

DETERMINANTS OF JOB SATISFACTION AMONG AGRICULTURE INSTRUCTORS IN NORTH CENTRAL PROVINCE OF SRI LANKA

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The gap between potential and actual yield is a crucial issue in Sri Lanka's agriculture which is directly linked with the performance of the extension officers. Agricultural Instructors (AIs) who work closely with the farmers play a major role in yield gap reduction. Understanding the level and determinants of job satisfaction of the AIs is therefore important to make informed decisions to establish an efficient extension system at the farm level. This study assessed the level of job satisfaction and its determinants among AIs in the North Central Province of Sri Lanka applying the global rating and the summation of job satisfaction facets approaches. The Minnesota-structured questionnaire method was used to collect primary data from AIs selected randomly. Job satisfaction determinants and level were measured on an ordered 5-point Likert scale statement under seven dimensions: personal growth, job security, supervision, recognition, co-workers, working conditions, and organizational environment. The level of job satisfaction was measured with the Job Satisfaction Index (JSI). The Ordinal logit regression model was used to identify the factors affecting the job satisfaction of AIs. The results showed that most AIs are moderately satisfied with their job and the index ranged from 0.56 for organizational environment to 0.75 for recognition. The JSI results further revealed that all seven dimensions contributed to low job satisfaction among AIs. The results of the ordinal logit regression model found that supervision is statistically significant ($p > 0.001$) followed by recognition at ($p > 0.05$) on job satisfaction. The study concludes that job satisfaction of the AIs could be improved through the development of both motivational and hygiene factors under Herzberg's two-factor theory. Policymakers need to pay special attention to taking measures to develop job satisfaction for AIs to increase their contribution to the sector's development.

Keywords: Agricultural extension service, Job satisfaction index, Likert scale, Ordinal logic regression