Research Paper

User experience designers: a study on organizational commitment, job satisfaction & self-efficacy

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ABSTRACT

Every individual has a different personality. Some individuals are committed towards their work whereas others are just working for the sake of earning. They do not enjoy working or we can say, they are not satisfied with their roles in an organization. The success of the organization is only when employees stay committed to their work. Also, when the employees are satisfied with their job roles. The present study aims to study job satisfaction, job commitment and self-efficacy of User Experience Designers. The study was conducted on 30 UX Designers within the age group of 21-35years from Punjab. Standardized measures of job commitment, job satisfaction and self-efficacy were administered on participants. The findings of the study revealed that there is a positive correlation between job satisfaction and organizational commitment. But there is no significant correlation of self-efficacy with job satisfaction & organizational commitment.

Keywords: *User Experience Designers, Job Roles, Job Commitment, Job Satisfaction, Self-Efficacy*

Commitment towards an organization is an attitude of an individual towards an organization. Commitment is not something that employees bring to an organization. Understanding and Trust often are mutually developed. One needs to assess the behaviour of an individual in the organization. Employees working in an organization makes the success of an organization. The quality of the work depends on the employee's job commitment and job satisfaction. One needs to stay committed while doing their work. Job commitment and Job satisfaction are inter- related. Job commitment in general means commitment to whatever work you do. One needs to be motivated. Performance of an individual depends upon the commitment toward the work. Once the management gets weakened, there is a great impact on the productivity of management operations. The organization incurs a heavy loss. One needs to believe in himself or herself. One needs to know about his or her innate abilities. One needs to know their worth. Self-efficacy refers to the belief in their own capacity to succeed. One needs to be self-sufficient to cater to his or her needs. Organizations need to work towards changing attitudes to enhance work productivity and job satisfaction of an employee. Working in an organization with a higher level of job satisfaction will result in higher work productivity leading to increase in

turnover intention. Various factors affect the level of job satisfaction, commitment and self-efficacy. Some may not be motivated enough, or the cultural environment is not good or there is a lot of pressure on the employees.

Organizational Commitment

The word organizational commitment is increasing in the sector of industrial and organizational psychology. It refers to the attachment of the employee for which he/ she is working for. It helps in the prediction of employee's job satisfaction, job performance and job insecurity. Organizational Commitment is a psychological state that binds the individual to an organization in which they work. (Allen and Meyer, 1991). According to Mowday, Steers, & Porter (1979), Organizational Commitment is defined as "the relative strength of an individual's identification with and involvement in a particular organization". According to O'Reilly (1989), Organizational Commitment refers to "an individual's psychological bond to the organization, including a sense of job involvement, loyalty and belief in the values of the organization.

In a study by Stites & Michael, (2011) conducted on 136 production employees, it was found out that corporate Social Performance is directly proportional to employee's organizational commitment.

Research conducted on lawyers was specifically administered to study the relationship between the commitment and job satisfaction and job performance. (Carmeli & Freund, 2003)

Agarwal & Sajid, (2018) concluded that organizational commitment is a strong predictor of turnover intention. They also found out that the job commitment and job satisfaction was much higher in the public sector than the private sector but the turnover intention was vice versa.

Job Satisfaction

Arnett, Laverie and McLane's (2002) definition is summarized by saying that job satisfaction is reflected as an employee's general effective assessment of himself/herself in the context of his or her job. Spector (1997) defines job satisfaction as "how people feel about their jobs and different aspects of their jobs." Martin and Gert (2017) defined job satisfaction as, "Job satisfaction is a frequently studied variable in organizational behaviour research, and also a central variable in both research and theory of organizational phenomena. What is agreed is that stemming from cognitive processes, job satisfaction is a generalized effective work orientation towards one's present job and employer."

In general, it is defined as the happiness of an individual when one's wishes are meant. Job satisfaction is the level of gratification employees feel with their jobs. Job satisfaction varies from individual to individual. Job satisfaction is an important variable to work in an organization. Job satisfaction, turnover and productivity are directly proportional. Higher the job satisfaction of an employee, higher the turnover. Also, higher is the productivity. Many companies focus on employees' job satisfaction in providing a customer-centric approach. There are two types of job satisfaction: one that depends on delightful emotions of an employee (Affective Job Satisfaction) and the other refers to feelings regarding specific job aspects such as remuneration, other benefits etc. (cognitive job satisfaction).

Research studies on administrators concluded that there is a positive relationship between job satisfaction and organizational commitment. (Thabane and Radebe, January 2018)

Miao et al., (2020) revealed that understanding job satisfaction correlates with an understanding of the personality traits of an employee. They also concluded that there is a significant relationship between supervisor humility and job satisfaction. They also suggested that an employee's creativity in an organization depends on the level of job satisfaction.

Ratnasari & Adam, (2020) concluded that there is a significant and direct relationship between leadership, job satisfaction and performance but the culture in an organization is only proportional to employee's satisfaction and job performance.

