

INVESTIGATING JOB SATISFACTION IN SERVICE INDUSTRY

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Abstract

The purpose of this paper is through ‘document research’ to analyze 80 articles about job satisfaction in service industry or have relationship with service industry, to uncover current research situation and development trend about job satisfaction in service industry.

The major finding from this study is through analyze 80 articles’ samples and sizes, researcher finds that primary industry is Health-Care and secondary industry is Education, because both of two industries covered 70 articles in researcher’s articles; almost all articles choose quantitative research method as major research method in their studies. This researcher finds that investigation of job satisfaction in Health-Care industry focuses on three roles. The primary role is doctors because nearly all articles choose hospital as research setting, the secondary role is nurse because this role still important in hospitals. Tertiary role is choosing all staffs of hospital as research sample. Researcher still finds that investigation of job satisfaction in Education industry focus on two roles. The primary role is teacher. The secondary role is to choose non-teaching employees from setting as the research sample. Researcher finds that almost 70 articles have the same point in their findings: factors that affect job satisfaction. At last, researcher focuses on this point of view to distinguish similar and difference between health-care and education.

Keywords: Job Satisfaction, Service Industry, Investigating

Background of the Study

Development in any organization without employee's hard working. Workers' decisions about whether to work or not, what kind of job to accept or stay in, and how hard to work are all likely to depend in part upon the worker, subjective evaluation of their work, in other words on their job satisfaction (Clark, 1998).

Accompany with the development of knowledge economy, the knowledge capital has replaced the substance capital, to become the dominant factor that promoting social progress and economic development. Human resource as the vehicle of knowledge capital, it must be the core resource of the enterprise development (Li, 2008). Any company, enterprise, and government department, they couldn't get good job achievement without good employees. So, for improving the organization competitiveness, any organization must try its best to arouse employee's enthusiasm, to cultivate the spirit of dedication, improve employee loyalty. To achieve this point, we need let employees working in the organization could have more satisfied feeling. Therefore, "employee job satisfaction" gets put forward under this big background and accompanied with more research and discussion about this concept.

With the development of global economy and the advancement of the science & technology, the service industry is now rapidly growing and becoming a prosperous industry (Li, 2004). Service industry covers a wide range, such as education service, transportation service,

hotel service, public service, medical service and so on. We wouldn't live in this world without service industry. But this industry is also facing to various tribulations, among which, the ultimate one is the personnel management (Li, 2004). Improving employee performance and reducing turnover are important parts of human resource management, and these two parts have close relationship with employee job satisfaction. On positive side, job satisfaction has relation with individual performance, such as a consultant company of American investigated 25000 employees in 1994, it find that the most important key to improve the employee performance is enhancing employee job satisfaction and morale (Li, 2001 cited in Cai, 2006). On negative side, job satisfaction has a relation to the rate of staff turnover, According employee suggestion investigation of IBM, it indicated that the higher of the employee job satisfaction, the lower of the staff turnover (Spector, 1997 cited in Cai, 2006). It is clearly that the employee job satisfaction of the work plays is an important role in operating service industry.

Purpose of the Study

The purpose of this study is, through document research method to analyze 80 articles about job satisfaction in service industry or have relationship with service industry. The purpose, sampling, research methodology, finding and recommendation of 80 articles will be reviewed, to uncover the current research situation and development trend about job satisfaction in service industry.

Significance of the Study

With the continuous development of the global economy, the position and function of service industry has become more important, it already become the new power of development of the world economy. The development scale and level of service industry also become an important index to measure a national economic and social development and people's life quality. The significance of this study that through investigating recent articles about job satisfaction in service industry, it could give some suggestions and helps for development of service industry, and it also could give more direction for research of job satisfaction in future. From clearly understanding more detail about job satisfaction, the researcher hopes to provide a service to the whole field of Human Resource Development (HRD) and Human Resource Management (HRM).

Scope of the Study

This study focused investigation on current published articles about job satisfaction application and research in service industry.

Source: Data were collected from books of library, famous websites (such as Google Scholar, Springer Link and so on);

Number: 80 articles;

Cover: All of these articles choose 'job satisfaction' as key word; these articles covered most kinds of service industry, such as education service, transportation service, hotel service, public service, medical service and so on.

