

RELATIONSHIP BETWEEN JOB SATISFACTION AND LIFE SATISFACTION OF SPORTS ENTREPRENEURS

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Abstract

Purpose. The main purpose of this study is to examine the relationship between job satisfaction and life satisfaction of sports entrepreneurs in Denizli, Turkey.

Methods. Fifty-one sports entrepreneurs from 39 different sport institutions completed both “The Job Satisfaction Scale” of Brayfield and Rothe and “The Life Satisfaction Scale” of Deiner, Emmons, Larsen and Griffith. First, descriptive statistics were conducted to provide an overall outlook of sports entrepreneurs’ demographic information and their opinions about their job. Then, the Pearson product-moment coefficients of correlation were computed to determine relationship between their job and life satisfaction. Finally, a simple linear regression was conducted to further examine such relationship.

Results. The results of this study showed that no statistically significant relationship emerged on the mean scores of job and life satisfaction of sports entrepreneurs although there was a positive relationship between these two variables ($p > .05$).

Conclusions. This finding is not consistent with most of previous studies indicating that job satisfaction is related to life satisfaction for business entrepreneurs. Because this was one of the few studies to examine relationships between job satisfaction and life satisfaction for business entrepreneurs, more research is needed to confirm or refute this finding.

Key words: Entrepreneurship, sport, sport entrepreneurship.

Introduction

Entrepreneur is a type of person who observes the opportunities and takes any risks trying to accomplish his/her ideas when he/she find these opportunities. Without entrepreneurship, which is the most important part of business, nobody can mention economic and social development. Standing up against a failure, positive thinking, working hard, not expecting someone to help you when you fail, continuously generating new ideas are the sine qua non of being an entrepreneur.

In addition to this, entrepreneurs’ happiness / unhappiness, satisfaction / dissatisfaction in their work life will affect their private life positively or negatively. For this, individuals’ life quality needs to be improved. This situation, however, will vary depending on the quality of the work of individuals. Until recently, most of the studies have focused mainly on industrial sector. Although sport is a dynamic and

It represents how satisfied people feel with their life including factors such as whether they are achieving their goals, are doing as well as other people

fast-growing sector with underestimated macro-economic impact, a few researches have been conducted with sports and sport entrepreneurs.

E.A. Locke (1976) defined job satisfaction as “...a pleasurable or positive emotional state resulting from the appraisal of one’s job or job experiences” (p. 1304). Implicit in Locke’s definition is the importance of both affect, or feeling, and cognition, or thinking. Job satisfaction is summarized in evaluative component and comprised of cognitive, affective, behavioral components. Job satisfaction is an important variable that could give an idea about an individuals’ expectations of his/her job and workplace (A. Keser, 2005: 79).

Life satisfaction, on the other hand, has been defined as the function of the physical, psychological and social well being of an individual (A. Bakhshi, K. Kumar, S. Sharma, A. Kumari, 2008).

around them, and are happy generally rather than just right now.

The relationship between job satisfaction and life satisfaction has been studied over the years. This is

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because job satisfaction may not only related to job environment, but also may be critical to satisfaction with all aspects of life.

Many research, therefore, have studied the relationship between job and life satisfaction among different occupational groups.

While many studies have indicated that job and life satisfaction are positively related, others have found that either no relationship or inversely relationship between these two variables (T.A. Judge, S. Watanabe, 1994; J.S. Rain, I.M. Lane, D. Steiner, 1991; M. Tait, M.Y. Padgett, T.T. Baldwin, 1989).

T.A. Judge and S. Watanabe (1994), for example, specified that a recurring distinction has been made between three hypotheses about the relation between job and life satisfaction: spillover, compensation and segmentation.

As they indicated, "From an attitudinal perspective, the spillover hypothesis indicates that one domain 'spills over' onto the other such that workers who have (dis)satisfying jobs also will have (dis)satisfying lives, and vice versa.

A positive correlation between job and life satisfaction supports the spillover hypothesis. The compensation hypothesis suggests that workers with dissatisfying jobs seek out more pleasurable experiences in their non-work lives, and vice versa. Thus, a negative correlation between job and life satisfaction supports the compensation hypothesis.

Finally, the segmentation hypothesis suggests that there is no relationship between job and life satisfaction—job and life satisfaction are independent of one another, a weak or non-significant correlation between job and life satisfaction supports the segmentation hypothesis." (p. 102).

