

**THE IMPACT OF JOB CHARACTERISTICS ON EXECUTIVES'
PERFORMANCE OF ABC PRINTING TECHNOLOGIES (PVT) LTD.
SRI LANKA**

Ekanayake, H.M.T.A.

Institute of Human Resource Advancement, University of Colombo, Sri Lanka
thisara8539@gmail.com

Organizations are always looking for ways to enhance their performance. One of the ways is to improve employee performance by incorporating job characteristics that contribute to employee motivation, satisfaction, and engagement. The characteristics of the job needed to improve employee performance are skill variety, task identity, task significance, autonomy, and feedback. Factors in improving organization development and performance cannot be separated from the role of human resources in moving the organization around the company. The goal of this research was to assess the impact of job characteristics on the performance of executives in ABC Printing Technologies (Pvt) Limited in Sri Lanka. This study utilised a quantitative methodological approach and deductive research approach using a descriptive research design and employed a non-probability sampling-convenience sampling technique to generate the sample size from the total population in a cross-sectional time horizon. A total of 186 employees participated in the study. Data was collected through a structured questionnaire based on a five-point Likert scale and administered to the executives of ABC Printing Technologies (Pvt) Limited. The quantitative data were analyzed using descriptive and inferential statistics. The relationship between independent and dependent variables was tested with the Pearson correlation coefficient. Based on the results, the five job characteristics measured have a positive correlation to employee job performance within the range of $r=0.146$ to $r=0.478$. In addition, feedback stands out as the most predictive job characteristic factor regarding the employee's job performance, with a beta value of 0.278. In descending order of unstandardized coefficients, the other four are task significance, autonomy, task identity, and skill variety. In addition to this, the independent variables and their effect on the dependent variable are measured using multiple regression analysis. The outcome of the test confirmed that the alternative hypothesis which states job characteristics, accepts the multiple regressions where $p < 0.05$. The study ascertains that job characteristics do affect executive performance. In respect to the findings, some conclusions are drawn along with suggestions.

The study suggests that ABC Printing Technologies (Pvt) Limited needs to enhance job design to improve employees' job performance. The organization should look into job characteristics while designing a job to improve employees' performance.

Keywords: *Employee Job Performance, Job Autonomy, Job Characteristics, Job Feedback, Skill Variety, Task Identity, Task Significance*