



The Current Situation and Improvement of Employee Job Satisfaction in Enterprises - A Case Study of Shengshi Investment Company

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Abstract

This research aimed to study: (1) to explore the current situation of employee job satisfaction in Shengshi Investment Company; (2) to propose countermeasures to improve employee job satisfaction in Shengshi Investment Company. By using the quantitative analysis method, based on the two-factor theory, taking the employees of Shengshi Investment Company as the research subject, this paper studied the status quo of employee satisfaction in the enterprise. The data of enterprise employee satisfaction was obtained by the questionnaire survey, and a total of 175 valid questionnaires were obtained. In order to draw conclusions from the data, this study used SPSS data analysis software to analyze the data, and used ANOVA, correlation analysis, regression analysis to test the research hypotheses. The conclusions are as follows: first, the overall job satisfaction of the employees of Shengshi Investment Company is at a medium level, and the level of employee satisfaction needs to be improved. Secondly, Shengshi Investment Company can improve the level of employee job satisfaction through five aspects, which are salary level, interpersonal relationship, management system, job achievement and job promotion. The company should ensure fairness of the salary and provide development opportunities for the employees, shape the harmonious working atmosphere and clarify the relationship between the rights and responsibilities of the employees, strengthen the company's management and system construction, focus on the employees' sense of achievement at work, and expand the channels of promotion at work, so as to make the employees feel that the company attaches great importance to them, thus increasing the satisfaction level of the employees.

Keywords: Employee satisfaction; two-factor theory; enhancement measures



Introduction

With the deepening of the financial market-oriented reform, the rule of law continues to promote the construction, the economic structure continues to transform and upgrade, the total economic volume increases year by year, the capital market is more open and transparent, healthy and stable (Qian, 2021). Paying attention to the job satisfaction of employees in the financial industry, understanding the needs of employees, and studying the employee incentive mechanism is an urgent need to bring up a good workforce in the financial industry (Chen, 2019).

At present, the financial industry is still in the stage of rapid development of the industry, although the major financial companies have cultivated a number of high-quality personnel with industry experience, but along with the continuous development of the company's business, the company's demand for excellent talent is also increasing day by day (Liu, 2019). At the same time, the siphoning effect of large financial institutions on the existing talent has led to the loss of a considerable part of the talent (Xu, 2015). At present, fund companies in the financial industry, especially small fund companies in the early stage of development, are facing difficulties in recruitment and retention (Dong, 2020). Therefore, improving employee satisfaction in the financial industry is particularly important and urgent for its long-term development. Focusing on the job satisfaction of financial industry employees and studying the incentive mechanism of financial industry employees is of great significance for financial industry type enterprises to be able to retain excellent talents and attract excellent talents (Li, 2021). Therefore, with Shengshi Investment Company employees as the research object, job satisfaction as the content of the study, two-factor theory, Maslow's theory of needs as a theoretical guide, the financial industry employee job satisfaction research, to enhance the company's employee satisfaction and attract talent, retain talent have an important application value (Cao, 2019).

Synthesizing the results of previous related research, we can clearly find that there are many relevant research results at home and abroad on the factors influencing the job satisfaction of employees in enterprises. However, as far as we can see, most of the studies are on the factors influencing the job satisfaction of employees in private enterprises, state-owned enterprises, hotel industry, etc., but there are very few studies on the factors influencing the job satisfaction of employees in the fund industry under the financial industry. In the context of the global economic slowdown, some business areas of the financial industry are facing greater pressure (Xu, 2022). This pressure affects employees' career development



prospects and income, which leads to an increase in employee turnover (Liang, 2019). In recent years, Shengshi Investment Company has been affected by the new crown epidemic, the company attaches great importance to employee incentives and the degree of investment is insufficient, resulting in the increase of employee turnover rate, most of the employees on their job satisfaction is at a low level. Therefore, how to improve the job satisfaction of employees is an urgent problem for Shengshi Investment Company.

Research Objectives

1. To explore the current situation of employee job satisfaction in Shengshi Investment Company
2. To propose countermeasures to improve employee job satisfaction in Shengshi Investment Company.