In addition, most of previous studies focused on other than sports industry. The results of these studies have established the relationship between job and life satisfaction as being significant and positive (N. De Cuyper, H. De Witte, 2006; K. Moser, H. Schuler, 2004; J.C. Rode, 2004).

The relationship between job satisfaction and life satisfaction, however, is still controversial (T.A Judge and S. Watanabe, 1993; J.S. Rain et al., 1991).

Because of these reasons, the main purpose of this study is to examine the relationship between job satisfaction and life satisfaction of state and private sports entrepreneurs in Denizli, Turkey.

Method

Participants and instrument. Fifty-one (37 male and 14 female; Xage = 33,80 and SD = 6.57) sports entrepreneurs from 39 different sport institutions voluntarily from Denizli, Turkey participated in this study (see Table 1). Two instruments were used to understand the relation between job satisfaction and life satisfaction: Job Satisfaction Scale and Life Satisfaction Scale. Job Satisfaction Scale, developed by A.H. Brayfield and H.F. Rothe's (1951). It consists of 5 items. Scale ranges from 1 (not all satisfied) to 4 (very satisfied). Life Satisfaction Scale, developed by E. Deiner, R.A. Emmons, R.J. Larsen and S. Griffin (1985).

This scale has also 5 items, rated on a 7 point Likert scale. Research indicated valid and reliable data for Turkish people (N. Bilgin, 1995; S. Koker, 1991). A. Keser (2005) transformed these two scales to 5 ranges and also indicated valid and reliable data. A 5 point Likert scale, therefore, was used in this study.

Data analysis.

First, descriptive statistics were conducted to provide an overall outlook of sports entrepreneurs' demographic information and their opinions about their job.

An exploratory factor analysis (EFA) was conducted to examine the factorial validity of job and life satisfaction. Then, the Pearson product-moment coefficients of correlation were computed to determine relationship between their job and life satisfaction. A simple linear regression was conducted to further examine such relationship. Finally, paired sample t test was used to compare the means of job and life satisfaction of sports entrepreneurs.

Results

Given that there is no prior knowledge of the number of factors underlying sports entrepreneurs toward the job and life satisfaction, an exploratory factor analysis was performed. The Kaiser-Meyer-Olkin is (KMO= 0.74) and Bartlett test of sphericity is significant (p <0,05). As shown in Table 2, this scale consists of 8 items from 10 items reflecting sports entrepreneurs' job and life satisfaction.

Two items (items 6 and 9) are dropped after EFA procedure because they are cross-loaded onto more than one factor (see Table 1).

A principal components analysis with VARIMAX rotation revealed two factors with an eigenvalue exceeding 1. The factor accounted for

%52.25 of the variance and all factor loadings were between .461 and .917.

As a result, overall scores for sports entrepreneurs' job and life satisfaction were computed by averaging the items on the each scale. The Cronbach's alpha coefficients were 0.71 for job satisfaction scale and 0.83 for life satisfaction scale.

Table 1. Basic demographic information for participants

Variables	N	%
Age		
18-25 years-old	3	5.88
26-35 years-old	33	64.70
36-45 years-old	12	23.54
46-55 years-old	3	5.88
55-65 years-old	-	-
Total	51	100.00
Gender		
Male	37	72.5
Female	14	27.5
Total	51	100.00
Education Level		
High school	7	13.7
Undergraduate	39	76.5
Graduate	5	9.8
Total	51	100.00

Table 2. Exploratory factor analysis

Items	Factor Loadings	
	1	2
1. I find real enjoyment in my work.	.267	.591
2. Most days I am enthusiastic about my work.	.142	.735
3. I feel fairly satisfied with my present job.	.159	.699
4. I consider my job rather unpleasant.	-.100	.619
5. Each day of work seems like it will never end.	-.010	.461
6. I am satisfied with my life.	.330	.430
7. So far I have gotten the important things I want in life.	.837	.064
8. In most ways my life is close to my ideal.	.917	.122
9. If I could live my life over, I would change almost nothing.	.605	.459
10. The conditions of my life are excellent.	.834	-.015

The results of descriptive statistics are presented in Table 3. Pearson product-moment correlations and regression analyses were calculated to identify significant relationships between job and life satisfaction (see Table 3 and Table 4). The results of this study showed that no statistically significant relationship emerged on the mean scores of job and life satisfaction of than life satisfaction.

