

Analysis of Core Employee Satisfaction for Port Project: A Case Study of Dalian Port

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Abstract: This paper conducts an in-depth analysis of the satisfaction of core employees at Dalian Port regarding various port projects. It aims to understand employees' expectations of port projects, assess if these projects meet their expectations, and explore the impact of motivational and healthcare factors on employee satisfaction. The study addresses key questions related to employee satisfaction, motivational factors, and healthcare factors, hypothesizing that these factors significantly influence satisfaction, with variations based on employee characteristics and project types. The findings provide practical guidance for improving employee satisfaction in Dalian Port's port enterprises. The primary objective of this study is to conduct an in-depth analysis of the satisfaction levels of core employees at Dalian Port with various port projects. By delving into their expectations and assessing whether these projects meet those expectations, the study aims to shed light on the intricate interplay between motivational and healthcare factors influencing employee satisfaction. The relevance of this research lies in providing practical insights and theoretical contributions that can guide Dalian Port's port enterprises in enhancing employee satisfaction.

1. Introduction

Dalian Port, as one of Northeast China's largest ports, holds a pivotal role in international trade and logistics. The efficiency and service quality of the port are significantly influenced by its core employees, who actively participate in various port projects. The satisfaction of these employees is integral to the operational performance and development of Dalian Port. Given the challenges faced by the port's workforce, such as work intensity, project pressures, and evolving job requirements, understanding their satisfaction with different port projects becomes imperative. Consequently, examining factors influencing employee satisfaction and their perspectives on various port projects holds both practical and theoretical significance.

2. Literature Review

2.1. Employee Satisfaction in the Port Industry

Studying employee satisfaction in the port industry is a topic of great interest. Many studies have explored the level of employee satisfaction in different ports and the factors that influence it. For example, Kim and Ra (2022) [1] found in their study that employees' satisfaction with wages and work environment is closely related to their work motivation. This is closely related to our research, as we will also be looking at employee satisfaction with pay and working environment.

2.2. Definition and measurement of employee satisfaction

Employee satisfaction is often defined as the employee's feeling and emotional state of their work and work environment (Park I J, 2021) [2]. Employee satisfaction is often measured using standardized survey tools such as Won and Pan (2023) [3]. In our research, we will draw on these tools to measure employee satisfaction at the Port of Dalian.

2.3. Theoretical framework of motivational and health factors

When studying employee satisfaction, the theoretical framework of motivating factors and health factors is important. Herzberg's two-factor theory (Alrawahi S, 2020) [4] states that motivational factors such as job content and responsibilities can increase employee satisfaction, while health factors such as pay and working conditions can prevent employee dissatisfaction. This theory will be the theoretical basis for our research.

2.4. Related Studies

There is limited research on employee satisfaction in the Port of Dalian, but some relevant literature can provide useful references. For example, Le D N (2020) [5] studied the influencing factors of port staff satisfaction in Vietnam and provided some insights, and then Hsu CT (2023) [6] et al. used the SERVQUAL Service Quality Scale to analyze the basic characteristics and service quality of smart ports in the post-pandemic era, although their research scope did not include the Port of Dalian. We will consider these findings and work to fill the research gaps in this area..

3. Research Methodology

3.1. Data Collection

Quantitative research through employee surveys will be employed. A structured questionnaire covering satisfaction, motivational, and healthcare factors will be designed based on prior studies and literature.

3.2. Sample Selection

Core employees at Dalian Port will be randomly sampled, ensuring representativeness. Cooperation with the port management will provide a list for random selection, with sample size determined for statistical reliability.

3.3. Data Analysis Methods

Statistical software will analyse collected data, employing descriptive statistics, correlation analysis, and regression analysis to explore satisfaction levels, factor correlations, and the impact of motivational and healthcare factors on satisfaction.

3.4. Questionnaire Design and Variable Definitions

The questionnaire will cover employee demographics, port project satisfaction, evaluations of motivational factors, and evaluations of healthcare factors. Variables will be defined based on the nature of the questions.

4. Research Results

4.1. Employee Satisfaction Evaluation

Results from the survey of ten Dalian Port employees indicate high overall satisfaction with port projects, with an average rating of 5 ("very satisfied"). Descriptive statistics are provided in Table 1.

Table 1: Descriptive statistics on employee satisfaction scoring

Statistics	Overall satisfaction	Job description	Workload	Responsibilities	Salary	Working environment	Project Policies
Min	5	3	1	5	3	5	2
Max	5	5	5	5	5	5	5
Mean	5	4	3	5	4	5	3.5
Standard Deviation	0	0.89	1.18	0	0.89	5	1.20
Sample	10	10	10	10	10	10	10

4.2. Evaluation of Motivational Factors

Motivators are a key component of employee satisfaction. According to the survey results, employees rated their satisfaction with the job content as "satisfied" on a 4 point. This indicates that employees are satisfied with what they do, but there may be room for improvement. With a score of 3 for workload, it is classified as "moderate", which means that some employees may feel that the workload is high, which may require more in-depth research and improvement. However, a score of up to 5 points in the aspect of job responsibilities indicates that employees are very satisfied with their job responsibilities, which is essential for employees' self-motivation and performance improvement.

4.3. Evaluation of Healthcare Factors

Health factors include salary, working environment, and program policies. According to the survey results, employees have a satisfaction rating of 4 for their salary, indicating that employees are satisfied with the level of salary. A score of 5 in terms of work environment is a very positive result and indicates that employees are very satisfied with the work environment. However, the project policy is rated at a "moderate" level of 3, indicating low staff satisfaction with the project policy, which is an area of concern and may require further research and improvement.

4.4. Summary of Results

According to the results of this survey, employees at the Port of Dalian as a whole show a high level of satisfaction with the port's projects and motivational factors. They are more satisfied with the job content, job responsibilities, salary, and working environment. However, there was room for improvement in terms of workload and project policies. The workload can be further studied to ensure that the employee's workload is within acceptable limits. Attention needs to be paid to the project policy aspect to improve employee satisfaction.

These results provide valuable insights for Dalian Port management that can be used to develop improvement strategies to enhance the work experience and improve performance of employees. In the following research, we will further analyse the data to identify specific factors that influence employee satisfaction and make more specific recommendations to meet employee expectations.

5. Conclusions and Suggestions

5.1. Conclusion

In this study, we conducted a comprehensive evaluation of employee satisfaction in Dalian Port, and analysed the satisfaction level of various port projects and the motivational and health factors that affect employee satisfaction from the perspective of employees. Here are the key findings of the study:

- 1) The overall level of satisfaction among employees at the Port of Dalian is a positive sign reflecting the port's performance and high level of employee satisfaction.
- 2) Employees are more satisfied with job content and job responsibilities, which emphasizes the critical role of motivators in employee satisfaction.
- 3) Although employee satisfaction with pay and working environment is high, satisfaction with program policies is low, suggesting that program policies may need further improvement to meet employee expectations.

5.2. Suggestions

Based on the conclusions of this study, here are some recommendations to help Dalian Port further improve employee satisfaction and performance.

Employee engagement helps build a trusting relationship between employees and management and increases employee loyalty to the organization.

5.3. Summary

By continuing to optimize employee satisfaction and focus on motivators, health factors, and improvements in program policies, the Port of Dalian can improve the work experience of employees and enhance employee performance to achieve organizational success. This study provides the Port of Dalian with important insights into employee satisfaction, which can be used to develop future management strategies and improvement plans. Employee satisfaction has a significant impact not only on individual employee happiness and performance, but also on the success and reputation of the entire organization, so it is critical to continuously focus on and improve employee satisfaction.

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