

MODERATOR PERSONALITY EFFECTS ON SATISFACTION BASED ON GENDER DIFFERENCES IN BULGARIAN UNIVERSITIES ¹

Georgi Petkov²,

Mayiana Mitevska-Encheva³

Summary

The analysis of moderator personality effects on elements of satisfaction gives the opportunity to follow the complex interaction of different factors for the change in the face of the phenomenon. Two psychological tools have been applied: A five-factor model BIG 5: Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism or Emotional Stability (Costa and McCrae, 1994) and job satisfaction (Radoslavova, 2001). 204 respondents from Bulgarian universities took part in the survey between February and April 2015. Hypotheses have been tested by SPSS-21.

Key words: personality, job satisfaction, gender differences

¹The paper has been written under the Scientific Research Project, financed under Decree number 3 by contract № НННН-2016 State University of Library Studies and Information Technologies

²State University of Library Studies and Information Technologies, g.petkov@unibit.bg

³State University of Library Studies and Information Technologies, majana@abv.bg

Introduction

Job satisfaction is affected by organizational, group (especially the social environment of the workplace) and personal factors (traits and inclinations). It is an emotional state resulting from an overall assessment of the work, which is a complex attitude towards work and includes assessments different in subject. Job satisfaction performs a variety of functions and is linked directly to the “positive and negative feelings and attitudes towards people’s work” (Radoslavova, 2001; Riggio, 2004). Evaluations on job satisfaction are different in its complex estimate (Highhouse&Becker, 1993; Highhouse, Zickar&Yankelevich, 2010) and emphasizing on its separate aspects (Rice, Gentile&McFarlan, 1997). To measure satisfaction have been offered reliable tools, which have been constructed and piloted in Bulgarian conditions by M. Radoslavova (Radoslavova, 2001), applied in this study. This tool is based on the concept of satisfaction as a sense of success in the organization and pleasure derived from the attitude to work. For example, satisfaction based on fulfillment of job tasks is associated with a positive opinion about the adequacy of a person’s actions to the requirements and the feeling of successfully applied skills in the organization. This allows us to assume that job satisfaction, which depends on subjective factors, will directly affect the type of personality and gender differences.

Methodology

Aspects of job satisfaction to be measured are: satisfaction with the results, orientation to relationships, satisfaction with the line manager of official relations and support from colleagues, satisfaction with pay and the work as a whole.

The main personality traits are closely related to collaboration in terms of organization and directly influence the performance of work functions and duties, and respectively on job satisfaction.

The questionnaire for the study of the traits of personality (The Mini-IPIP - International Personality Item Pool) contains twenty items with five Likert Rating Scale (Donellan, Oswald, Baird, Lucas, 2006), based on the so-called “5-factor personality model” (Costa & McCrae, 1994). This tool measures the characteristics of the personality and it has been found that when used in a different socio-cultural context it shows a high internal consistency, which allows the evaluation of the five basic personality dimensions:

- neuroticism – emotional stability/instability;

- extraversion - introversion (Costa, McCrae and Holland, 1984);
- openness to new experience – closeness to new experience (Costa & McCrae, 1985).
- agreeableness to others, cooperation – competition;
- conscientiousness – single-mindedness (Digman & Takemoto-Chock, 1981).

The practice of psychologists has long confirmed through scientific arguments the notion that changes in a variable criterion are not limited to the impact of only one independent variable much as strong and direct it is. There is always a more complex interaction between three or more factors that ultimately determine the appearance of the phenomenon. This has led to the hypothesis of the presence of a moderator variable, which in itself is not important to change criterion one but the intervention and the relationship between predictors and the latter influence the direction or strength of the relationship. Generally, the moderator is understood as the third variable that affects the relationship of the other two (Baron, Kenny, 1986). Usually, it is a qualitative variable such as gender, race, class or a quantitative variable, such as remuneration, the level of received support, etc.

Through a more precise analysis such as Analysis of Variance (ANOVA) the main moderator effect can be shown as an interaction between the central independent variable and the factor that creates the specific conditions for its manifestation. The model demonstrated in the following figure reveals a three-way interaction between variables. A moderator effect occurs if the impact, in terms of path “c” is significant. At the same time, there may be major effects of predictors and the independent variable (paths “a” and “b”) on the criterion variable, but it does not play a role in proving the moderator effect. It is desirable that the moderator should not correlate significantly with the predictor and the criterion variable.

