

ABSTRACT

Store manager has an important role to drive the success of a retail store while most of them were working under minimum supervision. Hence, they need instruments to boost their performance, one of which is job satisfaction. This study was aimed to investigate the state of store manager's job satisfaction at the retail company in Indonesia and also to study factors behind it. The phenomenology approach was employed to explore the store manager's experience. The subjects of this study were 7 store managers in Indonesia. The data were obtained from interviews and observations, and those were collected and analyzed through six stages of data analysis (turn audio to transcript, data reading, coding, horizontalization, meaning classification, and essence description). This study reveals that the state of store manager's job satisfaction recently was based on advancement, positive relation with others, recognition; work itself, and positive attitudes among them. Whereas store manager's job dissatisfaction recently was caused by salary cut, lower trust in management, desperation on company strategy and boredom in work. Another finding that also reveals in this study is that store manager's satisfaction commonly was based on work motivation, rewards, work outcomes, effort, and store manager's ability. This study also found that job satisfaction was involved in job performance. The research recommends the stakeholders to pay more attention to management transparency to avoid lower trust in management and desperation on company strategy to keep the store manager' job satisfaction at fair level.

Keywords: job satisfaction, retail industry, store management, job dissatisfaction, performance, effort.