

**NEXUS BETWEEN JOB SATISFACTION AND
TURNOVER INTENTION: AN EMPIRICAL
STUDY OF INSURANCE COMPANIES
AT KARACHI**

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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



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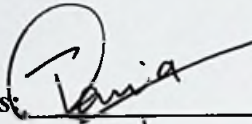
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ABSTRACT

Purpose:

The purpose of this study is to analyse the relationship between Job Satisfaction and Turnover Intention in Insurance Company of Karachi.

Methodology:

This research is explanatory in nature based on deductive approach. The data was collected with the help of a research instrument i.e. a questionnaire from a sample of 341 employees of the Insurance company. Quantitative data was collected on a Likert scale ranging from 1 to 5 which was further analysed through statistical tools correlation and regression analysis by using SPSS, version 23.

Findings:

The results have revealed a significant relationship between job satisfaction and turnover intention in the insurance company.

Practical Implications:

The findings of this research are likely to help the management of insurance company. Other organizations of insurance company may also benefit from the results of this study.

Keywords:

Job Satisfaction, Turnover Intention.

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