THE RELATIONSHIP BETWEEN EMPLOYEE JOB SATISFACTION AND PRODUCTIVITY IN THE BANKING INDUSTRY:
THE CASE OF VIETNAM

TRUONG, Hong Ngoc
College of Business, Chung Yuan Christian University,
Chung Li, Taiwan, R.O.C.

ABSTRACT

This study examines the factors that contribute to job satisfaction for banking service employees in Vietnam. The theoretical approach used in this study drew upon content theories, process theories, and other job satisfaction related theories. Additionally, some questionnaires of previous researchers were utilized to help inform the content of the construction of a new job satisfaction measurement questionnaire. A hard-copy questionnaire was administered and delivered to banking service employees of different banks located in Vietnam. The primary quantitative method for collecting data in this study was based upon a Likert scale questionnaire. According to the empirical results of regression analyses, the research has explored that the factors of relationships with superiors, advancement opportunities, salaries policy, work-itself, and relationship with colleagues, fringe benefits, and work conditions are robust predictors for the employees’ job satisfaction.

Keywords: Banking, Likert, Employee Motivation, Productivity, Vietnam.
JEL Classifications: D24, G21, G24, J24, O47.