

## **JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT OF EMPLOYEES IN FAST FOOD RESTAURANTS AMIDST ECONOMIC CRISES IN SRI LANKA: SPECIAL REFERENCE TO KFC RESTAURANTS IN WESTERN PROVINCE IN SRI LANKA**

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The hospitality industry is one of the largest developing service industries in the world. The global hospitality market grew from \$4,390.59 billion in 2022 to \$4,699.57 billion in 2023 at a compound annual growth rate (CAGR) of 7.0%. The hospitality industry is experiencing significant growth in today's world and is widely recognized as a major contributor to the global economy. It plays a vital role in providing hospitality services to communities and attracting tourists. Since the hospitality industry is service oriented industry, all employees in the industry are equally important and their commitment directly affects the success of the organization. However, there are less studies conducted under job satisfaction and organization commitment in fast food outlets in Sri Lanka. Following the issue, the study aims to identify the impact of Job Satisfaction dimensions (Pay, Employee Empowerment, Supervision, Promotion and Training) on Organization Commitment of employees in Fast Food outlets in Sri Lanka. The study is identifying employees of fast-food outlets as the population of the current research. Data was collected through a well-structured questionnaire from a sample of 150 employees who work in KFC fast food outlets in western province using simple random sampling technique. Regression analysis, reliability analysis, descriptive analysis, and correlation analysis are mainly used in this study. SPSS version 26 software was used to analyze data. Research findings indicate that Job satisfaction variables such as Pay, Employee Empowerment, Promoting and Training have a positive impact on organization Commitment, whereas Supervision have no impact on organization Commitment. The new study confirms the earlier findings by showing that organizational commitment is one of the most crucial factors for an organization's performance and thus job satisfaction has a favorable impact on organizational commitment. This study offers a fresh contribution to the tourism sector's efforts to retain and motivate its workforce.

**Keywords:** Economic crises in Sri Lanka, Fast Food Restaurants, Job satisfaction, Organizational Commitment

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