

ABSTRACT

The purpose of this study is to understand whether or not first-line clothing worker feel lonely in Shishi, and whether or not the loneliness of workers will influence their job satisfaction and their commitment toward their organization. In this study, 386 questionnaires were passed out to first line workers in 6 factories in Shishi, 249 were returned and 213 were valid. SPSS (Statistical Package for Social Science) was employed for the data analysis. The survey tools are commonly used in similar studies abroad, and, therefore, commonly recognized as valid. With this in mind, a test to determine the validity was not carried out for this study.

Five workers participated in face-to-face interview; they were encouraged to express their experience in the clothing factories. After analyzing both quantitative and qualitative data, the following conclusions were reached:

First, the first-line clothing workers feel a slight degree of loneliness. Second, the differences of gender do not influence the first-line clothing worker's loneliness. Third, the differences of age do not affect the first-line clothing worker's loneliness. Fourth, single first-line clothing workers are lonelier than married first-line clothing workers. Fifth, the first-line clothing workers are satisfied with their jobs. Sixth, loneliness has a positive correlation with job satisfaction. Seventh, the first-line clothing workers are committed to their organization. Eighth, the differences of gender do not influence the first-line clothing worker's commitment toward the organization. Ninth, male first-line

clothing worker has higher commitment to their organization than female first-line clothing worker has. Tenth, married worker has higher level of commitment. Eleventh, Tenure (length of service) significantly influences the organizational commitment of the first-line clothing worker. Twelfth, there is no correlation between first-line clothing worker's loneliness and their commitment toward organization. Thirteen, job satisfaction is significantly correlated with organizational commitment.

An interpretation of the result and conclusion for the management implication were demonstrated so as to provide sufficient information to the factory management for establishing tactics to increase worker's loyalty and help them stay in the organization.

Key words: loneliness, job satisfaction, organization commitment