
ABSTRACT

The study sought to investigate the effects of selected human resource management practices on job satisfaction in the floriculture farms in Naivasha Sub County, Kenya. It was to determine the effects of Training and Development as well as Rewards on employee's job satisfaction. A descriptive survey research design was used in the research. The target population consisted of 41122 employees from forty 40 large flower farms in Naivasha. Simple random sampling was used to select 12 farms while stratified random sampling was used to select the respondents of the study, who constitute a sample of 21 Human Resource Managers, 139 Supervisors as well as 221 General workers giving a total sample of 381 employees. Data was collected using questionnaires. The data obtained was coded and analysed using the Statistical Package for Social Science (SPSS). Data was analysed using both descriptive and inferential statistics which include means, standard deviations, percentages, Pearson's correlation analysis and multiple regression analysis and then presented in tables. The study found that training and development as well as rewards could substantially influence employee job satisfaction. The results of the multiple regression analysis found that human resource management practices accounted for 64.1% of the variance in employee job satisfaction with both training and development, and rewards having a strong influence on job satisfaction. This study thus suggested that the flower farms should implement effective HRM practices so as to improve employee job satisfaction.

Keywords: Job Satisfaction, Human Resource Management Practices, Training and Development, Participation In Decision Making, Kenya