Literature Review

Literature review is very important to our research; because it shares with the reader the results of other studies that are related to the study being reported. So this report will start with the review of literature that includes research related to job satisfaction.

1. The Concepts of Job Satisfaction

Job satisfaction has been a subject of great interest to practitioners and scholars since the 1930s. Systematic attempts to study job satisfaction began when Hoppock published the first intensive study of job satisfaction in 1935s (Torressen, 2000). Since then, the study of job satisfaction has been built upon that beginning.

Because of differences among research frameworks, so the definitions of job satisfaction are different (Cai, 2006). Here offering major different definitions of job satisfaction from 1935 to modern times.

1. Job satisfaction as "a pleasurable or positive emotional state resulting from the appraisal of one's job or job experience" (Locke, 1976 cited in Torressen, 2000).

2. In 1990s, Szilagyi and Wallace designated job satisfaction as an attitude held by a person that reflected an evaluation of a particular component in the workplace (Davis, 2002).

3. In 1957s, Argyris defined job satisfaction as the congruence between what an employee expects from a job and what the job actually offers (Torressen, 2000).

4. In 1935s, Hoppock pointed out that the job satisfaction was the effects of mental and

physical on the feeling of the work Environment (Bai, 1997 cited in Cai, 2006).

5. in 1962s, Job satisfaction was defined by Carlson, Davis, England, and Lofquist as “a set of work attitudes which presumably grow out of and are affected by the fulfillment or non-fulfillment of his expectations”. (Davis, 2002).

6. Robbins and Judge defined Job satisfaction: the term job satisfaction describes a positive feeling about a job, resulting from an evaluation of its characteristics. A person with a high level of job satisfaction holds positive feelings about his or her job, while a dissatisfied person holds negative feelings (Robbins & Judge, 2009).

7. Robbins et al. define job satisfaction as “an individual’s general attitude towards his or her job. As the authors admit, this definition is very broad. Perhaps a better definition is that provided by Locke, who views job satisfaction as” the pleasurable emotional state resulting from the perception of one’s job as fulfilling or allowing the fulfillment of one’s important job values” (Robbins, 2005).

This concept which tertiary-industry originated in western economics. As early as 1690s, William Petty already elaborated on some ideas related to the tertiary-industry (Wang, 2003). After then, economist such as Sav, Sismondi, List, Senior, Marxism and so on analyzed tertiary-industry from different angles.

2. Definition of service industry

In the middle of 20 century, service industry generally was called “tertiary-industry” by

western scholars (Guo, 2007). 1935s, in the book named “conflict of safe and progress” was written by English economist-Fisher, he defined tertiary-industry as: industry department that completely don’t have relation with material production (Guo, 2007). 1957s, in the book named “condition of economic progress” - third edition, he choose “service industry” instead of “tertiary-industry”, and defined “service industry” as: industry department that completely don’t have relation with material production.

“Service economics” was written by American economist - Victor R. Fuchs in 1968, it is the first book that “service industry” gets formally used (Guo, 2007).

3. Classification of Service Industry

Different scholars are classified service industry based on different purpose of research and from different angle. It leads to the same service departments may be divided into different categories.

Dorothy Riddle built interactive economic model in 1986 (Wang, 2003). He divided service industry into five parts based on the function of service industry in society, it contains: 1. Commercial service, it includes in consulting, finance, banking; 2. Trade service, it includes in retail, repair, maintenance; 3. Basic service, it includes in communication and transportation; 4. Social/individual service, it includes in catering industry and health industry; 5. Public service, it includes in education and government.

In 1978s, Singelman divided service industry into four parts according to function of services (Wang, 2003). It contains: 1. Circulation services, it includes in transportation, warehousing, retail and wholesale, advertising, etc. 2. Production services, it includes in bank trust, insurance, construction and real estate, publishing, etc. 3. Social service, it includes in health care, education, government and non-profit organizations, etc. 4. Individual services, it includes in housekeeping, catering and accommodation, repair, recreation and leisure, beauty salons, etc.

