

**THE EFFECT OF JOB SATISFACTION  
ON TURNOVER INTENTION AMONG  
THE SALES REPRESENTATIVE  
WORKERS IN PHARMACUETICAL  
RETAILING STORES IN AMMAN**

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**BY**

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for the Master in Human Resources  
Management**



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## **ABSTRACT**

The purpose of this research is to examine the relationship between job satisfaction and turnover intention among sales representative workers, also to identify whether there is dominant dimension of job satisfaction that has higher effect than other dimensions related to turnover intention, moreover to determine if there is significant difference of demographic characteristics.

The research done by mean of survey, a questionnaire was distributed to 200 randomly selected respondents. The data was analyzed by using SPSS version 12.

The findings indicate that there is significant negative relationship between the five dimensions of job satisfaction and turnover intention. Pay satisfaction is the dominant dimension that has the highest influence on turnover intention. It was found that gender, number of working years and education level have significant differences, while age and salary have not significant differences with turnover intention.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

A number of authors argue that the importance of human resource issues and practices have been elevated recently by product/service markets and systemic changes in firms' labor. Therefore, more exploration perspective on human resource management has been adopted by practitioners and researchers (Preffer, 1979).

Technical innovations in practices have been concentrated by researchers in the HR area, focusing on the effects of training, selection, rewards, and appraisal on individual-level outcomes of job satisfaction or turnover. Further, these sub-discipline innovations have occurred in relative isolation from one another (Wright & McMahan, 1992). It is concerned with how organizational characteristics shape HR practices and priorities and how these HR practices contribute to the bottom line (Martell & Carroll, 1995).

### 1.2 Background of the Study

Subsequent organizational success and labor productivity are significantly affected by employee turnover, and that's why it has been one of the most commonly studied areas of interest. Voluntary turnover is a key unwanted consequence, and cost of change. So it is important to assess and understand avoidable turnover. Turnover intentions are the thoughts of the employee

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