

Abstract

The objectives of the study “Influence of the Big Five Personality Types on Job Satisfaction of Sale Persons” are twofold: to study the five personality traits of sale persons and to study the relationship between such traits and personal factors on their job satisfaction. The sample population consists of sale persons of a retail shop in a department store. Data are collected using the questionnaire and analyzed by statistics based on frequency, percentage, mean and standard deviation, correlation and multiple regressions.

The study reveals that all the 58 sale persons have a high level of conscientiousness, extraversion and agreeableness, a moderate level of openness, and a low level of neuroticism. The neurotic trait has a negative correlation with job satisfaction. In predicting satisfaction, one personality trait, agreeableness, can predict job satisfaction. The study also finds that such personal factors as levels of education and fields of study have different impacts on job satisfaction. Those with an education level lower than the bachelor’s degree have greater job satisfaction than those with a bachelor’s degree or higher, while those graduating in marketing have greater satisfaction than those in other fields of study.

The study recommends using a personality test on agreeableness as a guideline for selecting personnel because it can predict job satisfaction levels. Training should be planned on the basis of personality traits and job satisfaction of workers, aimed to reduce neuroticism because of its negative impact on job satisfaction and to increase the remaining personality features. However, such success will depend on the assumption that every worker can change. Workers must be inculcated to love their work, have a positive attitude, and feel confident that they will grow together with the organization.