

**THE IMPACT OF JOB SATISFACTION AND JOB
CHARACTERISTICS ON TURNOVER INTENTION IN PALESTINE**

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**UNIVERSITY UTARA MALAYSIA
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A project paper submitted to the Othman Yeop Abdullah Graduate School
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ABSTRACT

The purpose of this research is to determine the relationship between employee job satisfaction, job characteristics and turnover intention. It also tries to identify which among the independent variables are the most important factors that explain turnover intention in one of the hotel organizations in Palestine. The research done by mean of survey, a questionnaire was distributed to 100 randomly selected respondents. The data was analyzed by using SPSS version 16. The findings of the study indicate that there is a significant negative relationship between the five dimensions of job satisfaction and turnover intention. Moreover, the findings from the correlation analysis revealed that a job characteristic is negatively and significantly correlated with turnover intention. It was found that job satisfaction is the most important relates to reduce employee turnover intention.

CHAPTER 1

INTRODUCTION

1.1 Introduction

Employees are the most important element in any organization. They are playing the major role and produce the basic contributions to the organization, so it is what productivity depends on. Because of that, any organization should pay a great attention to their employees for maintaining them (OMalley, 2000). Satisfied employees would produce superior quality performance in best time and lead to growing profits. They are also more likely to be creative and innovative and come up with innovative thoughts that allow the organization to grow and change positively with time. But vice versa unsatisfied employees will affect negatively on the organization and will increase the employee's turnover. Turnover can reduce the effectiveness of the organizations that confirmed by the empirical studies (Smith & Brough, 2003). So the organizations which like to achieve competitive advantages should pay high attention to the employees and their job satisfaction.

In hotel industry, the service which offered to the customers depends on the creativity ideas to attract them. Therefore the employees should work in good and friendly environment for them to thrive. Contented employees are productive, dependable and trustworthy. The purpose of this study is to explain the factors which may affect on the employee's satisfaction and the relationship between these factors and the employees' turnover in one of the five stars hotel in Palestine.

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Appendix A