

**THE INFLUENCE OF JOB
SATISFACTION ON
BURNOUT AMONGST
SALES
REPRESENTATIVES**

BY

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ON BURNOUT AMONGST SALES
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Above all, my heavenly Father who has entrusted me with the task of filling my own unique space in the world

(ii)

DECLARATION

I the undersigned hereby declare that this dissertation “The influence of job satisfaction on burnout amongst sales representatives” is my own work, and that all the sources I have used and quoted have been indicated and acknowledged by means of complete references.

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SUMMARY

Sales representatives play a critical role in the development and sustainability of their business through the selling of products and services. Burnout inclined stress caused by low job satisfaction could adversely affect business development and survival. This study thus investigated the influence of job satisfaction on burnout amongst medical sales representatives.

Two measuring instruments were used namely the Smith, Hulin and Kendall (1969) Job descriptive index (JDI) and the Pines, Aronson and Kafry (1981) Burnout index (BI). This study was conducted amongst 139 sales representatives working for a generic pharmaceutical organisation.

Through a literature study, job satisfaction and burnout were defined, and a link determined between the two constructs. An empirical study revealed the relationship between job satisfaction and burnout.

The results indicated a negative correlation between job satisfaction and burnout. Conclusions and recommendations were made regarding the enhancement of job satisfaction and the management of burnout among sales representatives.

KEY TERMS

Job satisfaction; burnout; depersonalisation; exhaustion; cynicism; stress; mismatch; pay; promotion; supervisors; co-workers

Table of contents	Page
Acknowledgements	i
Declaration	ii
Summary	iii
Table of contents	iv
List of figures	ix
List of tables	x

Chapter 1: Background to and overview of the research

1.1	Introduction	1
1.2	Background to the research	1
1.3	Problem statement	7
1.4	Aims of the research	9
1.4.1	General Aim	9
1.4.2	Specific aims of the literature review	9
1.4.3	Specific aims of the empirical study	9
1.5	Paradigm perspective	10
1.5.1	Relevant paradigms	10
1.5.2	Meta-theoretical statements	10
1.5.2.1	Industrial psychology	10
1.5.2.2	Occupational mental health	11
1.5.3	Theoretical models	11
1.5.4	Methodological assumption	11
1.6	Research design	12
1.7	Research methodology	12
1.7.1	Phase 1: literature review	12
1.7.2	Phase 2Two: empirical study	13
1.8	Chapter layout	13
1.9	Chapter summary	14

Chapter 2: Job satisfaction	Page
2.1 Introduction	15
2.2 Definition of job satisfaction	15
2.3 Dimensions of job satisfaction	17
2.3.1 Pay	18
2.3.2 Job	19
2.3.3 Promotion	20
2.3.4 The supervisor	22
2.3.5 Co-Workers	23
2.4 Importance of job satisfaction for individuals and the organisation	24
2.4.1 Importance of job satisfaction for individuals	24
2.4.2 The importance of job satisfaction for the organisation	25
2.4.2.1 The importance of satisfaction for job performance	26
2.4.2.2 The importance of job satisfaction for absenteeism	28
2.4.2.3 The importance of satisfaction for staff turnover	29
2.4.2.5 The importance of job satisfaction for organisational citizenship behaviour (OCB)	30
2.5 The role of biographic variables	31
2.6 Chapter summary	31
 Chapter Three: Burnout	
3.1 Introduction	32
3.2 Definition of burnout	32
3.3 Dimensions of burnout	34
3.3.1 Emotional exhaustion	35
3.3.2 Depersonalisation	35
3.3.3 Mental exhaustion	36
3.4 The importance of burnout for individuals and organisations	37
3.4.1 The importance of burnout for individuals	37

	page
3.4 The importance of burnout for organisations	39
3.5 The role of demographic characteristics	40
3.6 Integration of job satisfaction and burnout	41
3.7 Chapter summary	44

Chapter 4: Empirical study

4.1 Introduction	44
4.2 Selection and discussion of the population sample	44
4.3 The sample	46
4.3.1 The characteristics of the sample	47
4.3.1.1 Gender	47
4.3.1.2 Age	48
4.3.1.2 Education level	49
4.3.1.3 Position	50
4.3.1.4 Tenure	51
4.4 Measuring instruments	51
4.4.1 Measuring job satisfaction	52
4.4.1.1 The JDI	53
4.4.2 Measuring burnout	54
4.5 Data collection and administration of questionnaires	58
4.6 Data analysis techniques	58
4.7 Formulation of hypotheses	59
4.8 Chapter summary	59

Chapter 5: Research results

5.1 Introduction	60
5.2 Reliability of the questionnaires	60
5.3 Biographic variables as predictors of job satisfaction	60
5.4 Biographic variables as predictors of burnout	64
5.5 Level of job satisfaction and burnout in the organisation	67

	Page
5.5.1 Correlation between job satisfaction and burnout	70
5.5.2 Relationship between the components of job satisfaction and burnout	70
5.5.2.1 Job content and burnout	71
5.5.2.2 Supervision and burnout	72
5.5.2.3 Co-workers and burnout	72
5.5.2.4 Pay and burnout	73
5.5.2.5 Promotion and burnout	74
5.6 Chapter summary	75
 Chapter 6: Conclusions, limitations and recommendations	
6.1 Introduction	78
6.2 Conclusions	78
6.2.1 Literature review	78
6.2.2 Empirical study	79
6.3 Limitations of the study	80
6.3.1 Limitations of the literature review	83
6.3.2 Limitations of the empirical study	83
6.4 Recommendations	84
6.4.1 Recommendations based on the management of promotion	84
6.4.1.1 Codetermination model	85
6.4.1.2 Promotion policy	85
6.4.2 Recommendation based on the management of job content	86
6.4.3 Recommendations to counter burnout	87
6.5 Recommendations for future research	87
6.6 Chapter summary	88
References	
Appendix 1: Questionnaire	109

LIST OF FIGURES	Page
Figure 2.1: Satisfaction performance relationship's: three views	26
Figure 5.1: Linear regression: job satisfaction and burnout	69
Figure 5.2: Linear regression job content and burnout	71
Figure 5.3: Linear regression promotion and burnout	74

LIST OF TABLES	Page
Table 3.1: Constructs of exhaustion and symptoms	38
Table 4.1: Frequencies and percentages of the sample by gender	47
Table 4.2: Frequencies and percentages of the sample per age	48
Table 4.3: Frequencies and percentages of the sample per education level	49
Table 4.3: Frequencies and percentages of the sample by employment status	50
Table 4.5: Frequencies & percentages of the sample by tenure	51
Table 4.6: Scoring of the JDI	54
Table 4.7: Maximum scores job descriptive index	55
Table 4.8 Constructs of exhaustion and associated symptoms	56
Table 5.1: Individual analysis of variance: biographical variables and job satisfaction	61
Table 5.2: Position and job satisfaction	62
Table 5.3: Individual analysis of variance: biographical variables and burnout	64
Table 5.4: Means and standard deviation for position and burnout	66
Table 5.5: Means and standard deviation table: (job satisfaction and burnout)	67
Table 5.6: Burnout frequencies and percentages	68
Table 5.7: Pearson correlation coefficients: (Job satisfaction and burnout)	69
Table 5.8: Pearson correlation coefficients: relationship between components of job satisfaction and burnout	70