Scope of the Study

This study is being conducted to examine job satisfaction in investment enterprises in Shengshi. This study uses Herzberg's theory (1966) to test job satisfaction. Two approaches are used - motivational and hygienic factors. This paper was documentary research based on past studies of various scholars. They analysed the current situation and improved employee job satisfaction in enterprises dealing with books, magazines, newspapers, journals, articles, webpages, and other internet sources. Therefore, this research evaluates the job achievement, job promotion, pay level, interpersonal relationship, and management system.

Research Significance

First, it helps to provide practical management mode suggestions for human resources in the fund industry. On the basis of analyzing the current situation of human resource management in the enterprise, this study understands the current situation of employee satisfaction in the enterprise by grasping the first-hand data and analyzing the influencing factors, so that we can offer operational countermeasure suggestions for the improvement of employee satisfaction in Shengshi Investment Company from the root. Secondly, the research object unit provides real and effective countermeasures. This study is based on Minnesota's employee satisfaction scale, according to the basic situation of Shengshi Investment Company and the current situation of human resource management, the development of Shengshi Investment Company grass-roots employee satisfaction



questionnaire. Then, from the empirical evidence, we find the influencing factors, so as to provide practical countermeasures for Shengshi Investment Company.

Theoretical Framework

The theoretical framework presents the influence of the motivator and hygiene on the employees' job satisfaction.

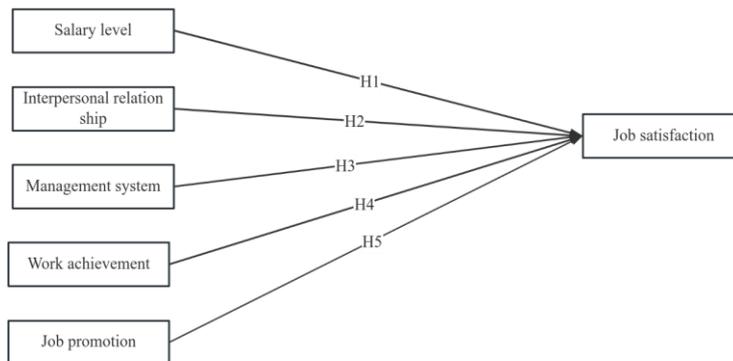


Figure 1: Theoretical Framework for the research

Literature Reviews

Job satisfaction usually refers to the psychological state in which an individual has a positive feeling about the work itself and its related aspects (including work environment, work status, work style, work pressure, challenges, interpersonal relationships at work, etc.) while working within an organization (Wang, 2020). Job satisfaction, which is usually regarded as a single concept, is a cognitive feedback formed by employees regarding their own work and work environment, and an emotional presentation of employees' job positioning (Cui, 2018). The company's satisfaction with employee needs includes both physical and psychological aspects. In fact, the test indicators of satisfaction come from these two aspects (Tang, 2019). So, in order to improve employee satisfaction level, it is necessary to start from these two aspects, fundamentally reduce employee turnover rate, and provide a strong talent team guarantee for the sustainable development of the company (Deng, 2020).

In the process of measuring and analyzing employee satisfaction, a series of scientific methods and related tools are usually used to objectively evaluate the overall level of employee satisfaction (Wang, 2017). Only based on this can we more targeted adjust and improve the management mechanism of enterprises. Domestic and foreign scholars have formed certain achievements in this field of research, with most of the research focused on measurement methods and tools.



The satisfaction of foreign research employees first emerged in the early 1920s. 1935, Hoplock (1935) of the United States published a monograph on "Job Satisfaction", officially proposing the term "employee satisfaction". Jordan (2020) found through research that most employees place greater emphasis on achieving self-worth and whether psychological expectations are met. In Hieu's (2021) view, employee satisfaction as a type of indicator can not only reflect a company's management ability, but also its profitability. If the company's two types of abilities are average, there is no law to maintain a high level of employee satisfaction, which can lead to employee turnover. Stacey (2020) stated that the impact of job satisfaction on corporate performance is not immediate, but rather takes time to manifest. More and more companies are now fully aware of the significance and value of employee satisfaction, and understand that in order to do a good job in internal management, it is necessary to achieve a high level of employee satisfaction through various measures (Goretzki et al., 2021).