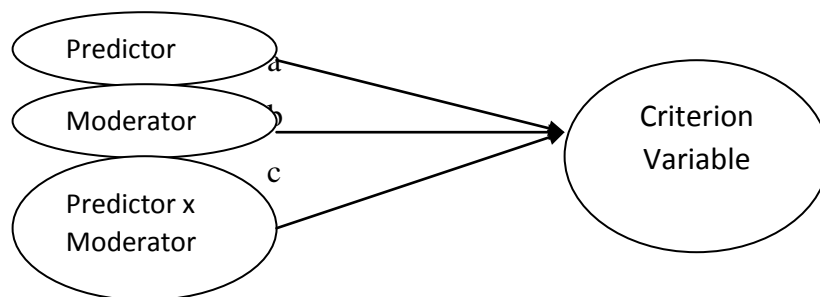


Fig. 1. Moderator Model

To check the moderator effect the most commonly used analysis is the Analysis of Variance. “The Analysis of Variance is applied applies when comparing more than two average arithmetic values, in the analysis of regression, in the analysis of seasonal fluctuations in proving the existence of a causal correlation or parallelism in the course of two or more events and many other specific studies. The result is an alternative –there might be or there might not be a significant difference between the observed averages, regression or no regression is observed, is there seasonality in the course of the observed phenomenon, the presence or absence of parallelism (correlation) in the course of the observed phenomena, etc. Most often ANOVA is applied for the determination of causal interdependence or parallelism in the course of two or more events.” (Sepetliev,Paskalev, 1968).

The analysis is supposed to show that there is a different effect on the influence of the independent on the dependent variable in its function as a moderator. The methods for measuring and verifying the various effects depend partly on the type of measurement of the independent and moderator variable. In this connection R. Baron and D. Kenny examined four cases. In the first case the independent variable and the moderator are dichotomous variables; in the second case, the moderator is dichotomous and the independent variable is continuous; in the third case, the moderator is continuous and the independent variable is dichotomous and in the fourth case, the two variables are continuous. It is easier and at the same time more reliable the verification of the model in the first case when both variables are dichotomous.

Results

In this case, the role of predictors some personality variables are explored (introversion / extroversion, emotional instability / stability, openness, etc.). In the role of a moderator variable gender is explored and the role of criterion variable is played by satisfaction with the environment. The check is performed using correlation analysis to outline some trends and demonstrate the moderator effect. This of course is a prerequisite for more in-depth analysis of the role of gender, but this is not the subject of the article here. (see. Table. 1).

Table 1. Influence of personality on elements of satisfaction according to gender

Traits	Extraversion		Cooperation		Single-mindedness		Neuroticism		Openness	
	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women
Пол Satisfaction										
Challenging tasks	,00	-,04	,23**	-,10	,18*	,02	,27**	-,08	,05	,08
Self-initiative	,01	,04	,18*	-,02	,15	,11	,22**	-,07	,08	-,01
Autonomy satisfaction	-,24**	,08	,08	,02	-,01	,11	,18*	-,16*	-,07	,03
Result satisfaction	,33**	,02	-,11	,04	-,13*	,08	-,23**	,04	,28**	-,17*
Attitude to tasks	,31**	,24**	-,18*	,07	-,05	,10	,13*	-,10	,15*	,00
Attitude to human relationships	,15	,18*	-,38*	,15*	-,21*	,16*	,24**	-,15*	-,02	-,10
Professional relationships	,13	,10	-,05	-,07	,10	-,08	-,09	-,01	-,07	,07
Support from colleagues	,16*	,25**	-,09	,03	,03	,01	,13*	-,13*	,04	,04
Trust in colleagues	,06	,04	,14*	,08	,02	,10	-,02	-,16*	,25**	,06
Payment satisfaction	-,09	,05	-,20*	,06	-,12*	,01	-,15*	-,05	,05	,09
Job satisfaction	-,14*	,04	-,04	-,08	-,06	-,05	,02	,08	,00	-,02

The presence of huge amount of data resulting from the study, part of which is quoted in this article, provides a choice of data which demonstrates the moderator role of some of the variables. An interesting finding was how gender influences some of the clashes of the individual with the environment and determines the outcome of these contacts, such as, for example, are the aspects of satisfaction. While looking for the optimal ratio between the efforts and the result, between losses and profits, pursuing an optimal balance with the environment in which each

individual functions, they are not aware of the extent to which some congenital or taught models of perceiving the world in the context of family culture influence the person and largely determine the outputs of their interaction with society. This, of course does not rob the person of the right and largely obligation to be active, to apply creativity and resourcefulness in their decisions and actions.

