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Author: W.A.A.P. Wickramanayake, A. Gnanapala
Ayurveda Hospital Thenna, University of Sabaragamuwa, Sri Lanka

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FACTORS AFFECTING JOB SATISFACTION –A SURVEY AMONG AYURVEDA MEDICAL OFFICERS IN CENTRAL PROVINCE, SRI LANKA

¹W.A.A.P. wickramanayake, ²A. Gnanapala

¹Ayurveda Hospital Thenna, ²Department of Tourism Management, University of Sabaragamuwa, Sri Lanka

ABSTRACT

Ayurveda, a system of medicine which has been practiced since long time in Sri Lanka. Job satisfaction of Ayurveda physicians plays a vital role for successful service to the patients. This study is based on a survey carried out through questionnaires given to 30 Ayurveda Doctors conducted by Prof. Kenadi D. Gunawardhana in a training program held in National Institute of Traditional Medicine, Navinna in 2012. The aim was to determine the relationship between environmental factors, demographic variables, and perceived job satisfaction of the Ayurveda medical officers. Corresponding author was one among 30 participants. In this study, data were collected through a questionnaire to identify the impact of environmental factors and demographic factors on satisfaction of Ayurveda medical officers in central province via face-to-face interviews and interview via phone calls. 92 medical officers responded. Among them, 64.5% were female and 35.5% were male. Maximum number responded (37.8%) were in between the age group 36-45 years. It was observed that, there is no impact of payment & other benefits, Promotion Opportunities, Relationship with Subordinate on job satisfaction. There is weak positive impact of administration policies and performance appraisal on job satisfaction. Experience level above 25 years doctors are most satisfied (mean 4.6667). Most of participants are satisfied on their nature of work. Less than 5% are not satisfied. Mean of total satisfaction is $3.8593 \pm .54275$. So, overall satisfaction levels are between 3.3

to 4.4 ranges which declare that Ayurveda medical officers are in satisfied level. Above variables are key points which affects the job satisfaction among Ayurveda medical officers and findings can be shared with legislators and policymakers to improve the quality of work of Ayurveda physicians aiming to improve job satisfaction hence overall service of the Ayurveda field.

Keywords: Ayurveda Doctors, Job Satisfaction, Central Province

INTRODUCTION

The world is realizing the value of Ayurveda, a health care system which spans back 5000 years. There are 49 Ayurveda hospitals and 159 Ayurveda central dispensaries under the administration of provincial councils. Medical officers are the number one resource of a hospital. According to Webster's Dictionary (1986) job satisfaction refers to how well a job provides fulfillment of a need or want, or how well it serves as a source or means of enjoyment. Job satisfaction and dissatisfaction of a doctor affects his relationship with colleagues and other staff, administration, finally for the service provided for the society and patients. Hence identifying the factors affecting the job satisfaction is very important to the Ayurveda industry.

This study is based on a survey done as an exploratory study through questionnaires by using 30 Ayurveda Doctors in Ayurveda sector by Prof.

Kenadi D.Gunawardhana in a training program conducted in National Institute of Traditional Medicine, Navinna in 2012. Eleven key environment factors were given and they were asked to put them in the order of priority to their importance regarding job satisfaction. Among 30, More than 70% of the doctors identified six factors as highly affected factors for job satisfaction. They are pay and other benefits, supervision, promotion, co-workers, nature of work and performance appraisal. These factors can be considered as the key determinants of job satisfaction of Ayurveda doctors that help to obtain maximum contribution from employees to achieve organizational goals and objectives. Therefore, this survey is conducted to determine the relationship between environmental factors, demographic variables, and perceived job satisfaction of the Ayurveda medical officers and to identify the most influential factors for the perceived job satisfaction of the Ayurveda medical officers and to provide suggestions to improve the job satisfaction of Ayurveda medical officers.

Objectives

To determine the relationship between environmental factors, demographic variables, and perceived job satisfaction of the Ayurveda medical officers

To provide suggestions to improve the job satisfaction of Ayurveda medical officers

METHODOLOGY

This descriptive study was conducted in the natural environment with minimum interference by the researcher with the normal flow of procedures related to researching environment. Here the researcher collected data through a questionnaire from the respondents to identify the impact of environmental factors and demographic factors on

satisfaction of Ayurveda medical officers in central province. In some instances, face to face interviews where some answers were recorded by asking responses to the questions of the questionnaire from respondents were used by the researcher and also used telephone conversations as well.

Sample Design

Target Population

The target population of this study was all the 92 Ayurveda medical officers working in both in Hospitals & Dispensaries in Central Province of Sri Lanka. Respondents were asked to evaluate 40 statements related to measuring satisfaction and environmental factors using the 5 – point Likert – type scale. This scale ranges scores from 1 – 5. The least satisfied point is assigned a one and most satisfied response is assigned a five.

- 1 = Highly Dissatisfied
- 2 = Dissatisfied
- 3 = Neither satisfied nor dissatisfied
- 4 = Satisfied
- 5 = Highly Satisfied

Collected data were entered to SPSS 16.0 software (Statistical Package for Social Sciences) and basically descriptive analysis method was used to analyze data and calculated frequencies of the collected data. Then Mean, Median and Standard Deviation were calculated in order to measure the level of satisfaction experienced by Ayurveda medical officers in central province. Regression analysis was used to identify the impact of environmental factors on satisfaction and t – test and ANOVA used by the researcher based on the data analyzed to test the level of significance.