A job satisfaction survey on 312 hotel industry employees using an online questionnaire and found that positive relationships with supervisors and personal development opportunities are important factors affecting employee job satisfaction (Heimerl et al., 2020). Wei (2020) found that integrating and popularizing information technology can help alleviate employees' work burden and improve their job satisfaction level. Liu (2019), based on previous academic ideas, realized that the safety attributes of office spaces directly affect the specific manifestation of employee work efficiency. Construction workers often find themselves in harsh environments, resulting in lower levels of satisfaction. Future managers need to focus on the work environment, continuously strengthen safety standards, and continuously improve job satisfaction. Lee (2020) conducted in-depth research on the group of student nurses and found that improving employee job satisfaction can be achieved by creating motivational job characteristics and providing motivational work resources. This is conducive to the cultivation of employees' positive energy mentality, which helps to enhance their sense of happiness in life.

Compared to Western research, research on employee satisfaction in China started relatively late and dates back to the early stages of reform and opening up. In the 1990s, Xu released "Psychological Research on the Dynamic Thought of Workers", which is the first systematic research result directly related to employee satisfaction in China.



During the analysis process, Zhang (2017) focused on exploring and analyzing the relationship between employee satisfaction and corporate performance in depth. Huang (2018) pointed out that job satisfaction is a perception formed by employees regarding their own work, and for enterprises, it is customer satisfaction. The scholar also pointed out that the factors that affect job satisfaction specifically involve three categories: institutional, environmental, and management. Wang (2019) pointed out that promotion mechanisms are an important way to motivate employees. In order to optimize employee job satisfaction, the company needs to design an ideal promotion atmosphere and sort out employee promotion paths. Wang and Fu (2021) conducted a survey on teachers in 50 primary schools in Jiangsu Province, and used multiple linear regression to analyze various factors that affect job satisfaction of primary school teachers. Shi (2022) pointed out in his research that employees create benefits and value for the enterprise. Only when employees are satisfied with the enterprise and have a strong sense of happiness in their work can they devote their enthusiasm to the work.

Liu (2022) pointed out that in order to effectively improve employee satisfaction, it is necessary to improve the working environment of enterprises, so that employees can work in a good environment and maintain a good working state. In order to better leverage the work efficiency of employees and enable effective innovation in the company's technology. Wang (2022) pointed out in his research that in contemporary youth's job satisfaction, they pay more attention to working hours. To this end, enterprises must scientifically establish compensation systems and optimize the working environment for employees in order to improve their job satisfaction.

Research Methodology

Through the use of quantitative research method, this study took the employees of Shengshi Investment Company as the research subjects, and started from the research perspective of employee satisfaction. Under the general coordination and guidance of research theories at home and abroad, the data of enterprise employee satisfaction was obtained through the channel of questionnaire survey, and the questionnaire is generally divided into two major aspects, the first aspect is the collection of the basic information of the survey respondents, which mainly includes six aspects, including gender, age, marital status, cultural level, and length of time of joining the company; the second part is based on the motivational factors and health care factors proposed by the two-factor theory. The second part is



based on the motivational factors and health care factors proposed by the two-factor theory, and is categorized and divided, in which the motivational factors include two aspects of job achievement and job promotion; and the health care factors include three aspects of pay level, interpersonal relationship, and management system.

Hi, B., 2017, August. An exploratory study of job insecurity about, household, registration, employment contract, and job satisfaction in Chinese state-owned enterprises. In Evidence-based HRM: A Global Abuhashesh, M.Y. (2014). Integration of social media in businesses. *International Journal of Business and Social Science*, 5(8), 202-209.

Results

1. Against the backdrop of continuous development in various industries in China, the development speed of the fund industry is relatively fast among them (Fan, 2022). However, most fund companies will expose varying degrees of poor human resource management during their internal management processes (Li, 2021). Therefore, based on this level, the author chose Shengshi Investment Company as the analysis object to analyze its employee satisfaction situation. Based on this, the overall employee satisfaction issue in China's current fund industry can be corrected.

