

Effects of Training and Development on job Satisfaction and Turnover Intentions in Fast Food Franchises of Saudi Arabia

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Abstract

A review on the literature of fast food franchises in Saudi Arabia has exposed an important research on employee training and development in franchise system. Additionally, most research in this area exposed to concentrate on training and development for the employees of franchise as main element of all studies. To complete the study on this topic the data was collected by 250 employees, from different fast food franchises of Saudi Arabia. The data was collected by source of a structured questionnaire, in which 16 questions were dedicated to an assessment of organization's training and development programs and 8 questions were dedicated to job satisfaction and 4 were dedicated to turnover intentions.

trong positive relationship found between effective training program and job satisfaction among the employees. Unexpectedly, our findings did not confirm the negative relationship between job satisfaction and turnover intentions in early age groups of employees. However, there is a negative correlation found between job satisfaction and turnover intentions among the elderly employees. The results from this study have significant decision-making suggestions for franchisers, how to increase the job satisfaction of employees by providing efficient training and development programs. The training programs not only increase the value of employee but also the worth of the franchise.

The empirical study of this article provides a major contribution on the influence of training and development program on job satisfaction of employees. It is expected that this article will encourage more academics to explore the impact of training and development program on job satisfaction and employee retention within franchising.
