Job Satisfaction of Beauty Parlor Workers of Sri Lanka

R. M. M. Mayoshi

Department of Economics and Statistics, Faculty of Arts, University of Peradeniya, Sri Lanka.
malshamayoshi@gmail.com

INTRODUCTION

Life style is fast changing in the modern era and beauty industry transmitted from one to the other generation. The beauty parlor industry is considered as a service industry that is blooming worldwide. Also new generation of beauticians has turned the hobby of homemakers into a profession (Parveen, 2006). There is the same situation in Sri Lanka. Beauty parlor industry is one of the fastest growing businesses in Sri Lanka. The beauty parlor shops are the need of every age of men, women and children. It is very important to make people good looking. Also providing employment opportunities is a one of advantage. This is very diverse industry. Today, beauty care becomes a big business, which can contribute to an economy significantly (Peiss, 2000).

Job satisfaction is an important indicator that represents how well persons doing their jobs. Job satisfaction is generally defined in terms of how people feel about their jobs and different facets of their jobs (Rowden, 2002). It has brought higher employment opportunities and employees are vital resource for all most all organizations. According to Smith (1969), job satisfaction is defined as "the extent to which an employee has a positive, affective orientation or attitude towards his job, either in general or towards particular facets of it". According to above definition, we can conclude job satisfaction is about the positive feelings that employees experience during their job and it will lead to increase the level of organization. A Job satisfaction is combined with productivity, personal wellbeing, efficient and makes a creative and flexible worker to the organization.

There are many factors affect to job satisfaction such as working environment, nature of job, payment system, policies of the organization and other factors etc. In this study, working environment, salary structure, relationship with owners and co-workers, job security, workplace security, leave policy, Individual factors include age, marital status, income, education level and gender variables are included to measure job satisfaction of beauty parlor workers based on Nfroz, 2017 study. A large number of researches have been conducted in different countries related to this study. Akhter et.al (2013) under the topic of Job Satisfaction of Indigenous

Women – Working in the Beauty Parlors of Bangladesh, found that the salary/wage paid by the beauty parlor is satisfactory, the management provides money for sickness, there is no risk of sexual harassments while they are at the parlor, working condition like space, air, toilet etc. at the parlor is satisfactory.

This study will address the question, what factors affect worker satisfaction of beauty parlor workers. This research problem is specifically chosen because almost previous research has focused on the job satisfaction of other sectors such as garment industry, government jobs etc. The purpose of this research is to investigate the factors affect to employee satisfaction in beauty parlor workers in Sri Lanka. A large number of researches have been conducted in different countries and different sectors including Sri Lanka on job satisfaction of garment industry. But there is no attempt has been made in case of measuring job satisfaction of beauty parlor workers in Sri Lanka.

This study is helpful to the beauty care industry for conducting further research and helps to identify the pulse of satisfaction level of beauty parlor workers and taking remedial action to improve service quality. Also this study helps to improve productivity and efficiency of organizations through encouraging job satisfaction of beauty parlors. Finally it will increase level of income and it helps to create more job opportunities and reduce poverty. Also this study helps to make a managerial decision to the employees of the beauty care industry.

OBJECTIVES OF THE STUDY

The main objective of the study is identifying the factors that affect the job satisfaction of beauty parlor workers of Sri Lanka. The other objective is to identify the pattern of individual factors affect beauty parlour workers satisfaction level.

RESEARCH METHOD

The research design adopted for this study is based interview and questionnaire parlor workers of Hambantota district. In this study, working environment, salary structure, relationship with owners and co-workers, job security, workplace security, leave policy are included to measure job satisfaction of beauty parlor workers based on Nfroz, 2017 study.

To explore this study data has been collected from 120 respondents who are working different beauty parlors situated in Hambantota district, Sri Lanka. The simple random sampling technique has been used for collecting data and questionnaire and interviews were used to collect primary data. The structured questionnaire which comprises 15 statements and respondents had to give their level of agreement on 5-Point Likert Scale based on Nfroz, 2017 study.

Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5

Dependent Variable	Job Satisfaction
Independent Variables	Salary Structure
	Relationship with owner and co-worker
	Job Security
	Working Environment
	Work place Security
	Leave Policy

The data gathered through the structured questionnaire analysed through the SPSS (Statistical Package for Social sciences) software.