2. The analysis conducted this time mainly combines the analysis results of factors affecting employee satisfaction at Shengshi Investment Company. And on this basis, a more scientific and efficient salary and welfare system has been formulated with targeted measures. Enterprises should actively increase promotion channels, comprehensively complete system reforms, continuously improve the working environment of employees (Ou, 2022), and allocate work tasks and workload reasonably (Xu, 2022). This can effectively improve employee satisfaction at Shengshi Investment Company and provide certain reference significance for companies in other industries.

With the continuous development and growth of management, the position of financial management indicators in companies has declined, and they are no longer regarded as the only indicator for company performance evaluation. It is precisely because of its declining status that the status of employee satisfaction has become increasingly important, becoming an increasingly important assessment indicator for many companies. Employee job satisfaction in a company refers to the inner thoughts, thoughts, and feelings of employees, which is crucial for improving their work efficiency. At the same time, the company culture and organizational



structure are different within the company, and the factors of employee satisfaction may also vary. Especially after China enters a new era and a new stage of development, various fund companies have emerged.

The research subject of this study is the employee satisfaction of Shengshi Investment Company, combined with existing research results and the guidance of the dual factor theory. A job satisfaction scale for employees was designed based on two dimensions: motivation factors and health factors. Descriptive statistical analysis and regression analysis were conducted on the collected questionnaire data, and the following conclusions were obtained:

Taking the two-factor theory as the theoretical basis, this paper discusses the influencing factors affecting employee job satisfaction in Shengshi Investment Company, and analyzes the status quo of employee satisfaction in Shengshi Company, and finally proposes the strategy for improving employee satisfaction. From the salary level, interpersonal relationship, management system, work achievement, job promotion five methods to actively improve the employee satisfaction of Shengshi Investment Company. And on the basis of this targeted development of a more scientific and efficient salary and benefit system, the enterprise should actively increase the promotion channels, comprehensively complete the reform of the system, improve the sense of achievement of the staff, and rationally distribute the work task and workload. Thus, it can effectively improve the employee satisfaction of Shengshi Investment Company, which can provide certain reference significance to other companies in the industry.

New Knowledges

Shengshi Investment Company can improve the level of employee job satisfaction through five aspects, which are salary level, interpersonal relationship, management system, job achievement and job promotion. The company should ensure fairness of the salary and provide development opportunities for the employees, shape the harmonious working atmosphere and clarify the relationship between the rights and responsibilities of the employees, strengthen the company's management and system construction, focus on the employees' sense of achievement at work, and expand the channels of promotion at work, so as to make the employees feel that the company attaches great importance to them.

Conclusions



Most fund companies will expose varying degrees of poor human resource management during their internal management processes. Therefore, based on this level, the author chose Shengshi Investment Company as the analysis object to analyze its employee satisfaction situation. Based on this, the overall employee satisfaction issue in China's current fund industry can be corrected. A more scientific and efficient salary and welfare system has been formulated with targeted measures. This can effectively improve employee satisfaction at Shengshi Investment Company and provide certain reference significance for companies in other industries.

Recommendations

Ensure pay equity and provide opportunities for employee development. With regard to salary levels, a clear policy on the evaluation of wages and bonuses will serve as a basis for employees to feel more fair and objective, which will help to strengthen the ability of employees to interact with the company. Shape a harmonious working atmosphere and clarify employees' rights and responsibilities. Workplace relationship is an important factor in creating work motivation and showing organizational solidarity. Interpersonal relationship is always the key factor to increase work motivation, improve labor efficiency and create a comfortable and friendly atmosphere in the workplace. Strengthen company management and system construction. Perfect company management rules and regulations is to regulate the behavior of employees and supervise the normalization of work a hard system, can clarify the standard of work, so that the organization's workflow is more efficient. Focus on employees' sense of achievement. Motivational factors focus on the work itself to bring the internal feelings of employees. Therefore, for the performance of employees, can be timely spiritual and honorary rewards, exercise Employee capabilities while maintaining work enthusiasm and enthusiasm for work, so that employees can continue to work in the challenge of obtaining a sense of achievement, thereby increasing the satisfaction of the work itself. Expand job promotion channels. We must adhere to the principle of fairness and justice, the rights and interests of staff in line with the provisions of the law to protect and safeguard, so that the company will be able to obtain better development.



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