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## The Effect of Work Life Balance on Employee Job Satisfaction among Non Executives in the Public Banking Sector in Colombo District

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### Abstract

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#### **Area of the Study**

*This study is mainly focused on discussing the effect of work life balance on job satisfaction among non executives in the public banking sector in Colombo district.*

#### **Problem of the Study**

*The research problem addressed under this study is to investigate what extent work life balance affects on job satisfaction among non executives in public banking sector in Colombo district.*

#### **Method of the Study**

*The data for the present study was collected from 224 respondents in public banks in Colombo by administrating a structured questionnaire, which consisted of 36 statements with 5 point Likert scale. The data analysis included the univariate, bivariate and multivariate analysis method conducted using SPSS (version 16.0).*

#### **Findings of the Study**

*The results of the study emphasize that there was a negative relation of work life balance with job satisfaction and 78.9% of job satisfaction was explained by work life balance (sig-0.000). Except job autonomy, work to family interference, family to work interference, work stress, life stress and work load were negatively correlated with job satisfaction. 82.7% of job satisfaction was explained by the total variables of work life balance of the model according to multiple regression analysis.*

#### **Conclusion of the Study**

*It is concluded that there was negative relationship between work life balance and job satisfaction of the non executives in the public banking sector in Colombo district. The bank management has to introduce various strategies to reduce the conflicts of work life of non executives for the purpose of getting maximum contribution.*

**Keywords:** Work Life Balance, Work/Life Stress, Work Load, Job Autonomy

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### **Introduction**

Human Resource Management can be considered as one of the most vital functional areas of management and a source to achieve sustainable competitive advantage for an organization (Opatha, 2009). Therefore every organization is very keen to utilize its human resource in an efficient and effective manner to achieve the intended goals and objectives (Opatha 2009). Research on work life balance and job satisfaction has become a research area of much importance in today's context. This study is an attempt to enhance the existing body of knowledge regarding the above mentioned area with a Sri Lankan approach.