Using 5-Point Likert scale formulated these qualitative variables as quantitative variables.

RESULTS

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.928	0.861	0.854	0.15512

a. Predictors: (Constant), Leave Policy, Relationship with owner and co-worker, Work place Security, Job Security, Salary Structure, Working Environment

b. Dependent Variable: job satisfaction

Table 2: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.834	6	2.806	116.609	.000[a]
	Residual	2.719	113	0.024		
	Total	19.553	119			

a. Predictors: (Constant), Leave Policy, Relationship with owner and co-worker, Work place Security, Job Security, Salary Structure, Working Environment; b. Dependent Variable: job satisfaction

Table 3: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.489	0.091		5.364	0.000
Salary Structure	0.154	0.016	0.356	9.413	0.000
Relationship	0.113	0.017	0.264	6.643	0.021
Job security	0.139	0.012	0.438	11.925	0.000
working Environment	0.166	0.017	0.406	9.908	0.050
Workplace security	0.147	0.016	0.335	8.966	0.000
Leave policy	0.100	0.020	0.187	4.914	0.060

b. Dependent Variable: job satisfaction

Descriptive statistics have been used to analyse the demographic variables of the respondents such as age, marital status, income, gender, and educational level.

Table 4: Age of Respondents

Age Group	Frequency	Percentage	Cumulative Frequency
Below 20	15	12.5	12.5
20-25	22	18.3	30.8
25-30	40	33.3	64.2
30-35	23	19.2	83.3
Above 35	20	16.7	100.0
Total	120	100	

Source: Survey data

Table 5: Marital Status of Respondents

Marital Status	Frequency	Percentage	Cumulative Frequency
Married	74	61.7	61.7
Unmarried	46	38.3	100
Total	120	120	100

Source: Survey data

Table 6: Income of Respondents

Income Group	Frequency	Percentage	Cumulative Frequency
Below Rs. 5000	16	13.33	13.33
5000-15000	22	18.33	31.67
15000-20000	21	17.50	49.17
20000-30000	31	25.83	75.00
Above Rs.30000	30	25.00	100.00
Total	120	100	

Source: Survey data

Table 7: Education Level

Education Level	Frequency	Percentage	Cumulative Frequency
Under O/l	23	19.17	19.17
Sitted O/L	52	43.33	62.50
Sitted A/L	43	35.83	98.33
Degree Holders	2	1.67	100.00
Total	120	100	

Source: Survey data

Table 8: Gender

Gender	Frequency	Percentage
Female	89	74.17
Male	31	25.83
Total	120	100

Source: Survey data

Table 9: Statistics

		Age	Marital Status	Income	Education Level	Gender
N	Valid	120	120	120	120	120
	Missing	0	0	0	0	0
Mean		3.092	1.383	3.308	2.200	1.258
Median		3.000	1.000	4.000	2.000	1.000
Std. Deviation		1.243	0.488	1.377	0.763	0.440
Variance		1.546	0.238	1.896	0.582	0.193

Source: Survey data

DISCUSSION

(Table: 2) result of analysis it has found that the p-value ($0.000 < 0.05$). The result of the analysis is indicated that there is a relationship between dependent variable and overall job satisfaction. The results of regression model shows that there R^2 is 0.861. The estimation results show that overall regression model is significant at a 5% confidence level and that the overall goodness of fit is high. It indicates that the independent variables used to explain about 86% of the job satisfaction of beauty parlor workers. Moreover, the results indicate that there are a number of key significant factors such as salary structure, relationship with owner and co-worker, job security and workplace security affecting the job satisfaction of beauty parlur workers, which are statistically significant at 5% confidence level. Working environment and leave policy variables are statistically significant at 10% confidence levels. This indicates that, a working environment and leave policy variable are not a predominant of employee job satisfaction in beauty parlor industry.