The search for moderator effects caused by gender during interaction of individual aspects of satisfaction exceeded the expectations for the presence of such. Overall it turned out that men compared to women demonstrate greater consistency in the experience of satisfaction at work, influenced by underlying personality formations. Of course, not in all aspects of satisfaction, but in any case in the majority of them. In the trait extroversion for example, women compared to men receive a much higher degree of satisfaction in the interaction with colleagues who support them. Openness and proneness to intense social contacts seek a reciprocal social response and finding that brings greater satisfaction. While in men, being self-centered and focused on the pursuit of the goal rather than on socializing, similar effects are not observed.

In all other surveyed in this study personality traits, there is a higher degree of interaction with various aspects of satisfaction in men than in women. Apparently in women satisfaction is the result of a complex impact of more factors based on environment rather than personality. Typical are the events in one aspect of satisfaction, where gender differences are not observed. These are professional relations. As far as they are hierarchical in nature, probably the influence of the manager or the so-called management style dominates over other factors and forms the final outcome of satisfaction, respectively frustration. Similarly, things are observed at work as a whole, as a source of satisfaction. Only introvert males to a very small extent seek and find in work something to satisfy them, while in women such effects have not been observed. Much by definition extrovert types strive to intensify social contacts, it is logical to assume that it is difficult to imagine them absorbed in some interesting work resulting in this giving them pleasure. Apparently they derive satisfaction through other channels and other sources. Probably satisfaction of professional relations and work is generally attributed to the administrative nature of work. Therefore, gender does not moderate manifestations of personality, as in other aspects.

Discussion and Implications

This study only proves the moderating function of the third variable, in this case gender, as is the pathos of the theory of the moderator function. It divides the independent variable into subgroups, namely personality traits that define the area of maximum efficiency in the attitude towards the dependent variable. In other words, the manifestations of the regulatory functions of personality may occur with certain specifics in men and women. Of course, this statement would sound too extreme and naive, if not supported by further research, but it already exceeds the objectives of this article, which are limited to demonstrating the ability to analyze the behavior of the individual in the organization, seen through the prism of moderator model.

References

1. Velichkov, A., Radoslavova, M., Petkov, G. Optimal no funktsioniranenaličnostta v sotsialnasreda. Sofia, 2002. Pechatnabaza MVR. 282 c. ISBN – 954-8792-54-0 Karabeliova S., Tsennostniikulturnipraktiki v Bulgaria. Sofia, Klasikastil, 2011, 343 c. ISBN – 978- 954-357-074-3
2. Kaabeliova S., Izbornakariera. Mezhdukulturniivutrekulturnisravneniya. Sofia, Klasikastil, 2015, 236 c. ISBN – 978- 954-327-0897
3. Karabeliova S., Tsennostniikulturnipraktiki v Bulgaria. Sofia, Klasikastil, 2011, 343 c. ISBN – 978- 954-327-074-3
4. Radoslavova, M. Udovletvorenostotruda. Psihichnimehanizminavuznikvaneifunktsii. Sofia, Paradigma, 2001.
5. Petkov, G. Voinskaadaptatsiya, Sofia, Voennioizdatelstvo “Sv. GeorgiPobedonosets”, 1994.
6. Rigio, Ronald. Vuvvedenie v industrialnata/organizatsionnata psihologia. Sofia, Dilok, 2006. 550 c. ISBN – 10: 954-9994-43-0
7. Rusinova, V. Petrov, Pl., Zhiliova, S. Psihologichenanaliznarabotata, neynataorganizatsiiaudovletvorenosttaottyah: Psihologichniizsledvaniya, kn. 3, 5-16. may 2015, <https://bjop.files.wordpress.com/2008/10/veselina-rusinovasonia-zhiliova-doklad.pdf>
8. Sepetliev, D., D. Paskalev (1968). Meditsinskastatistika, S.
9. Hoftsede, H. Kulturiorganizatsii. Softuernauma. Sofia, Klasikastil, 2001, 3-16 c.

