

THE IMPACT OF INTRINSIC MOTIVATION ON EMPLOYEE'S JOB SATISFACTION

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ABSTRACT

The main purpose is to identify the impact of intrinsic motivation on employee's job satisfaction. This is basically an empirical study and a scale was developed to find out the impact of four variables namely; job security, achievement, job responsibility and work itself (intrinsic motivation). The questionnaire was distributed among the respondents on the basis of simple random sampling. The findings of this study show a significant positive relationship among four variables and employees job satisfaction. The relationships among job security & job satisfaction, achievement & job satisfaction, job responsibility & job satisfaction and work itself and job satisfaction are significant and positive. This research study highlights the areas in which the organizational manager focuses to increase the individual and organizational performance. In order to increase the external validity of results future research can be done using longitudinal designs.

KEYWORDS: Job Security, Achievement, Job Responsibility, Work Itself, Country of Origin, Employee's Satisfaction, Pakistan