Although there was a positive relationship between these two variables ($p > .05$). Paired sample t test was used to compare the means of job and life satisfaction of sports entrepreneurs. The result [$t(50) = -13.54, p < .01$] shows a significant difference between job and life satisfaction of sports entrepreneurs, which implied that job satisfaction significantly higher scores.

Table 3. Descriptive data and correlations for job and life satisfaction

Variables	<i>M</i>	<i>SD</i>	Job Satisfaction	Life Satisfaction
Job Satisfaction	4.50	.393	-	.237
Life Satisfaction	3.07	.755	.237	-

Table 4. Results of regression analysis on life satisfaction

Independent Variable	b	β	R^2	Adj. R^2	<i>t</i>
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Job Satisfaction	.482	.237	.056	.037	1.710
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Discussion and conclusion

This study attempted to expand previous research of job and life satisfaction by examining these relationships in a unique sample (sports entrepreneurs in Denizli, Turkey).

The results of the EFA and Cronbach α coefficients indicated that the scores produced by scales were valid and reliable in the examination of sports entrepreneurs' job and life satisfaction.

The examining result of paired sample t test shows a significant difference between job and life satisfaction. More specifically, sport entrepreneurs have higher job satisfaction scores than life satisfaction scores.

This result is parallel with B. Donuk (2009) study indicating workers in private companies satisfied with their jobs more than their life. In this study, the vast of majority were sport entrepreneurs who graduated from department of physical education and sports from universities.

Therefore, entrepreneurs might feel more satisfied for doing their jobs graduated from than their life. On the other hand, they might be less satisfied for their life conditions because of economic difficulties.

Pearson product-moment correlations and regression analyses were calculated to identify significant relationships between job and life satisfaction for Denizli sports entrepreneurs.

Research indicates that job satisfaction is positively related to life satisfaction. This relationship, however, is not statistically significant.

This result is not consistent with previous studies indicating that job satisfaction is the most critical factor for life satisfaction (N. De Cuyper & H. De Witte, 2006; A.A. Dikmen, 1995; A. Keser, 2005; K. Moser & H. Schuler, 2004; J.C. Rode, 2004).

The current study, however, supports previous studies explaining the relationship between job satisfaction and life satisfaction is quite controversial (T.A. Judge and S. Watanabe, 1993; J.P. Near et al., 1980; J.C. Rode, 2004; M. Tait et al., 1989). This result also supports the segmentation hypothesis suggesting no relationship between job and life satisfaction.

T.A. Judge and S. Watanabe (1993), for example, examined simultaneous consideration of cross-sectional and longitudinal effects between job and life satisfaction.

Their results indicated that longitudinal results a weaker relationship over a 5-yr period between job and life satisfaction while cross-sectional results suggest a relatively strong relationship.

Moreover, in their study, T.A. Judge and S. Watanabe (1994) found that for a significant minority the relationship between job and life satisfaction was negative and significant, or there was little relationship at all while most individuals job and life satisfaction are positively related.

They concluded that it was improper to argue that any of the models of the job-life satisfaction relationship are either correct or incorrect. The current study also supports this statement by finding no significant relationship. This might be because of occupation differences of the research participants.

In this current study, sport entrepreneurs' point of view about job and life satisfaction was examined and most of them were graduated from universities' physical education and sport departments (n = 39).

Previous research has also suggested that job and life satisfaction may be higher among particular occupational groups and lower for other groups (D. Olsen and J.P. Near, 1994; M.D. Sorcinelli and J.P. Near, 1989).

The result of this study emerges that employers' life satisfaction should be increased because lower life satisfaction levels may lead to problems in society. For this reason, politicians should take necessary relaxing steps to improve individuals' health, education, and nutrition issues.

In addition, several actions may be taken by entrepreneurs to improve their life satisfaction, such as having strong connections to their family and school friends, spending time with their family, setting flexible working hours, and even taking psychological support from professionals.

After all, the result of this study should be carefully evaluated because (1) this study is one of the frontier researches examining the relationship between sports entrepreneurs' job and life satisfaction; (2) the

number of participants of this study may not enough to make generalizations. Obviously, additional research is needed to confirm or refute the finding of this study by involving a larger sample of sport entrepreneurs, and utilize a longitudinal study.

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