RESULTS AND DISCUSSION

There are 117 Ayurveda medical officers who are working in central

province. Among them 92 medical officers responded. Two medical officers were rejected to express their own service-related information among study population. 64.5% of the sample were female and 32 respondents which were 35.5% of the sample were male. Most of the respondents belong to the age group between 36 years to 45 years which is as a percentage 37.8%. 28.8% and 6.7% of the sample represents the age group between 46 years to 55 years and 56 years and above respectively. Measuring the Impact of Environmental Factors on perceived job Satisfaction of Ayurveda Medical officers in Central Province. When measuring the impact of environmental factors on satisfaction, researcher applied regression analysis and the B value of the regression line defined the impact of independent variable on dependent variable. The researcher developed decision criteria as follows (Table no.1&2).

DISCUSSION

Working efficacy is influenced by the job satisfaction of employees hence, this survey was carried out to observe the level of job satisfaction among Ayurveda Doctors who work in the Central Province. Considering the observations made through this survey, it is revealed that there is no impact of payment and other benefits on perceived job satisfaction of Ayurveda medical officers. Iqbal, 2017 stated that salary significant and direct impact on job satisfaction of employees. Lee, 2014 proved positive correlation between the salary satisfaction and job enthusiasm. The researcher results did not agree with it. Brown et al. (1998) could not find the relationship between salary and job satisfaction where the study supported with this present statement. The investigation revealed that there is a weak positive impact on the relationship of administration on perceived job satisfaction of Ayurveda medical officers. Maldrine, 2020 in his study, stated that

supervision practices show no significant association with job satisfaction. Dwumah et al, 2015 in his study found that junior workers who are satisfied with supervision shows low chances to dissatisfy.

The investigation of job satisfaction of Ayurveda medical officers at the Ayurveda industry revealed that there is no impact of promotion opportunities on job satisfaction of Ayurveda medical officers. Abdulla et al., (2010) indicated that promotion opportunity was a significant determinant of job satisfaction in UAE organizations. The present study did not support this statement. The investigating on job satisfaction of Ayurveda medical officers at the Ayurveda industry revealed that there is no impact relationship with other medical officers and subordinates on perceived job satisfaction of Ayurveda medical officers. Charoensukmongkul et al, 2016 stated that employees having supportive and constructive relationships with their co-workers is negatively correlated with emotional fatigue and positively on job satisfaction where the present study did not support this statement. It is observed that there is a weak positive impact of performance appraisal on job satisfaction of Ayurveda medical officers. Rodrigo (2022) found that Performance appraisal is positively linked with job satisfaction and in the study conducted by Wahjono et al, 2016 concluded that performance appraisal has direct impact on job satisfaction. The present study supported this view.

There is a moderate positive impact of nature of work on job satisfaction of Ayurveda medical officers. Luthans (2005) confirmed that there was a positive impact on nature of work and perceived job satisfaction which supports the observations of this study. It is observed that there is no impact of gender on perceived job satisfaction of Ayurveda medical officers. Miao et al, 2017 concluded that female doctors show overall job satisfaction. The research

result did not agree with these findings. In this study, there is no impact of educational level on perceived job satisfaction of Ayurveda medical officers. Gurbuz, 2007 revealed the positive relationship between education levels and job satisfaction. The present study did not confirm this finding. According to the study 56 years medical officers were most satisfied in the Ayurveda health care system while medical officers in age group of 36 years to 45 years are less satisfied with the industry. Sarker et al, 2003 concluded that age of the employee does not matter for job satisfaction. The result of the present study does not support this view. Garcia et al, 2013 in his study showed the higher satisfaction rates among elder workers than younger health care workers. The research result agreed with this statement.

The investigation of job satisfaction of Ayurveda medical officers at the Ayurveda industry revealed that there is no impact of experience on perceived job satisfaction of Ayurveda medical officers. Abdulla (2010) indicated that increasing the number of years of experience was found to have a statistical relationship (higher level) with job satisfaction. The result of the present study did not support this view. According to the findings of the present study, the nature of work was the high impact variable to determine the perceived job satisfaction of Ayurveda medical officers in Ayurveda industry.

CONCLUSION

Job satisfaction can improve service quality and increase employee satisfaction. In this circumstance, administration has turned their attention to provide different kinds of facilities to the medical officers in order to satisfy them. This study tested the factors affecting for the job satisfaction of Ayurveda medical officers in central province. The results suggest that the factors had satisfactorily explained job satisfaction and that the

administration should focus on the factors that affect medical officer's job satisfaction, if they want to develop Ayurveda medical system. According to the findings of this of this study it seems that the Ayurveda medical officers are satisfied. But to real situation of the medical professionals are entirely different.

Coworkers' relationship with other medical officers and subordinates also shows a weak positive relationship between perceived job satisfactions. Thus, Ayurveda sector should not ignore it. Analysis of data showed that three hypotheses were accepted, nature of work, performance appraisal and relationship with other workers are valid determinants of perceived job satisfaction of Ayurveda medical officers at Ayurveda industry. There should be a genuine methodological and systematic way of evaluations and appraisal methods in the Ayurveda medical field. If Ayurveda medical system creates a fair competitive environment, like fair treatment, fair compensation, fair work hours, these will improve their attitudes towards the job and nature of work also can motivate medical officers to provide quality services. After this consideration, we can see that fair nature of work can increase employee job satisfaction; satisfied medical officers offer good services for the medical system. This nature of work is a key factor that affects job satisfaction in Ayurveda medical officers.

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