

Job Satisfaction of the Employees at Red Star University in Vietnam

Nguyen Thi Phi Nga¹, Tran Trieu Khoi²

University of Economics and Business Vietnam National University, Hanoi

Email ID: ngaphi@gmail.com

Employees are the internal customers of organizations, meet the current work requirements and are willing to work with the organization to achieve business goals. However, most organizations only focus on customer satisfaction with the product, and pay little attention to whether employees are satisfied with their jobs or not. Educational institutions are no exception. Satisfaction of the employees with the job will promote the quality of teaching and research. According to Oshagbemi (2000), job satisfaction is a person's emotional response resulting from a comparison of actual results achieved by that person with what they want, anticipate and deserve to achieve. However, in educational institutions, most of the research focuses on students as customers and assesses the level of satisfaction/dissatisfaction with their study program, while often ignoring satisfaction with the work of official staffs and lecturers in the University. Therefore, conducting the current study on the satisfaction of official staffs and lecturers with the job in educational institutions in general and Red Star University in the North of Vietnam in particular is really necessity in the current period. Doing the current research, the authors aim to achieve three objectives: first, to detect factors affecting the satisfaction of officers and lecturers; second, to assess the impact of those factors on the employees' satisfaction at Red Star University; and finally to propose some solutions to improve the satisfaction of the official employees with their job at Red Star University. To achieve the objectives, the current research analyzed the effect of the six factors on the employees' satisfaction with their jobs at Sao Do University in the North of Vietnam, which include: job characteristics, income and welfare, training for promotion, colleague, superior, working condition. The individual factor is also investigated in this study. The results of the research show that all the six factors have positive relation to the employees' satisfaction with jobs while the individual factor (age, gender, educational/skill level) has no different effect to the employees' satisfaction with job. Quantitative research methodology was applied for the research and some suggestions for Sao Do University was also proposed to increase their employees' satisfaction with their jobs.

Key words: Job satisfaction, job characteristics, income, welfare, training for promotion, working condition.

References Vietnamese

[1] Nguyễn Duy Cường (2009), Đo lường mức độ thỏa mãn với công việc và kết quả thực hiện công việc của nhân viên công ty International SOS Việt Nam, Luận văn thạc sỹ kinh tế, Trường Đại học kinh tế TP Hồ Chí Minh.

[2] Trần Kim Dung (2005), Nhu cầu, sự thỏa mãn của nhân viên và mức độ gắn kết đối với tổ chức, Đề tài nghiên cứu khoa học cấp Bộ, Trường Đại học Kinh tế, Thành phố Hồ Chí Minh.

[3] Khánh Duy (2007), Phân tích nhân tố khám phá (Exploratory Factor Analysis) bằng SPSS, Chương trình giảng dạy kinh tế Fullbright, Học kỳ Thu năm 2007, tr.9.

[4] Võ Thị Thiện Hải & Phạm Đức Kỳ (2010), “Xây dựng mô hình đánh giá sự thỏa mãn của điện thoại viên tổng đài giải đáp khách hàng dịch vụ viễn thông tại Việt Nam”, Tạp chí Công nghệ thông tin & Truyền thông, kỳ (1) tháng 12/2010.

[5] Hoàng Trọng - Chu Nguyễn Mộng Ngọc (2005), Phân tích dữ liệu nghiên cứu với SPSS, NXB Thống Kê.

[6] Nguyễn Thị Thu Thủy (2011), Khảo sát các yếu tố tác động lên sự thỏa mãn công việc của giảng viên tại Thành phố Hồ Chí Minh, Luận văn thạc sỹ, Đại học Kinh tế Thành phố Hồ Chí Minh.

[7] Nguyễn Liên Sơn (2008), Đo lường thỏa mãn trong công việc của người lao động tại Công ty cổ phần Cơ khí chế tạo máy Long An, Luận văn thạc sỹ, Đại học kinh tế thành phố Hồ Chí Minh.

English

[8] Boeve, W. D (2007), A National Study of Job Satisfaction factors among faculty in physician assistant education, Eastern Michigan University.

[9] Clark, A., Oswald, A., & Warr, P. (1996), “Is job satisfaction U-shaped in age?”, Journal of Occupational and Organizational Psychology, 69, pp. 57-81.

[10] E.O Olorunsola (2010), Job Satisfaction and Gender Factor of Administrative Staff in South West Nigeria Universities, EABR & ETLC Conference Proceedings, Dublin, Ireland.

- [11] Hackman, J. R & Oldham, G. R. (1974), The Job Diagnosis Survey: An Instrument for the Diagnosis of Jobs and the Evaluation of Job Redesign Project, Department of Administrative Sciences, Yale University, USA.
- [12] Irene Christofidou Gregoriou (2008), Need fulfillment Deficiencies and Job Satisfaction in the republic of Cyprus - The case of The Ministry of Finance, Master Thesis, Business Administration at European Cyprus University, Nicosia.
- [13] Nezaam Luddy (2005), Job satisfaction amongst employees at a public health institution in the Western Cape, Master Thesis, Department of Industrial Psychology, Faculty of Economic and Management Science, University of the Western Cape.
- [14] Pedzani Perci Monyatsi (2012), "The level of the job satisfaction of teachers in Botswana", European Journal of Educational Studies, Vol. 4, No.2, pp.219-232.
- [15] Sarah Yuliarini, Nik Kamariah Nik Mat , Pranav Kumar (2012), "Factors Affecting Employee Satisfaction among Non-teaching Staff in Higher Educational Institutions in Malaysia", American Journal of Economics, Vol. 20 No. 1, pp. 93-96.
- [16] Serife Zihni Eyupoglu and Tulen Saner (2010), "Job satisfaction: Does rank make a difference?", African Journal of Business Management, Vol.3 (10), pp. 609-615.
- [17] Shun-Hsing Chen, Hing-Chow Yang, Jiun-Yan Shiau, Hui-Hua Wang (2006), "The development of an employee satisfaction model for higher education", The TQM Magazine, Vol. 18 No. 5, pp. 484-500.
- [18] T. Ramayah, Muhamad Jantan , Suresh K. Tadisina (2011), Job Satisfaction: Empirical Evidence For Alternatives to JDI, National Decision Sciences Conference, San Francisco, November 2001.
- [19] Weiss et al (1967), Manual for the Minnesota Satisfaction Questionnaire, The University of Minnesota Press.
- [20] Worrell, T. G. (2004), School psychologist's job satisfaction: Ten years later, Virginia Polytechnic Institute and State University.
- [21] Luddy, N. (2005). Job satisfaction amongst employees at a Public health institution in the Western Cape.
- [22] Spector (1997), Job satisfaction application assessment, Causes, and, consequences, Thourand Oaks, California.
- [23] Herzberg, F., Mausner, B. and Snyderman, B. (1959), The Motivation to Work (Second Edition) New York: John Wiley and Sons.