10. Baron, R., Kenny, D. The moderator-mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations. 1986 Dec; 51(6):1173-82.
11. Dale T. Miller, Deborah A. Prentice Changing Norms to Change Behavior, Annual Review of Psychology Vol. 67: 339-361 (Volume publication date January 2016) First published online as a Review in Advance on August 7, 2015 DOI: 10.1146/annurev-psych-010814-015013
12. Digman, J. M. 1988. Classical theories of trait organization and the Big Five Factors of personality. Presented at Annu. Meet. Am. Psychol. Assoc., Atlanta
13. Digman, J. M., Digman, K. C. 1980. Stress and competence in longitudinal perspective. In Human Functioning in Longitudinal Perspective, ed. S. Sells, R. Crandall, M. Roff, J. Strauss, W. Pollin. Baltimore: Williams & Wilkins
14. Digman, J. M., Inouye, J. 1986. Further specification of the five robust factors of personality. J. Pers. Soc. Psychol. 50: 116-23
15. Digman, J. M., Takemoto-Chock, N. K. 1981. Factors in the natural language of personality: re-analysis, comparison and interpretation of six major studies. Mult. Behav. Res. 16: 149-70
16. Donnellan, M., Oswald, F., Baird, B., Lucas, R. (2006). The Mini-IPIP Scales: Tiny-Yet-Effective Measures of the Big Five Factors of Personality. *Psychological Assessment*, 18(2), 192-203.
17. Highhouse, S., Becker, A. Facet measures and global job satisfaction. *Journal of Business and Psychology*. Fall 1993, Volume 8, Issue 1, pp 117-127. <http://link.springer.com/article/10.1007/BF02230397?no-access=true>
18. Highhouse, S., Zickar, M.J., & Yankelevich, M. Would you work if you won the lottery? Tracking changes in the American work ethic. *Journal of Applied Psychology*, 95, 2010, p. 349-357.
19. Karabeliova, S., Petrov, D., Milanov, M., Ivanova, E. (2012). Personality traits and risky health behavior. *Annual Journal of Psychology*, Sofia University.
20. Neikova, M. Decentralization - a major factor in increasing the efficiency of management, Legal collection pt. 20, 2013.
21. Rice, Gentile & McFarlin, 1997 no Neil Anderson, Deniz S Ones, Handan Kepir Sinangil, Chockalingam Viswesvaran, *Handbook of Industrial, Work & Organizational Psychology: Volume 2 Organizational Psychology*, Volume 2, SAGE, Oct 19, 2001, 480 p.

22. Vasilev, V., Efremovski, I. Organizational culture and motivation in public administration - a relation of the future in the public management , Journal of Process Management – New Technologies 2014: 101-106.
23. Vassilev, Efremovski, Journal of Process Management – New Technologies INTERNATIONAL, SPECIAL EDITION, Vol. 4 Special Edition, November 2014, ISSN: 2334 - 7449(Online) The International Scientific Conference “Knowledge-Capital of the Future”(held in Bansko, 27-30 November 2014), <http://www.japmnt.com/images/SpecialEdition2014/Volume%204%20Special%20Edition.pdf> - Organizational culture and motivation in public administration - a relation of the future in the public management, p. 101-106.
24. Frazier, P. A., Tix, A. P. & Barron, K. E. (2004). Testing moderator and mediator effects in counseling psychology research. *Journal of Counseling Psychology*, 51, 115-134.
25. Muller, D., Judd, C. M., & Yzerbyt, V. Y. (2005). When moderation is mediated and mediation is moderated. *Journal of Personality and Social Psychology*, 89, 852-863.
26. Edwards, J. R. (1995). Alternatives to difference scores as dependent variables in the study of congruence in organizational research. *Organizational Behavior and Human Decision Processes*, 64, 307-324.
27. Judd, C. M., Kenny, D. A., & McClelland, G. H. (2001). Estimating and testing mediation and moderation in within-participant designs. *Psychological Methods*, 6, 115-134.
28. James, L. R., & Brett, J. M. (1984). Mediators, moderators and tests for mediation. *Journal of Applied Psychology*, 69, 307-321.