In 1986s, Chinese scholar-Yang Yu Chuan according to the time of development to divide service industry into two parts (Shi, 2001). It contains:

1. Traditional service. Such as catering industry, accommodation, etc;
2. Modern service. Such as finance and insurance, health-care industry, logistics industry, tourism industry, etc.

4. Concept of Document

Document literally means all carriers that can be used to record knowledge. Document not only include in books, periodicals, dissertations, scientific reports, but also includes in variety of materials including physical form (Qin, 2000).

Arthur Marwick divided document into two types: primary sources and secondary sources. Primary sources constitute “the basic, raw, imperfect evidence, which is often fragmentary, scattered and difficult to use” (Marwick, 1970 cited in McCulloch, 2004).

The secondary source is the coherent work of history, article, dissertation or book, in which both the intelligent layman and the historian who is venturing upon a new research topic, or keeping in touch with new discoveries in his chosen field, or seeking to widen his general historical knowledge, will look for what they want (Marwick, 1970 cited in McCulloch, 2004). According to document processing degree, document could be broadly divided into zeroth document, primary document, secondary document and tertiary document (Qin, 2000).

Zeroth document means live record or witness description was written or use other ways to record by people who had experienced special events or acts. It is the most primitive information that do not get published and conscious processing.

Primary document also be called original document. Generally refers to documents such as monographs, papers, investigation report and so on, which directly record incident, research result, new knowledge, new technologies.

Secondary document also be called retrieval document, it means processing and sorting primary document, include in recording the characteristics of document and extracting main points.

Tertiary document also be called referential document. They are general overview of the document which are base on using of secondary literature search, and base on systematic collation the Primary document Such literatures are different from the original primary literature, which also are different from the objective

reporting of the secondary literature, but they have the subjective global in nature.

Document research method mainly refers to search, identify, organize documents, and through the study of document to format the scientific understanding methods of fact (Qin, 2000).

5. Studies and development histories related to job satisfaction

The earliest job satisfaction researcher was Hoppock in 1935, however, his research was mainly about the impact of the external factors on job satisfaction but it didn't explore the structure of job satisfaction (Shi, 2001). Since then, other researchers have started to explore the issue of job satisfaction from the human perspective of the inherent need and to emphasize the individual's intrinsic factors of job satisfaction. Herzberg's Two-factor Theory divided the factors of job satisfaction into hygiene and motivator. Two-factor theory creatively put forward the asymmetry about "satisfactory" and "unsatisfactory" in job satisfaction, so that people have more in-depth understanding on job satisfaction (Shi, 2001). And this leads to an extensive discussion on job satisfaction. From that time, researchers began to explore the structure of job satisfaction. In 1962s, Vroom pointed out that the main component of job satisfaction factors included management, promotion, job content, boss, remuneration, working conditions, working partners and so on seven aspects.

The big structural effect on job satisfaction

is Minnesota Satisfaction Questionnaire and Job Descriptive Index (Shi, 2001). Minnesota Satisfaction Questionnaire (Minnesota Satisfaction Questionnaire, short MSQ) was compiled by Weiss, Dawis, England and Lofquist in 1967, it was characterized by all aspects of a complete measurement of job satisfaction (Cai, 2006). However, it is found that there are too much questions in the use of long-form scale, but also to measure the burden of the trial and error problem has been is open to question. Subsequently, Smith, Kendall and Hullin in 1969 suggested that job satisfaction could be consisted by the work itself, promotion, salary, managers, and working partners, thus forming the Job Description Index (Shi, 2001). Characterizes of JDI is that it is not limited by level of education. It only needs to choose different adjectives according the different aspects.

Methodology

The purpose of this chapter is to introduce how to design research of this study by researcher and what kinds of method will be used in this study. This chapter divides into 3 parts.

1. Research Design

This study was a document research and all documents used were purposively collected.

This study has been designed with 5 parts: First part is Introduction. It contains background of the study, purpose, scope and significance. Second part is Literature Review. It contains the concepts of job satisfaction, definition of

service industry, classification of service industry, concept of document, studies and development histories related to job satisfaction. Third part is Methodology, it contains research design, Processes of document research method, Characteristics of document research method, Data Collection and Data Analysis. Fourth part is finding from this study. Fifth part is conclusion and discussion.

