

Research on the Influence Mechanism of Employee Satisfaction in Education and Training Institutions under the Double Reduction Policy

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Abstract: With the implementation of the policy of double reduction, the number of cultural training institutions has gradually decreased, while the educational institutions of art training have maintained a relatively stable operation. However, in this policy environment, even art teachers are facing potential business risks. In this context, art education and training institutions should pay close attention to teachers' job satisfaction, because teachers' job satisfaction is directly related to the core competitiveness and long-term sustainable development of art education and training. This paper takes the teachers in Chengdu training industry as the research object, takes job satisfaction as the breakthrough point, and uses the research methods of content analysis and questionnaire survey to deeply discuss the specific performance of factors such as work pressure in the work of teachers in Chengdu training industry.

Keywords: Double Reduction Policy; Education And Training; Employee Satisfaction; Education Development; Work Pressure

1. Introduction

Under the influence of the double reduction policy, employees' job satisfaction has gradually declined, and the education and training industry seems to be facing severe challenges. Whether it is the cultural training institutions that are still operating or the art training institutions that are relatively less affected, their teachers are caught in the crisis brought about by the double reduction policy. This not only makes students and parents have a certain sense of resistance to the whole education industry, but also further aggravates the difficulties faced by educational institutions.

2. Research value and significance

2.1 Theoretical significance and value

Theoretically speaking, most of the current research mainly focuses on teachers in the education and training industry, and the scope of this research is relatively narrow. For the leaders of training institutions, academic circles pay relatively little attention and there is a big research gap. In terms of theoretical value, we deeply refer to the classic literature at home and abroad and construct a relatively perfect model.

2.2 Practical significance and value

In terms of practical significance, although the double reduction policy has only been implemented for more than two years, it has greatly affected the working environment and career development of the majority of training teachers. In terms of practical value, through in-depth study of the influencing mechanism of teachers' job satisfaction, we provide an important reference for the education and training industry, aiming at making teachers more clear and confident in their work and eliminating doubts in their work.

3. Theoretical basis

3.1 Maslow's hierarchy of needs

Abraham Maslow's hierarchy of needs theory was formed in 1950s, and it was first put forward in "New Perspectives of Human Motivation". This theory tries to explain the driving force and motivation of human behavior, and divides human needs into five levels according to the hierarchy, forming a pyramid-shaped hierarchical structure. When considering the paper framework of job satisfaction, we can introduce this theory to understand the needs and motivations of employees in the work environment, and then analyze the formation of job satisfaction.

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3.2 Alderfer's ERG theory

ERG theory (Existence, Relatedness, Growth) was developed by American psychologist Clayton Alderfer in 1960s. He reinterpreted and expanded Maslow's hierarchy of needs theory. ERG theory divides human needs into three levels, namely, existence needs, relationship needs and growth needs. Compared with Maslow's five-level theory, ERG theory is more concise and flexible, allowing individuals to pursue multiple levels of needs at the same time.

4. Research and conceptual framework of research

4.1 Herzberg's Two-Factor Theory

Herzberg's two-factor theory, also known as motivation-hygiene theory or motivation-satisfaction theory, is a theory about work motivation and satisfaction put forward by Frederick Herzberg in 1950s. According to this theory, job motivation and job satisfaction are composed of two groups of factors: Motivator Factors and Hygiene Factors. Zhu Manping (2023) Based on the two-factor theory, the study on the influencing factors of employees' job satisfaction in S e-commerce company.

4.2 Adams' Theory of Fairness

Adams' theory of fairness, also known as the theory of fairness and justice, was put forward by John Adams in 1960s. This theory focuses on how employees' perception of fairness affects their job satisfaction and motivation. Adams put forward three types of fairness: internal fairness (internal sense of justice), external fairness (external sense of justice) and individual comparative level fairness (comparison with others).

5. Influencing factors of employee satisfaction in education and training institutions under the policy of double reduction

5.1 Teachers' needs

First of all, understanding and meeting the multi-level needs of teachers is the key. In the training industry, the differentiated needs of teachers are very obvious. Some teachers may pay attention to salary and welfare, while others pay more attention to personal growth and development opportunities.

5.2 Organizational justice

In teachers' job satisfaction, organizational justice is a crucial aspect. Education and training institutions should establish a fair incentive mechanism, promotion opportunities and salary system to ensure that every teacher can be treated fairly within the organization.

5.3 Teachers' Psychological Training

Teachers' psychological adaptability is also a factor that can not be ignored, because the improvement of psychological adaptability helps to reduce teachers' psychological burden and make them better adapt to and cope with work pressure.

6. Conclusion

Employee satisfaction in education and training industry has an important impact on the success and sustainable development of the whole industry. A high degree of employee satisfaction is not only directly related to the excellent teaching level, but also the key to attract, train and retain high-quality education practitioners. 1. Comprehensive research on diversification factors: Education and training institutions can comprehensively study employee satisfaction factors from a diversified perspective. 2. Application of expectation confirmation theory in education and training: With reference to expectation confirmation theory, education and training institutions can further study the specific impact of each factor on employee satisfaction by quantifying and systematically dividing the factors of employee satisfaction. 3. Establish a

targeted incentive mechanism: Through statistical analysis, education and training institutions can compare the importance of various factors and formulate targeted incentive mechanisms. 4. Emphasis on organizational culture and support: Similar to the emphasis on organizational support in social platform research, education and training institutions should also pay attention to establishing a positive organizational culture and support system. 5. Overall optimization of satisfaction: By comprehensively considering the above factors, education and training institutions can more comprehensively optimize employee satisfaction.

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