

Research on Strategies to Improve Job Satisfaction of Grassroots Employees

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Abstract: With the rapid development of the social economy and the increasingly fierce market competition, enterprises must attach great importance to the job satisfaction of grassroots employees if they want to gain a foothold in the market and achieve long-term development. As the cornerstone of the enterprise, the job satisfaction of grassroots employees is directly related to the operation efficiency, product quality, and overall competitiveness of the enterprise. This paper aims to explore the promotion strategy of grassroots employees' job satisfaction, combined with relevant theories and practical cases, and put forward specific improvement measures, to provide reference for enterprise management. This paper aims to explore the key factors that affect the job satisfaction of grassroots employees and propose corresponding improvement strategies. Through in-depth analysis of employee salaries, corporate culture, and other aspects, we have proposed a series of targeted measures to provide useful references for enterprises to improve employee satisfaction, promote employee development, and enhance overall performance.

Keywords: Grassroots employees, Job satisfaction, Salary and benefits, Corporate culture of the company, Enhancement strategy.

1. Introduction

In modern enterprise management, employee satisfaction is regarded as one of the important indicators to measure the success of the enterprise. Employees with high satisfaction are not only highly motivated and creative but also can effectively reduce employee turnover and improve the overall performance of the enterprise. However, many enterprises still have deficiencies in the management of grassroots employees, resulting in generally low employee satisfaction, which in turn affects the long-term development of enterprises. With the increasingly fierce market competition, talent has become an important resource for enterprise development [1]. Improving the job satisfaction of grassroots employees can not only stimulate their work enthusiasm and creativity, but also help companies attract and retain outstanding talents, and enhance overall competitiveness. Studying the factors that affect the job satisfaction of grassroots employees and formulating corresponding improvement strategies is of great practical significance.

Through an in-depth analysis of the current situation and influencing factors of grassroots employees' job satisfaction, this study proposes feasible promotion strategies, aiming to help enterprises improve the working environment and welfare benefits of grassroots employees, enhance the sense of belonging and loyalty of employees, and further enhance the competitiveness and

sustainable development ability of enterprises. In today's society, talent has become the most valuable resource for enterprises, and grassroots employees are an important cornerstone of enterprise operation. Their job satisfaction not only directly affects the production efficiency and service quality of the enterprise, but also affects the overall competitiveness of the enterprise. Therefore, improving the job satisfaction of grassroots employees has become an urgent problem that enterprises need to solve. This article aims to analyze the key factors that affect the job satisfaction of grassroots employees and propose corresponding improvement strategies, in order to provide useful references for enterprises to improve employee management and enhance overall performance.

2. Factors affecting job satisfaction among grassroots employees

The job satisfaction of grassroots employees is influenced by various factors, among which salary and corporate culture are the two most important aspects. Firstly, salary and benefits are one of the most concerning factors for employees [2]. A reasonable salary structure, fair promotion channels, and generous welfare benefits can stimulate employees' work enthusiasm and creativity. However, in reality, many companies face problems such as unreasonable salary structures, blocked promotion channels, and insufficient welfare benefits, which lead to employee dissatisfaction with salary and benefits, thereby affecting job satisfaction. Secondly, the company's corporate culture also has a profound impact on employee job satisfaction. A positive working atmosphere, comfortable working environment, and sound training mechanisms can enhance employees' sense of belonging and loyalty, and improve job satisfaction. However, some companies lack a good corporate culture, resulting in a lack of trust poor communication among employees, and a harsh working environment, thereby reducing employee job satisfaction.

2.1. Employee Salary and Benefits

Salary and benefits are one of the important factors affecting the job satisfaction of grassroots employees. The rationality of salary structure, smooth promotion channels, and generous welfare benefits directly affect the immediate interests and work motivation of employees. In terms of salary structure, enterprises should ensure the rationality of the composition of basic salary, performance bonuses, etc., and avoid internal unfairness. At the same time, enterprises should also establish sound promotion channels to provide employees with broad development space. In terms of welfare benefits, in addition to the basic five insurances and one fund, companies can also consider providing additional benefits such as employee training and health management to enhance their sense of belonging and loyalty.

2.2. Corporate Culture

The company's corporate culture is also an important factor affecting the job satisfaction of grassroots employees. Whether the working atmosphere is harmonious, the working environment is comfortable, and the training mechanism is perfect will all have a significant impact on the work experience and satisfaction of employees. Enterprises should strive to create a positive and upward working atmosphere, and promote teamwork and sharing spirit. At the same time, enterprises should also pay attention to the working environment of their employees and provide a safe, clean, and comfortable workplace. Regarding training mechanisms, businesses should implement a comprehensive training framework to enhance employees' professional skills and holistic attributes, thereby facilitating both individual growth and organizational advancement.

2.3. Career Development

The demand employees for career development is increasingly strong. However, many enterprises lack career development planning and training opportunities for grassroots employees, resulting in employees feeling dim career prospects and lack of motivation to work.

2.4. Communication and Participation

Effective communication mechanisms and engagement opportunities enhance employee belonging and satisfaction. However, some companies lack employee participation in the decision-making process, resulting in employees feeling neglected and undervalued, which in turn affects their job satisfaction.

