

**IMPACT OF JOB SATISFACTION ON  
EMPLOYEES LOYALTY:  
A STUDY IN PHARMACEUTICAL SECTOR OF  
PAKISTAN**

**BY  
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A thesis submitted to the Business Studies Department, Bahria Business School, Bahria University Karachi Campus, in partial fulfillment of the requirements for MBA Degree



*Sahmar*  
3/3/21

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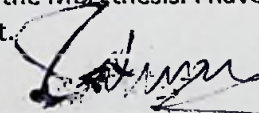
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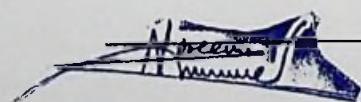
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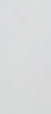
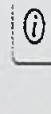
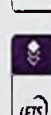
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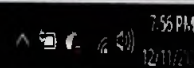
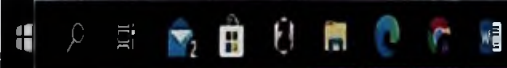
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## **Abstract**

### **Purpose**

Principle motivation behind the investigation is to inspect the Factors affecting Work satisfaction on Employees Loyalty. Work fulfillment is the feeling of having a place of the representative toward association and it's significant for all association to fabricate solid connection among workers.

### **Methodology & Design**

The nature of study is quantitative and explanatory. A well-designed questionnaire was used as research tool for the gathering of primary data. Using SPSS software: Cronbach's Alpha, Regression and Correlation tests were applied. Data was collected from employees of Pharmaceutical sector. Target population is Pharma sector and a sample size is 400.

### **Findings**

The finding of information uncovers that the components of Job fulfillment (rewards, Supervisor disposition and Empowerment) have decidedly impact on Employees Loyalty while Employees support and dynamic has negative impact on Employee Loyalty. Three theory of this examination are acknowledged and one is dismissed in light of the fact that three speculations indicated critical beneficial outcome on Employees Loyalty and one theory demonstrated immaterial negative impact on Employee Loyalty.

### **Practical Implications**

The exploration study demonstrates that three components of occupation fulfillment help to demonstrate the possibilities of Employee Loyalty and one factor has no impact on Employee Loyalty. In general, it is demonstrate that rewards, director disposition and strengthening has decidedly impact on association development through devotion and if these components are alongside the representative than he/she will perform better and at last his/her exhibition impact the association in a positive manner.

**Keywords**

Job Satisfaction, Employee loyalty, Rewards, Employee participation and decision making, Supervisor attitude, and Empowerment.

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