Is It Important to Maintain Lecturers' Job Satisfaction in Higher Education?

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ABSTRACT

In order to remain competitive while facing globalization and industrial revolution 4.0 many of universities have to made significant change to improve their quality of education services. Lecturers as the human capital played an important role to remain competitive. Lecturers’ performance become the key success factor within education services. Lecturers may unable to reach their full potential due to several problem such as their organizational relationship issues, workload issues in which trigger job stress and job satisfaction. This research aimed to recommend the success factors optimize lecturers’ performance.

Keywords: Higher Institution, Job Satisfaction, Job Stress, Lecturers’ Performance, Quality of Organizational Relationships.