2. Processes of document research method

The general process of document research method consists of five basic links, namely (Qin, 2000):

1. A topic or assumptions; different research purposes and questions, so the scope of document collection and description must be different, emphasis of document analysis also bound to be different. So the primary work of document research method is to make sure purpose and questions of you research.

2. Research design; the process of this research; the method will be used in this process; instruments; participants and research purpose and so on, all of these must to do research design.

3. Search documents; first, make sure the scope of document collection; second, do good preparation work for search documents and describe document;

4. Organize documents; the purpose of organize documents is to systematize original documents, to uncover the nature of phenomena and the internal principles.

5. Conduct document review. Make a final account that through research all documents.

3. Characteristics of document research method

To compare document research method with other research methods, it has its own characteristics. The primary characteristic that it different with other research methods is indirect characteristic (Qin, 2000).

1. It could research object that cannot be contacted. The basic advantage of document research method is, it could cross restraint of space-time to do research and object of this research could not be close to researcher.

2. Unresponsiveness. Because Document research method does not bring the researcher the research object, just close to some documents that have relationship with research object, it does not get supported by social environments and participants.

3. Research is low-cost. Document always in libraries and some study centers, accompany with computerization, more and more documents are electronic information that could be get easily. Researcher just needs to get permit from study center, generally. A researcher only needs to pay a fair use charge for using data. So this method maybe is the most economic research method.

4. Data Collection

The good news is that searching and retrieving the literature has become much easier as access to electronic databases has become more widespread (Hoyle, Harris & Judd, 2002).

Today, one can type in a key word in an electronic database such as PSYCINFO or

MEDLINE from one's office or home and obtain within seconds the full abstracts to hundreds or thousands of articles Hoyle, Harris & Judd, 2002). There are two major steps for search literature as follow:

The first step in literature search is to identify the relevant electronic database, as specialized databases exist for each major discipline, for example, PSYCINFO for psychology, Sociological Abstracts for sociology, Social Work Abstracts for social work, ERIC for education, and so forth (Hoyle, Harris & Judd, 2002).

The next step is the most critical - deciding on the key words to be used in the search. When an electronic database is accessed, the search can be conducted by author, title, or subject. Key words are those words entered when one searches by subject, and it is the key words selected that contribute most to the success or failure of a search (Hoyle, Harris & Judd, 2002).

For this study, all articles of this research used purposive collection, All articles chosen had 'job satisfaction' as a key word. All of these articles are about job satisfaction in service industry or have relationship with service industry. These articles covered most kinds of service industry, such as education service, transportation service, hotel service, public service, medical service and so on. The published time of all articles between 2004 to 2009.

The researcher had three ways to conduct data collection in this research, as follows:

Firstly, get authorization from Burapha

university library to search internet resources and download.

Secondly, the researcher use famous internet search engine such as Google Scholar to search internet resources and download.

Thirdly, the researcher applies for account number to enter paying internet site to search internet resources and download.

5. Data Analysis

Content analysis was used in all 80 articles by researcher in this study. The researcher analyzed and distinguished contents of 80 articles from 9 perspectives: topic, researchers, objectives, conceptual framework, design, sample& size, instruments, findings and recommendation, to uncover current research situation and development trend about job satisfaction in service industry.

The quality of the study is demonstrated by trustworthiness and reliability of the data. There are two reasons to explain:

1. All 80 articles appear on four famous internet sites that catalog scholarly research. They were downloaded from the following websites:

<http://scholar.google.cn/>

<http://www.socolar.com/>

<http://www.springerlink.com/home/main.mpx>

<http://proquest.umi.com/pqdweb>

All 80 articles' full text was saved through PDF form by the researcher and could be checked in any time for truthfulness.

Finding

The major finding of this research is that researches in both health-care and education choose quantitative research methods as major research method in their studies. There are three reasons to cause quantitative research methods to be chosen most times. The primary reason that quantitative research method was used most of the time depends on purposes of their studies. This researcher finds that almost all articles have one main purpose in all cases it is investigation of job satisfaction. Second, most investigations happened in big settings such as hospitals or schools, so these settings always have large populations. Third, most measurement tools used questionnaire as the major instrument. The quantitative research methods could provide more advantages than other research methods when looking at trends in large populations.

