

Factors Affecting Job Satisfaction of Bank Credit Officers in Vung Tau City

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Abstract:- This study was conducted to explore the factors affecting job satisfaction of bank credit officers in Vung Tau City. By quantitative research method, linear regression is applied with sample size is 180 credit officers. The research results show that there are 5 factors affecting job satisfaction: Job characteristics ($\beta = 0.13$), promotion opportunities ($\beta = 0.26$), leadership ($\beta = 0.36$), colleagues ($\beta = 0.12$), income ($\beta = 0.14$).

Keywords:- Job Satisfaction, Bank Credit Officers, Vung Tau City

I. INTRODUCTION

In banking activities, credit activities play the most important role as the source of bank profits. Thanks to the operation of commercial banking system and especially credit activities, enterprises and individuals have conditions to expand production, improve machinery and technology, increase labor productivity, and improve economic efficiency and product quality for society.

Researches in job satisfaction of credit officers are conducted to understand and improve satisfaction in work as well as the working spirit of credit officers, help limit job vacancies and minimize annual recruiting expenses of the banks. Once those employees feel satisfied with their jobs, they will work more effectively and closely. Based on that fact, the study on “Factors affecting job satisfaction of bank credit officers in Vung Tau City” is very necessary.

II. LITERATURE REVIEW

A. Job Satisfaction

Vroom (1982) proposed that employee satisfaction in job is the level that employees feel positively oriented to employment in the organization.

According to Armstrong (2006), job satisfaction is the attitude and positive feeling of workers for their work.

The Cambridge dictionary defines job satisfaction as the sense of well-being of employees when they are satisfied with their work and their work conditions, the employee's job satisfaction is a measure of success for an enterprise.

B. Expectancy Theory of Vroom (1964)

Theory of expectation requires managers to understand employees' expectations and align these expectations with organizational goals. For this, the managers should create the outcomes that the employee desires, create the need to implement to achieve the organizational goals, ensure the desired level of performance can be achieved, closely linked the expected results with the necessary implementation, assess the situation with different expectations, ensure the rewards are sufficiently attractive and fair for everyone (Nguyen Huu Lam, 1996, p. 127-180).

C. Research Model and Hypothesis

From the above review and explanation, the study proposes research model and research hypotheses as follows.

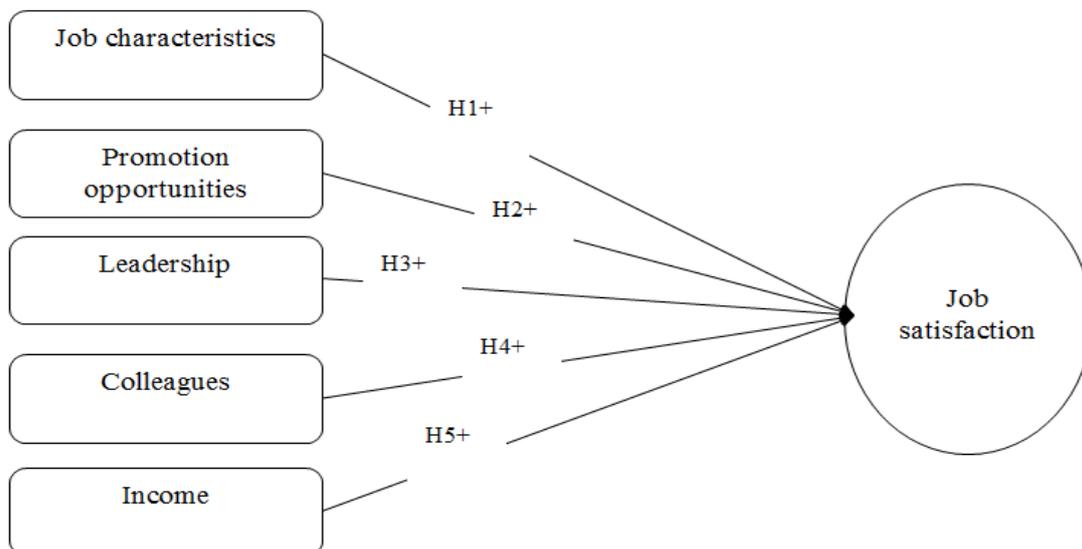


Fig 1:- Research Model

- **H1:** Job characteristics positively affect job satisfaction of bank credit officers in Vung Tau City;
- **H2:** Promotion opportunities positively affect job satisfaction of bank credit officers in Vung Tau City;
- **H3:** Leadership positively affects job satisfaction of bank credit officers in Vung Tau City;
- **H4:** Colleagues positively affect job satisfaction of bank credit officers in Vung Tau City;
- **H5:** Income positively affects job satisfaction of bank credit officers in Vung Tau City.

III. RESEARCH METHODOLOGY

A. Data Collection Method

The study applied convenient sampling method in order to suit the time and cost limits. Respond targets of this survey are credit officers of banks in Vung Tau city.

Model	Unstandardized		Standardized	t	Sig.	VIF
	B	Standard errors	Beta			
Const	.14	.69		.29	.78	
BC	.20	.05	.13	2.74	.005	1.26
LD	.33	.01	.36	4.47	.000	1.49
DN	.17	.07	.12	1.97	.057	1.50
TN	.24	.16	.14	2.20	.026	1.09
DT	.33	.02	.26	3.47	.001	1.55

Table 1:- Regression Results

- The standardized regression coefficient of job characteristics (BC) is 0.13 with a sig value of 0.005 <1%, so there is a positive effect on job satisfaction of bank credit officers.
- The standardized regression coefficient of leadership (LD) is 0.36 with a sig value of 0 <1%, having a positive effect on job satisfaction of bank credit officers.
- The standardized regression coefficient of colleagues (DN) is 0.12 with a sig value of 0.057 <10%, so that it has a positive effect on job satisfaction.
- The standardized regression coefficient of income (TN) is 0.14 with a sig value equals to 0.026 <5%, having a positive impact on job satisfaction.
- The standardized regression coefficient of promotion opportunities (DT) is 0.26 with a sig value of 0.001 <1%, so there is a positive effect on job satisfaction of bank credit officers.
- The level of explanation of 5 factors to credit officers' job satisfaction is 30.3%.

V. CONCLUSIONS

Based on the theoretical background of satisfaction, the author built a research model that aims to evaluate the factors affecting job satisfaction.

Through survey and analysis, the author studied the factors affecting the job satisfaction of bank credit officers in Vung Tau City. Research findings show that there are 5 factors affecting job satisfaction, including: job

B. Research Sample

The scale proposed by the author consists of 5 independent variables and 1 dependent variable. In order to meet the research sample size, the study distributed 200 survey questionnaires. After that, 192 questionnaires were collected, among them, 12 are invalid. Therefore, the official sample size of this study is 180 (the rate of valid votes: 180/200 = 90%).

IV. RESEARCH FINDINGS

Research data collected in previous stage is processed in this stage to produce the outcomes in the following table.

characteristics, promotion opportunities, leadership, colleagues, and income.

However, due to the small sample size of 180 respondents, it is difficult to accurately represent the research problem. The research results showed R² = 30.3%, which means that the model only explained 30.3% of the variation of job satisfaction. So there are factors outside the model that affect the job satisfaction that the study does not review and mention. Further researches in the future should explore the relationships of job satisfaction and other factors such as recognition, working conditions... and expand the geographical cover of the study in order to achieve more generalized results.

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