

Manuscript ID : 00000-83544

Journal of Organizational Culture, Communications and Conflict

Volume 22, Issue 1, April 2018, Pages 1-12, Page Count - 12



Source ID : 00000162

UNDERSTANDING GENERATIONAL IDENTITY, JOB BURNOUT, JOB SATISFACTION, JOB TENURE AND TURNOVER INTENTION

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Abstract

High employee turnover rates are problematic in the retail banking industry because turnover increases the risk of costly regulatory compliance mistakes. The factors that predict turnover in this industry are not well understood, however. The purpose of this correlational study was to examine the relationship between the independent variables of job satisfaction, job burnout, time on the job, generational identity and the dependent variable of turnover intention for retail banking employees in the United States. A random sample of 100 individuals from the banking industry responded to an online survey that combined elements of a job satisfaction survey by Babin & Boles, a turnover intention survey by Boshoff & Allen and the Maslach Burnout Inventory. Results of the multiple linear regression analysis suggested statistically significant ($p < 0.001$) relationships between job burnout and turnover intention ($\beta = 0.297$) and between job satisfaction and turnover intention ($\beta = 0.683$). These findings are congruent with research that shows that satisfied employees report less job burnout and are more likely to remain in their job.

Author Keywords

Job Burnout, Job Tenure, Turnover Intention

ISSN Print: 1544-0508

Source Type: Journals

Publication Language: English

Abbreviated Journal Title: JOCCC

Publisher Name: Allied Business Academies

Major Subject: Social Sciences and Humanities

Subject area: Organizational Behavior and Human Resource Management

ISSN Online: 1939-4691

Document Type: Journal Article

DOI:

Access Type: Open Access

Resource Licence: CC BY-NC

Subject Area classification: Business, Management and Accounting

Source: SCOPEDATABASE

Reference