

JOB SATISFACTION AND CUSTOMER ORIENTED BEHAVIORS AS OCBs

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ABSTRACT

One of the interesting areas in management has been exploring how employee individual attitude and behaviors affect the organizational performance. This study aimed to study the association between employee attitude, job satisfaction and customer orientation behaviors association. Employee opinion from one of the trust worthy life insurance organization was considered to explore the relationship. After one decade of steady increase in life insurance business, the industry started efficiency measures due to economic and regulatory measures. In this scenario, studying how organizational practices affect the attitude and behaviors of employees is very important for organizational effectiveness. The empirical study analysis of 118 valid questionnaires of self-report nature by employee's resulted that the two job satisfaction factors, Satisfied with the pay and Work I do. The study also helps to understand the job satisfaction and customer orientation behavior of the employees. Correlation and hierarchical multiple regression analyses performed for assessing the importance of demographics.

KEYWORDS: Attitude, Behavior, Customer Oriented Behavior, Job Satisfaction, Organizational Citizenship Behavior