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The Impact of Job Satisfaction Factors On Resignation Ratio In Kurdistan Travel Agencies

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Introduction:

In today's high competition market, the business competes between each other on different scales. One of those most important scales that the companies compete on is having the most qualified man powers comparing to the other competitors.

In some business specially in the business which their product is based on services the real investment and the capital of the business is the staff members who is providing these services to the customers. In those business losing one of your staff members may cause losing customers, or having a lower service quality, or even more disastrous events such as having a new competitor, causing other employees to resign or even having the company's information leak out to other competitors or to the customers.

Because of that it's really important for those companies to have the lower resignation rate. The most companies who will face the most negative impact on each resignation is the small size companies and then the medium size companies.

One of the most service-based industries is the travel and tourism Industry. Travel and tourism industry play an important role in the economy at Kurdistan Region in Iraq which will be the region of our study. The travel and tourism companies at Kurdistan Region in Iraq are small size companies and medium size companies. In another hand the travel and tourism companies are facing a very high resignation rate at Kurdistan Region market.

This research main aim is studying the impact of job satisfaction on resignation ratio at travel and tourism companies at Kurdistan Region of Iraq.

The Problem of The Study:

One of the main issues that travel agencies face is employee huge turnover. Each employee resignation can lead more for a lower service quality, clients, knowledge, skills, experience, and man power eventually it will lead to lower the travel agency ability to compete in the market.

The Important of The Study:

Finding the connection between each job satisfaction factor and the resignation ration of travel agencies employees at Kurdistan Region in Iraq. This research will help travel agencies at Kurdistan Region at Iraq to have a lower resignation ratio by increase job satisfaction factors.

Those results can be used by travel agencies to have a better strategy that create a more positive work environment, will cause a higher employee satisfaction, and eventually will have a better services quality at the travel agencies will cause more success and profits.

The Aim Of The Study:

This research aim to achieve bellow objectives:

- Find the main job satisfaction factors for the travel agencies employees at Kurdistan Region of Iraq.
- Find the effect which each job satisfaction factor can impact on the travel agencies employees at Kurdistan Region of Iraq.
- Analyze the effect between each job satisfaction factors and travel agencies employee's resignation ratio at Kurdistan Region at Iraq.
- Recommend to the travel agencies in Kurdistan Region at Iraq to how much improve each job satisfaction factor for their employees.

Research Questions:

This research will address the following questions:

- How far Job Satisfaction can impact the resignation ratio at the travel agencies at Kurdistan Region at Iraq?
- Which one is the main job satisfaction factor which can impact the resignation ratio at the travel agencies at Kurdistan Region at Iraq the most?
- How much each job satisfaction factors can impact the resignation ratio at the travel agencies at Kurdistan Region at Iraq?
- At what extend each job satisfaction factors will not have a high impact on the resignation ratio at the travel agencies at Kurdistan Region at Iraq?
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Research Hypotheses:

This research is expected to have the following outcomes:

- A better of the main job satisfaction factors impacting travel agencies employee's resignation ratio at Kurdistan Region of Iraq.
- Important information about the experiences and expectation of travel agency employees regarding job satisfaction and resignation.
- Important recommendations for travel agencies to implement strategies that increase job satisfaction and reduce employee resignation ratio.

Previous studies:

Job satisfaction refers to an employee's positive feelings resulting from their own job experiences. A higher job satisfaction led the employee to be more productive, lower resignation ratio, lower absenteeism rates, and doing more than their own duties.

Below we will discuss several job satisfactions factors every factor will affect the job satisfaction for the employees:

- Work itself: The nature of the work itself acting a significant role. Jobs with greater variety, task identity, autonomy, significance, and feedback tend to be more satisfying.
- Pay: While not the sole motivator, fair and competitive compensation can significantly impact job satisfaction.
- Promotions and growth opportunities: Employees who understand possibilities for progression and skill progress are more likely to be satisfied.
- Work relationships: Positive relationships with colleagues and supervisors contribute to a more enjoyable work environment.
- Working conditions: Safe, comfortable, and well-equipped workspaces can enhance job satisfaction.
- Organizational justice: Employees who observe justice in executive and resource distribution are more likely to be satisfied.

