of job satisfaction and its brilliant role at university; should be determined the main features of job satisfaction. Surely, with concerning to these features and considering to this basic human need is purely necessary and vital. These remarkable features involved 1) guided the human resources by university; in this feature the university has great responsibility in providing acceptable condition and facilities for its staff; 2) the behavior and reaction of staff that depends on the amount of their job satisfaction that affected by internal and external factors and 3) job satisfaction assumed as an organizational indicator at university and enhancing the process of staff performance at work environment (Devi & Nagini, 2013; Saari & Judge, 2004).

3. Theory of Job Satisfaction

In the area of job satisfaction theories, the Herzberg’s motivation-hygiene theory focused on this factor and determined job satisfaction emerged by various factors (Tan & Waheed, 2011). Based on Fredrick Herzberg (1959) as developer of Herzberg theory, satisfaction and dissatisfaction are two separate topics at workplace that depends on different factors (Herzberg, 1964). In reality, each of these two states or feeling...
among staff drives from separate factors. In this theory referred to the motivator factors that have positive influence on recognition, realization and personal development. In fact, these positive motivators improve the level of satisfaction at workplace and suggest some effective opportunities for staff. These items included removing the direct control of managers, creating and developing the whole unit for staff and providing regular feedback directly to staff instead of through their supervisors or managers, and finally encouraging staff to do new activity and challenge at workplace (Herzberg, Mausner, & Snyderman, 1959).

Regards to Herzberg theory, the job satisfaction is exactly caused of motivators that exist at workplace and play positive role among staff. Also, the absence of these motivators does not lead to dissatisfaction while lead to low level of satisfaction. According to the predictor role of job satisfaction, the presence of job satisfaction is necessary in any workplaces and has direct relation with work outcomes (Khalifa & Troung, 2010). In this coverage theory attention to the motivator factors that change the amount of satisfaction and refers to external factors or content factors at work such as salary, supervision, policies of workplace and interpersonal relationships. Additionally, in this theory discussed toward intrinsic factors or job content that exactly refers to individual characteristics and self (Dhanapal, Alwie, Subramaniam, & Vashu, 2013).

The outcomes of this theory are work condition, salary, status and security that are so brilliant in providing job satisfaction. In Herzberg theory reported the absence of motivators does not lead to dissatisfaction and just change the level of satisfaction among staff (Berghe, 2011). In this theory referred to individual that mentions his or her feeling about job and its condition (Wang & Lee, 2009). In Herzberg theory explained the intrinsic factors are motivators that have strongly relation with inner individual’s characteristics. Totally, the motivators that have influence on job satisfaction are either intrinsic or extrinsic factors that have main role in the amount of job satisfaction among academic staff (Furnham, Petrides, Jackson, & Cotter, 2002).

4. Role of Job Satisfaction among Academic Staff

University is one of the main educational workplaces that attract a lots of academic staff and they occupy there for several years, based on increasing number of academic staff at universities satisfying their needs and support them in an accurate way is so important and vital. Furthermore, recognizing staff’s needs and providing convenient situation for realizing this fact by university is very significant (Ahsan, Abdullah, Gun Fie., & Alam, 2009). Indeed, there are different factors that influence on job satisfaction of academic staff at university and controlling them by managers of university that seems to be very noticeable. These factors included internal and external factors that lead to job satisfaction. The job satisfaction is one of the main industrial factors that related with staff’s performance and increase the level of their activities and attendance at workplace (Olorunsola, 2012).

The health of an educational organization especially university depends on some factors such as job satisfaction of staff. Truly, each facet of job satisfaction (work, coworker, pay, supervision and promotion) support staff needs and should be improve by university (Gebremichael & Rao Prasada, 2013). Actually, the university should be aware about the factors that satisfied staff at workplace and increase the level of their job satisfaction. Realizing facets of job satisfaction and offering them timely to the staff can be so effective in increasing of job satisfaction’s level. The presence of this inner feeling creates organizational happiness for staff and motivates them toward their job (Kellison & James, 2011).
Regarding to the effectual role of academic staff at university, providing the primary and main needs of staff is purly necessary and the university carries out this great organizational responsibility (Lamptey, Boateng, & Antwi, 2013). In line with, Santhaparaj and Alam (2005) explained that the existence of satisfaction among academic staff lead to remaining them within university for long time and they become more productive at work. In fact fully, the importance of job satisfaction among staff mentions positive and negative staff’s attitudes toward their job and some factors such as efficiency, productivity, relation between staff, absenteeism and burnout derives from different level of job satisfaction. Generally, this inner feeling supports the staff’s health at university.

5. Conclusion

Low levels of job satisfaction in university lead to various difficulties among academic staff. These difficulties appear as some abnormality organizational behaviors and reactions at educational organization and have insufficient results on university outcomes. The main important abnormal behavior is lowest level of satisfaction that leads to absence, turnover, burnout, improper relations with others at workplace, reduction activities among staff etc. The principle role of university is recognizing needs and desires of academic staff based on work situation and meeting them according to organization’s policies.

In reality, the universities should have adequate consciousness and knowledge for preparing and developing appropriate atmosphere among academic staff and realize their tendencies and needs from workplace. Therefore, all of these educational organizations need to provide appropriate facilities and situation for their staff. Generally, this present paper explained the necessity factors that influence on staff’s job satisfaction and can improve and increase the levels of it and applying effective factors to achieve job satisfaction among academic staff by university.

References