The regression coefficient table shows that the value of unstandardized coefficient (B) of variable “salary structure” is 0.154. It indicates that hundred per-cent change in salary structure leads to 15 per cent change in worker satisfaction. In case of the variable relationship with owner and co-worker, the unstandardized coefficient (B) is 0.113 that means hundred per cent change in relationship with owner and co-worker may lead up to 11 per cent change in worker satisfaction. The value of unstandardized coefficient (B) of job security and workplace security variables are 0.139, 0.166. It indicates that hundred per-cent change in job security and workplace security leads to 14 per cent and 17 per cent change in worker satisfaction. These

findings are the same as the study of Job Satisfaction of Beauty Parlor Worker of Bangladesh of Nfroz, 2017.

According to descriptive analysis of age of respondents (Table: 4), it has found that 12.5% are of below 20 years old, 18.3% are of 20-25 age group, 33.3% are of 25-35 age group, 19.2% are of 30-35 age group, 16.7% are of above 35 age. As the results of marital status of respondents (Table: 5), 61.7% of the sample is unmarried beauty parlour workers and 38.3% is married beauty parlor workers. It indicates that unmarried is more engaged in this sector than married workers. As the results of income level of respondents, it is indicated that 25% of beauty parlor workers earned highest income of more than 30,000 rupees. Among 120 sample size it has found that 43.33% respondents faced General Certificate of Education Ordinary level examination (O/L). According to this results indicate that a lot of workers engaged with this industry after O/L examination because in this industry does not require education qualification. As the results of marital status of respondents, 74.17% of the sample is female beauty parlour workers and 25.83% is male beauty parlour workers. It indicates that women are more engaged in this sector than male. (Table: 9), the results show that, the mean value of age of respondents is 3.092 that indicate the average age of respondents is 30-35 years old. The mean value of marital status of respondents, income of respondents, and education level of respondents and gender of respondents are 1.383, 3.038, 2.200, and 1.258.

IMPLICATIONS

The estimation results show that overall regression model is significant at a 5% confidence level and that the overall goodness of fit is high. It indicates that the independent variables used to explain about 86% of the job satisfaction of beauty parlor workers. Moreover, the results indicate that there are a number of key significant factors such as salary structure, relationship with owner and co-worker, job security and workplace security affecting the job satisfaction of beauty parlour worker, which are statistically significant at 5% confidence level. Working environment and leave policy variables are statistically significant at 10% confidence levels. This indicates that, a working environment and leave policy variable are not a predominant of employee job satisfaction in beauty parlor industry. According to descriptive analysis of demographic factors, unmarried is more engaged in this sector than married workers and women are more engaged in this sector than male. And also in this industry does not require education qualification, therefore, that a lot of workers engaged with this industry after O/L examination. This study finally proposed some valuable suggestions that may contribute in creating proper job satisfaction among the workers of beauty parlor sectors in Sri Lanka such as introducing

systems such as flexible work arrangements, training opportunities and carrier development programmes.

KEY WORDS

Beauty Parlor Worker, Demographic Factors, Job Satisfaction

REFERENCES

Afroz, N.N. (2017), "Job Satisfaction of Beauty Parlour Worker of Bangladesh", Management Studies and Economic Systems (MSES), Vol. 3, No. 2, pp. 101-109.

Ahmed, F., Hossain M.S., Rashid M.M., and Akhter N. (2013), "Job Satisfaction of Indigenous Women – Working in the Beauty Parlors of Bangladesh", Global Journal of Management and Business Research Administration and Management, Vol. 13, No. 12, pp. 21-26.

Anderson, E. S., Coffey S. B., and Byerly, T. R. (2002), "Formal Organizational Initiatives and Informal Workplace Practices: Links to Work-Family Conflict and Job-Related Outcomes", Journal of Management, Vol. 28, No. 1, pp. 787-791.

Parveen, S. (2006). "Beauty in Evolution". Star Lifestyle, Vol. 28, No. 3.

Peiss, K. (2000). "On Beauty and the History of Business". Enterprise and Society, pp. 485-506.

Rowden, R.W. (2002), "The relationship between workplace learning and job satisfaction in U.S small to midsize businesses", Human resource development quarterly, Vol. 13, No. 4, pp. 407-425.

Smith, P. C. (1969), "The Measurement of Satisfaction in Work and Retirement: A strategy for the Study of Attitudes", Rand McNally and Company, Chicago.