Abstract

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Title: Job Satisfaction as Determinants of Job Performance Among Call Center Agents. Year 2004-2005

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A. Objectives of the Study

The ultimate aim of this study was to determine the job satisfaction as determinant of job performance among call center agents.

B. Specific

1. What is the demographic profile of the employees according to the following categories?
   a. civil status,
   b. educational attainment,
   c. length of service, and
   d. monthly salary

2. What is the job satisfaction of the respondents in terms of:
a. communication
b. contingent rewards
c. co workers
d. fringe benefits
e. nature of work
f. operating condition
g. pay
h. promotion
i. supervision

3. What is the job performance of call center agents?

4. Is there a relationship between the job satisfaction level and job performance level of the respondents?

Scope and Delimitation

This study focused on the job satisfaction of the call center agents in relation to their job performance and was limited to a total of 30 respondents of different call centers.

The researchers obtained the sample through purposive sampling technique. The respondents should be at least one year in service in the call center, regardless of their age and gender.
Methodology

The study made use of descriptive – correlational method in determining the job satisfaction and job performance of the call center agents.

The respondents of the study were 30 call center agents working in different call centers. The researchers obtained the data through the instruments utilized namely: Demographic Profile Form, The Job Satisfaction Survey, and The self made Performance Appraisal Form. The statistical tools utilized were the Descriptive statistics, Percentage, Pearson Product Moment Coefficient of Correlation.

Major Findings

The following findings resulted from the study:

1. Majority of the respondents was single with 25 or 83.33%. All of the respondents were college graduates. A great number of employees have a monthly income of 14,000 and up which accounted for 43.33% and 60% of the total respondents stayed for the company for 1 year and 7 months to 2 years.

2. Majority of the call Center Agents perceived their company as slightly high in all of the following dimensions communication (4.17), Contingent Rewards (3.82), Co-workers (4.32), Fringe benefits (3.83), Nature of work (4.08), Pay (3.99), Promotion (4.13), Supervision (4.45), and
Operating Conditions (3.55). The overall level of job satisfaction of call center agents is slightly high with an overall weighted mean of 4.04.

The top 3 characteristics are the following: supervision with an average mean of 4.45, co-workers with an average mean of 4.33 and promotion with an average of 4.13.

3. Majority of the respondents belonged to above average Job Performance level.

4. Correlation results suggest a moderately positive relationship between job satisfaction and job performance levels of call center agents.

Conclusions

In the light of the findings as summarized, the following conclusion were drawn:

1. The job satisfaction level of the Call Center Agents is slightly high. Due to that employees perceive their company as high in supervision, co-workers and in terms of pay. This finding complements with what literature implies that a high level of job satisfaction tends to be result of a high performance.

2. The call center agents overall level of job performance is above average. Due to performance standards and differential piece rate pay
key ingredients in achieving high levels of performance, while other
found stress helpful in improving performance up to an optimum point.

3. There is moderately positive relationship between the Job Satisfaction
level and Job Performance level of Call Center Agents.

Recommendations

From the results gathered, the researchers cam up with the
following recommendations:

1. To have a program that can help maintain the employees level of
job performance to the optimum.

2. To lessen the organizational power so that employees are allowed
to participate freely in the process of decision-making.

3. Correlate job satisfaction and job performance to other variable
like demographics, other work attitudes and others.

4. The future researchers interested to do similar study should
explore more about the demands in our society and increase the
number of respondents and make a comparative study between
the call center agents of other call centers.