High job satisfaction has numerous optimistic results for both employee and the company as it shown below:

- Higher productivity: Employees will be more engaged and give more efforts for their job duties.
- Reduced absenteeism: Satisfied employees are less likely to miss work.
- Lower turnover: Satisfied employees are more likely to stay with their organization.
- Improved organizational citizenship behavior: Satisfied employees are more likely to go more than their job responsibilities require to help the company.

Employee have varied characters and priorities, so what one employee finds satisfying might not be the same for another. It's vital for companies to reflect this when evolving strategies to progress job satisfaction.

By considerate the factors that affect job satisfaction and its effect on employee performance, companies can create a work situation that raises optimistic employee experiences, leading to increased productivity, lower resignation rate, and eventually, greater companies achievement.

Theoretical Background of the research:

There is multiple theoretical principles which support the job satisfaction factors that influence employee resignation ratio. Some of the most important ones will be discussed:

1. Needs-based theories:

- **Maslow's Hierarchy of Needs:** The theory put assumption that humans have a pyramid of desires, starting from the basic physical needs to higher desires like honor and self-respect. In this research, unfilled desires related to job satisfaction led to a higher resignation ratio among employees.

2. Motivational theories:

- **Herzberg's Two-Factor Theory:** The theory show there is two different factors compensation factors and motivation ones. Filling compensation factors will not cause dissatisfaction, but at the same time it will not lead to satisfaction. Companies should fill both factors together to get the highest level of job satisfaction.
- **Job Characteristics Model:** The theory gives five main job factors:
 - Skill variety
 - Task identity
 - Task significance
 - Autonomy
 - Feedback

Those five job factors affect job satisfaction. Companies must analyze their work tasks to see if they offer the opportunity for their employee to use all five factors.

3. Justice theories:

- **Distributive Justice:** The theory claims that justice in rewards and gratitude is the main job satisfaction factor. Companies should make sure to have justice between the employees in the same level and with the same tasks and the same rewards and gratitude.
- **Procedural Justice:** The theory claims that there must be a justice of the procedures used to make decisions. Fair evaluation and treatment which lead to justice decisions on raises and rewards can lead to high job satisfaction.

4. Social Exchange Theory:

This theory suggests a mutual relationship between employees and employers. Employees who feel valued and devoted in by their companies are more likely to respond with loyalty and promise, reducing resignation ratio.

5. Dispositional Approach:

This approach admits individual differences in personality characters that can affect how people respond to job satisfaction factors. For example, some employees might order work-life balance more than others, so flexible work measures might hold better value for some employees.

Considering these theoretical principles along with the exact context of travel agencies in Kurdistan Region at Iraq will provide a strong foundation for the research. Investigate which factors hold the most weight for employees in this sector and utilize this knowledge to develop targeted interventions to improve job satisfaction and reduce resignation rates.

Methodology and research methods:

A quantitative method approach will be used. A survey tool will be developed and send to a random employee who work in deferent travel agencies across the Kurdistan Region of Iraq.

The survey will collect the data on Job satisfaction factors levels at their work now, how much it likely to leave their job right now and why they leave their old job.

A mix method between statistical method and graph method will be used to describe the data collected by the quantitative method approach.

Research Tools:

Using google form a survey tool will be developed and send by links throw emails, social media and other applications to random employees who work in deferent travel agencies across the Kurdistan Region of Iraq. By using this quantitative method we will collect the data on Job satisfaction factors levels at their work now, how much it likely to leave their job right now and why they leave their old job.

Research Limitation:

The limitation of the study will be below:

- The Region of the research will be only at Kurdistan Region of Iraq so it will be only in those four cities Erbil (the capital of Kurdistan Region), Sulaymaniyah, Dohuk and Halabjah.
- This research will be only on the travel agencies we will not consider other business.
- This research will be only on the employee levels
- There will not be any data collected from the managers or the owner considering their feedback on their employees.

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