

Effect of Reduction of Work-Life Conflict on Organisational Performance at Commercial Banks in Bungoma County

SUB THEME: Human capital Development

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Abstract

Although the connection between work-life balance practices and organization performance is well documented in strategic human resource management, a review of the literature, in various studies however, questions this purported link between reduction of work-life conflict practices and organizational effectiveness. The majority of studies investigating the outcomes of work-life practices does not measure work-life conflict, and thus cannot support this proposed mediated relationship (Eby, Casper, Lockwood, Bordeaux, & Brinley, 2005). This study has sought to draw new insights and research directions from the previous literature on general work-life balance practices and to organizational performance. We investigate effect of reduction of work-life conflict on organization performance.

The current study focused on testing the null hypothesis; - $H_0 =$ as a result of the banking sector, reduced work-life conflict, there will either be no significant difference in employee job satisfaction or there will be a decrease. Effect of reduced work-life conflict and organization performance variables were examined. Descriptive research design was adopted which applied quantitative analysis using survey research methods. The sampling technique was stratified random sampling which employed to select 252 employees of the banking sector in Bungoma County. Analytical tools used in analysis were; factor analysis and bivariate regression analysis. The sampling was purposively picked. SPSS on XP Windows was used to produce results of a bivariate regression analysis. In conclusion, this current study finds support for the alternative hypothesis that a moderately strong positive relationship exists between reduced work-life conflict and organizational performance. Future research could numerically quantify on interval scale measurement the relationship between reduction of work-life conflict and organization performance. The market –based approach can provide another theoretical basis view of competitive advantage, in order to examine the effect of work-life conflict on organization performance. Lastly, the conceptual basis of further research can be extended wider.

Key Words: *Work –life balance, reduced work-life conflict, Job satisfaction, Organizational performance*