Study on Image and Job Satisfaction of Care Workers in Korea

Dong-Young Seo[1], Yun-Jeong Kim[1*]

[1] Dept. of Elderly Welfare, Hanseo University
46, Hanseo 1-ro, Haemi-myun, Seosan-si, Korea

Abstract. . The purpose of this study was to determine the image of care workers in Korea. From August to October 2014. of a total of 330 questionnaires distributed, 292 copies were returned; of these, 285 were finally analyzed. First, as for the effects of the image of care workers on job satisfaction, those who had a positive professional image, who had a positive work image, and who had a positive job image were more likely to be satisfied with their job.

Keywords: Care Workers, Long-term care insurance, Image, Job Satisfaction.

1   Introduction

South Korea is the society that ranks occupations and attaches importance to self-esteem and South Koreans may have the image of a job as well as their interest or aptitude serve as determinants of choosing the job [1]. An image is the ground for determining the response to an object [2] and makes one have cognitive, emotional, and behavior intentions concerning the object. Such an image becomes the ground for establishing an attitude that becomes the basis for deciding on one's behavior [3].

Those who see an harmony between respect for their job, the values they seek, and their personality are more likely to be satisfied with their job, feel stable, and lead a happy life [1]. A few studies on the importance of the image of a job to job satisfaction have been published. One of the principal results is that a more positive image may lead to higher levels of job satisfaction. For example, nurses with higher levels of professional self-concept tended to be more satisfied with their job [4] and care workers perceiving higher levels of using professional organizations, service beliefs, self-regulation, calling, and job autonomy tended to be more satisfied with their job and to have lower levels of turnover intention [5]. Choi [6] also found that the positive job awareness, the higher levels of job satisfaction.

So the purpose of this study was to determine the correlation between the image of care workers and job satisfaction among care workers: first, to determine the image of care workers and job satisfaction level; and second, to determine the effects of the image of care workers on job satisfaction.

2 Method

2.1 Data collect

The subjects in this study were care workers at domiciliary service centers and institutions. To collect data, the researcher personally visited four nursing homes and four domiciliary service centers in South Chungcheong Province, explained the purpose of the study to the directors, and distributed and collected questionnaires with their consent and, besides, used job training time to conduct a survey from August to October 2014. Of a total of 330 questionnaires distributed, 292 copies were returned; of these, 285 were finally analyzed, with the exception of those containing lots of non-responses.

2.2 Measurement Tool

As the researcher's adaptation of Yang's [7] scale, the instrument for measuring the image of care workers was composed of 37 items. Factor analysis was carried out to reconstruct the measures (maxium likelihood for factor extraction and oblimin for rotation). Four factors were extracted: Factor 1 'professional image,' Factor 2 'work image,' Factor 3 'personal image,' and Factor 4 'job image.' As for reliability of each factor, Cronbach's alpha ranged from .69 to 91.

The instrument for measuring job satisfaction was the five-point likert scale with 8 items, which was developed by Steers and Poter (1983) and adapted by Kim [8], and had Cronbach's alpha estimated at .86.

2.3 Data analysis

IBM SPSS 21.0 was used to carry out descriptive statistics, factor analysis, and hierarchical regression analysis.

3 Result

3.1 The Effect of Image of Care Workers on Job Satisfaction

The variables found to have significant relations in the analysis of differences in job satisfaction by the care workers' socio-demographic and job characteristics (no table) were used as control variables to determine the effects of the image of care workers on job satisfaction. There was no risk of multicollinearity, with the Durbin-Watson value at 1.72.

Model I had significant goodness-of-fit with F = 4.35 (p<.01) and its five variables accounted for 7% of job satisfaction for care workers. Those who were motivated to choose the job by the wish to do a worthwhile job and who were employed for a longer period of time were more likely to be satisfied with their job. The motivation to choose the job was a greater influential variable than the employment period.

Model Ⅱ had the variable of image inputted in addition to the control variables in Model I. Consequently, it accounted for 39% of job satisfaction for care workers, 32% more than Model I. On the basis of the image of care workers, the subjects who had a positive professional image, who had a positive job image, and who had a positive work image were more likely to be satisfied with their job and those who had a positive personal image were less likely to be satisfied with their job. Of the nine variables, including the control variables, the work image was most influential

4   Discussion

To determine the effects of the image of care workers on job satisfaction, a survey was conducted in 285 care workers at nursing homes and domiciliary service centers in South Chungcheong Province for three months from August to October 2014.

The principal results of this study can be summarized as follows:

First, the care workers tended to be positive about professional and personal images, whereas their job images were at middle levels. So they tended to have a significantly positive personal image—to give a feeling of stability to recipients or to do work in a recipient-centered way—while the work image for care workers—to be a health trainer, to be a health counselor, and to provide nursing independently—was at middle levels, which were lower than those in the other areas. Next, job satisfaction perceived by the care workers scored 3.47 on average, which was at a middle level. This is higher than the result from Kim [9]: an average of 2.93 out of 5 for job satisfaction of nurses.

Second, as for the effects of the image of care workers on job satisfaction, those who had a positive professional image, who had a positive work image, and who had a positive job image were more likely to be satisfied with their job. This is consistent with the result from literature review that the more positive image, the more positive job satisfaction.

References

1. Jang, B. K.: The Influence of Self-Congruity between Preference Vocational Image and Self-Image. Kyonggi University Master's Thesis, Seoul Korea (2006)
2. Jung, Y. H.: Job Recognition and Satisfaction of the Caregivers Long-term Care Institution. Hanyang University Master's Thesis, Seoul Korea (2008)
3. Hong, S. Y.: Image to Prison. J. correction review vol. 38. 7--30 (2008)
4. Seo, B. K.: A Correlational Study on Professional Self-Concept and Job Satisfaction of Hospital Nurses. Ewha Womans University Master's Thesis, Seoul Korea (1995)

5. Im, W. H., Lee, C. H., Park, M. W.: A Study on the Impact of Occupational Identity on the Turnover Intention of Case Managers in Nursing Homes−the Mediation Effect of Job Satisfaction. J. Welfare for the Aged, 60. 353--378 (2013)
6. Choi, Y. S. : A Study on Occupational Consciousness and Satisfaction of the Care Giver. Aju University Master's Thesis, Kyonggi -do Korea (2004)
7. Yang, I. S.: A study on Image of Nurses and Determinants the Image. Yonsei University Master's Thesis, Kyonggi -do Korea (1998)
8. Kim, Y. T.: A Study concerned the Effects of Leadership Style on Organization Effectiveness of the Care Workers in the Long term Care Facilities. Gachon University Master's Thesis, Seoul Korea (2013)
9. Kim, M. O.: A Study on the Self Respect Persimmon Image as a Nurse Job Satisfaction. Aju University Master's Thesis, Kyonggi -do Korea (2001)