

Abstract

The objectives of the study “Job Satisfaction Creation to Promote a Sense of Belonging with the Organization : A Case Study of Production Workers of an Automotive Parts Industrial Plant” are to study the level of satisfaction toward the organizational management system and to study the relationship between satisfaction levels and a sense of belonging with the organization. Data are collected from 183 production workers using the questionnaire. The samples are mostly male, with an average age of 31 years, married, with average service duration of four years. They have a moderate level of a sense of belonging with the organization. They are dedicated to the work and perform their duties under their responsibility very well and to the best of their ability. They believe that “rules and regulations” and “morality and ethic” are good and they have observed them all along. However, they feel concerned with the future and change of the company.

Satisfaction aspects that have an impact on a sense of belonging with the organization include satisfaction with overall working conditions, satisfaction with the opportunity for career development, satisfaction with information received internally, and satisfaction with their supervisors and management team. However, satisfaction with training has no impact on a sense of belonging with the organization.

The study recommends the following on organizational management: promotion of career advancement for workers at all levels, training that meet the needs of the workers, provision of opportunity to express their opinions on management, and communication about current corporate situations to all workers. In addition, it recommends promoting a sense of belonging with the organization through their supervisors and maintaining good relationships between workers and supervisors as well as the management team through organizing relations-building activities on a regular basis.