3. Measures to improve employee job satisfaction

In response to the above influencing factors, this article proposes the following strategies to improve the job satisfaction of grassroots employees:

Firstly, improve the company's management system. Enterprises should establish a fair, just, and transparent assessment mechanism and evaluation system to ensure that the efforts and rewards of employees match. At the same time, a hierarchical salary design is carried out, and different salary standards are formulated based on factors such as employees' positions, abilities, and contributions to stimulate their work enthusiasm and creativity [3]. Secondly, create a good working atmosphere. Enterprises should optimize their daily routines, arrange their employees' work and rest time reasonably, and ensure that they can maintain sufficient energy and dedication to their work. At the same time, implement a vacation system to ensure that employees can enjoy sufficient vacation time to alleviate work pressure and fatigue. In addition, strengthening personalized management is also an effective way to improve employee satisfaction. Enterprises should develop personalized management plans based on the personal characteristics and needs of employees to improve their satisfaction and sense of belonging.

In addition, strengthening employee training and career planning is also an important measure to improve job satisfaction. Enterprises should establish a comprehensive training system to help employees elevating their professional competencies and over-all capabilities, and achieve a win-win situation for personal growth and enterprise development. Moreover, addressing the career aspirations and developmental needs of employees remains crucial. Companies should offer ample opportunities for advancement, thus enhancing both job satisfaction and employee loyalty.

3.1. Improve the company's management system

Improving the company's management system is one of the important measures to improve the job satisfaction of grassroots employees. Enterprises should optimize their assessment mechanisms, establish a fair, just, and transparent evaluation system, and ensure that the efforts and rewards of employees match. Concurrently, enterprises should also implement hierarchical salary structure, and establish distinct compensation standards based on factors such as employees' positions, abilities, and contributions, in order to stimulate their work enthusiasm and creativity. In addition, improving the reward mechanism is also a key step. Enterprises should establish diversified reward measures, such as year-end awards, outstanding employee awards, etc., to recognize the efforts and contributions of outstanding employees.

1). Develop a reasonable salary system

The enterprise shall, according to the market situation and the actual situation of the enterprise, formulate a reasonable salary system to ensure that the salary of employees matches their work

performance, ability, and experience. Through the establishment of salary grades, performance bonuses and year-end bonuses, etc., to stimulate the enthusiasm of employees and improve their satisfaction with salary.

2). Provide generous benefits

In addition to the basic salary, enterprises should also provide five insurances and one fund, holiday benefits, employee travel, and other generous welfare benefits. These benefits not only improve the quality of life of employees, but also enhance the sense of belonging and loyalty of employees.

3.2. Creating a Good Work Atmosphere

Creating a optimal working atmosphere is crucial for improving the job satisfaction of grassroots employees. Enterprises should refine their daily routines, arrange their employees' work and rest time reasonably, and ensure that they can maintain sufficient energy and dedication to their work. At the same time, implementing a vacation system is also an important part of creating a good working atmosphere. It is imperative for enterprises to ensure that employees have access to an adequate amount of vacation time in order to alleviate work-related stress and fatigue. In addition, strengthening personalized management is also an effective way to improve employee satisfaction. Enterprises should develop personalized management plans based on the personal characteristics and needs of employees to improve their satisfaction and sense of belonging [4].

Office facilities should be inspected regularly to ensure their normal operation. At the same time, according to the actual needs of employees, update and upgrade the office equipment to improve the work efficiency and work comfort of employees.

Enterprises should establish a sound safety management system, strengthen safety management, and prevent the occurrence of safety accidents. Improve employees' safety awareness and self-protection ability by organizing regular safety training and drills.

Enterprises should pay attention to the physical and mental health of employees, provide adequate rest time and fitness facilities, and encourage employees to participate in physical exercise. At the same time, regular mental health lectures and training are carried out to help employees relieve work pressure and improve psychological quality [5].

3.3. Provide Career Development Opportunities

The enterprise should formulate a clear career development plan for employees, and clarify the career development direction and promotion path of employees. Through the establishment of promotion channels and post rotation and other systems, let employees see their own development space and prospects.

Enterprises should pay attention to the training and development of employees, and provide employees with rich training resources and learning opportunities. Through internal training, external training, and online learning, we help employees improve their skills and abilities to achieve career development.

3.4. Establish a Fair Incentive Mechanism

Enterprises should establish a fair and transparent performance appraisal system to ensure that employees' efforts are fairly evaluated and rewarded. By setting clear assessment standards and procedures, we can reduce the interference of human factors and improve the fairness and accuracy of assessment.

Enterprises should set up various reward systems, such as excellent employee awards, innovation awards, etc., to recognize and motivate the excellent performance of employees. Through the

establishment of reward funds and the issuance of honorary certificates and other ways to stimulate the enthusiasm and creativity of employees.

3.5. Pay attention to the individual needs of employees

Enterprises should respect the opinions and suggestions of employees and encourage employees to put forward their own ideas and suggestions. By setting up employee suggestion boxes and holding regular employee seminars, we can understand the needs and expectations of employees and create a more comfortable working environment for employees.

Enterprises should pay attention to the personal development of employees and provide personalized support and help for employees. By understanding employees' career interests and development goals, we provide customized training and development opportunities to help employees realize their personal value.

4. Conclusion

In summary, there are many factors that affect the job satisfaction of grassroots employees. Enterprises should start with salary and benefits, company culture, and other aspects to develop targeted improvement strategies. By enhancing management practices and fostering a positive work environment, organizations can boost employee motivation and creativity, thereby increasing overall performance and competitiveness. In future development, enterprises should continue to pay attention to the needs and changes of their employees, continuously optimize and improve their job satisfaction, and lay a solid foundation for the sustainable development of the enterprise.

Although this article provides a preliminary exploration of strategies to improve job satisfaction among grassroots employees, there are still some limitations and shortcomings. Future research can further explore other factors that affect employee job satisfaction, such as personal characteristics and work environment, and propose more specific and targeted improvement strategies. At the same time, empirical research methods can also be used to verify and evaluate the strategies proposed in this article, in order to provide a more reliable and effective reference basis.

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