Self- Efficacy

Albert Bandura was the first psychologist who brought "self-efficacy" into existence. Bandura, (1977) defined as "Self-efficacy (also known as a social cognitive theory or social learning theory) is a person's belief that she is capable of performing a particular task successfully. Self-efficacy refers to the belief of an individual that he or she will be able to accomplish or reach his/her desired goal. The higher the level of self-efficacy of an individual, higher are the chances of attaining a goal and vice versa. Individuals having higher levels of self-efficacy work harder to reach their goal whereas people who have low levels of self-efficacy surrender beforehand. An organization needs to understand the employee's self-efficacy and commitment towards the work. It is an evolving process. There are several ways to increase self-efficacy such as Writing affirmative statements, Dedication, Commitment towards achieving your goal, Learning from failures and many more.

The study by Albrecht (2017) conducted on 623 participants suggested that the variations in the individuals along with job factors have a direct impact on work productivity and job commitment. He revealed that once an individual is not satisfied with his/her job, it decreases the work productivity simultaneously having a great impact on turnover.

Mensah & Asamani, (2013) revealed that there is always a positive correlation between the quality of work and self-efficacy. Higher the self-efficacy, higher the quality of work and vice versa. He suggested that the quality of work basically depends on employee's job satisfaction. He came to an end that self-efficacy has a direct and major impact on the quality of work of an employee. Although age and term did not influence the quality of work of an employee level in education has an impact on work quality of an employee.

Nassri & Yaghmaei, (2020) revealed that there is a significant and positive correlation between commitment towards an organization with both boredom and self-efficacy. Higher the level of job and organizational commitment, higher the self-efficacy and lower the level of boredom. Similarly, lack of job and organizational commitment, lower self-efficacy resulting in lower work productivity and higher is the boredom. Therefore, it is always suggested to motivate employees to enhance their job commitment so that the rate of work productivity increases.

Purpose

The purpose of this study is to evaluate organizational commitment, job satisfaction and self-efficacy of UX Designers.

Hypothesis
- There will be a positive correlation between organizational commitment and job satisfaction.
- There will be a positive correlation between self-efficacy, organizational commitment & job satisfaction.

METHODOLOGY

Sample

The study was conducted on 30 User Experience designers aged from 21-35 years.

Measures
- **Organizational Commitment Questionnaire** developed by Mowday, Steers & Porter in 1979 is used. It is a 15 item questionnaire scored on a 7-point scale ranging from 'strongly disagree' to 'strongly agree'.
- **Job Satisfaction Scale** introduced by Brayfield and Rothe (1951) is a 5 item questionnaire used to assess the job satisfaction level of employees. It is scored from 0- strongly disagree to 10- strongly agree. Also, the mean was calculated to obtain a single score to evaluate the level of overall job satisfaction.
- **General Self Efficacy Scale** developed by Schwarzer & Jerusalem, (1995) included items in a positive relation to emotion, optimism and work satisfaction. It is a 10 item questionnaire in which total scores were calculated ranging from 1- Not at all true to 4- exactly true.

Procedure

The participants were asked to fill the google forms. The participants were thanked for their valuable time and cooperation.

RESULTS

The responses of the participants were analyzed to assess the organizational commitment, job satisfaction, and self-efficacy of UX designers. Mean and standard deviation are presented in Table 1.

Table 1: shows Mean & Standard Deviation of all variables. N=30

	Organizational Commitment	Job satisfaction	Job Satisfaction Avg. Score	Self-Efficacy
N	30	30	30	30
Mean	64.9	32.4	6.47	30.9
Standard deviation	13.2	7.95	1.59	4.62

Table 2: Correlation between all variables.

	Organisational Commitment	Job satisfaction	Job Satisfaction Avg Score	Self-Efficacy
Organisational Commitment	—			
Job satisfaction	0.610***	—		
Self-Efficacy	0.226	0.273	0.273	—

*Note. * p < .05, ** p < .01, *** p < .001*

DISCUSSION

The results show that there exists a significant positive correlation between organizational commitment and job satisfaction (r= 0.610, p< 0.001). The above hypothesis stated is accepted. However, there is no significant relationship between self-efficacy, organizational commitment & job satisfaction.

Researchers found that there is a positive and significant correlation between job satisfaction and commitment of customer contact employees. (Malhotra & Mukherjee, 2004) Researchers in the studies reveal that there is a positive relationship between ethical leadership, organizational commitment and job satisfaction. (Celik, Inanir, et al., 2015).

Studies concluded that there exists a positive relationship within the behaviour of the leader organizational commitment and job satisfaction. (Stander & Rothhman, 2008).

Results conducted on males and females showed that males showed higher levels of perceived employee's support in an organization, Job satisfaction and organizational commitment. (Mabasa & Ngirande, 2015).

CONCLUSION

The research aimed to analyze the Organisational commitment, job satisfaction and self-efficacy on 30 User Experience designers aged from 21 to 35 years. The results show that organizational commitment and job satisfaction are positively correlated. Higher organizational commitment, higher job satisfaction. Lower the organizational commitment, lower job satisfaction. So, this hypothesis is accepted. But the results also show that organizational commitment, job satisfaction is not significantly correlated with self-efficacy.

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Conflict of Interest
The author declared no conflict of interest.