Researcher found some important roles in investigation of job satisfaction, and found that most articles have the same point in their findings: identifying factors that affect job satisfaction. Other findings list the important roles and from the point of factors that affect job satisfaction to detect similarities and differences between health-care and education.

Researcher still finds that those who are close to the top of hierarchy in their organization, who get affect by psychological, strongly get affected by psychological factors. People in subordinate position tend to say they are strongly affected by physical factors.

The finding of this study shows that inves-

tigations of job satisfaction tend to focus on the detection of factors that affect job satisfaction in service industry. Through comparing job satisfaction with factors that affect job satisfaction, researcher found some relationships between different factors and different industries. In our findings, education and health-care were researched by most researchers in the most time. According to the previous research, the trend of job satisfaction research more focuses on the research of the dynamic relationship between people and the environment (Li, 2008). Through to compare factors to effect job satisfaction between health-care and education industries, researcher finds that health-care industry emphasizes increase job satisfaction through service individual right such as personal accomplishment, recognition and so on. But the education industry emphasizes increase job satisfaction through service group right such as support of teaching, support of research and so on.

Most scholars choose motivation theory as the basis to research job satisfaction (Cai, 2006). It's probably safe to say that the most well-known theory of motivation is Abraham Maslow's hierarchy of needs (Robbins & Judge, 2009).

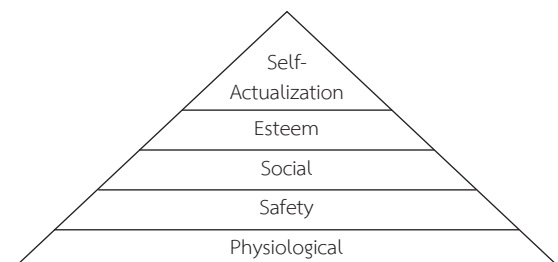


Figure 1 Abraham Maslow's Hierarchy of Needs

There are five levels in this theory; the first level is physiological, includes hunger, thirst, shelter, sex, and other bodily needs; the second level is safety, it includes security and protection from physical and emotional harm; the third level is social, it includes Affection, belongingness, acceptance, and friendship; the fourth level is esteem, this level includes internal factors such as self-respect, autonomy, and achievement, and external factors such as status, recognition, and attention; the fifth level and also the highest level is self-actualization, it means drive to become what one is capable of becoming; includes growth, achieving one's potential, and self-fulfillment. But in this study, the researcher did not find many factors belonging to the second level safety. Most of factors that the researcher found in this study belong to the other levels.

Why are there differences between Abraham Maslow's hierarchy of needs and the researcher's findings? The researcher's opinion is that the primary reason to cause this result is the nature of those two industries. Health-care industry and education industry in this study focus on the peaceful countries and get protection from the social law.

People who worked in these two industries will be respected and get salary. This is the reason to cause most people from these two industries did not care about the factors of safety.

Conclusion and Discussion

Job satisfaction is an important factor to affect employee satisfaction. This research use document research method to analyze 80 articles that had relation with job satisfaction. After analyzing 80 articles' findings, researcher finds that factors that affect job satisfaction is the primary theme in all articles findings, that is the reason that researcher focus on this part to discuss. Future research could from the other themes to continue this study.

For example, researcher through points out factors those affect job satisfaction to detect similar and difference between health-care and education, the further study also could from the point of gender, or age to discuss and detect job satisfaction.

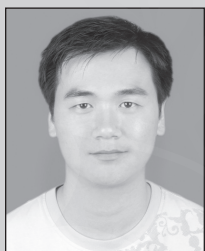
From this study, researcher learned that job satisfaction has relation with individual performance; it still has relation with the rate of staff turnover. Through review concept of job satisfaction and service industry, researcher more clearly understands the theories and definitions about job satisfaction and service industry. In addition, researcher understands relationship between job satisfaction and motivation. The researcher now understands how to analyze articles through document research method.

On the other side, from the process to create independent study, researcher learned that anything can't be finish in one time; there are costs of energy, time and unremitting exertion to do it. The success and result that you expect will not come involuntarily.

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