

An Empirical Analysis on the Accessibility of Employment Service and Graduates' Satisfaction with Employment Service

Longmei Sun

*College of Business Administration, Shandong Women's University, China
Sunlongmei2004@163.com*

Abstract

This paper studies the impact of the accessibility of employment services on college students' satisfaction with employment services. Based on the survey data of college graduates in Shandong in 2021, the accessibility of college employment services and graduates' satisfaction with employment services were investigated from the perspective of experience and perception. The relationship between the two was discussed using binary Logistic model, and the above research questions were compared from the gender perspective. The purpose is to provide empirical evidence for improving the employment policy and service strategy of college students and employment service activities.

Keywords: *Availability of Employment Services, College Graduates, Employment Service Satisfaction*

1. Introduction

Based on the accessibility "five-dimensional measurement method" constructed by Roy Penchansky and William Thomas, this study constructed an evaluation index system for accessibility of employment services in colleges and universities from five dimensions of accessibility, accessibility, suitability, affordability and acceptability, and explored the relationship between college students' satisfaction with employment services and accessibility. Understand the current situation of employment service supply, optimize the content of employment service, improve the quality of employment service.

2. Literature review and research hypothesis

The concept of accessibility was first explicitly proposed by Ronald Anderson, a scholar from the University of Chicago, in behavioral Models of The Use of Family Health Services in 1968. Anderson describes it more vaguely as "using services." In the subsequent discussion, Bashishur RL, Shannon GW and Metzner proposed that accessibility represents the functional relationship between population and resources. In 1981, Roy Penchansky and William Thomas, scholars at Michigan State University, defined accessibility as "the degree to which a customer fits into a system". The

measurement of accessibility is mainly determined according to the connotation of the concept of accessibility. The measurement dimension of accessibility began with the "five-dimensional measurement method" of public health accessibility constructed by Roy Penchansky and William Thomas in 1981, which is still a classic in this field. They are listed in order: accessibility, accessibility, adaptability, affordability, and acceptability.

In Our country, the research on the concept of accessibility is relatively late, and most of them are literal translation of the definition of western literature. As for the research object of accessibility, existing literature at home and abroad focuses on the accessibility of public health services. In recent years, a few scholars have extended the measurement object to the fields of public culture and public old-age services. Chen Qianheng et al studied the accessibility of rural basic education [5]. Jiang Liyan (2014) focuses on the employment accessibility of government labor [6]. Wang Zhenzhen, Yong LAN, Wang Le (2016) The content, geographical location, time and economic accessibility of municipal community services [7]. Ma Baobin and Du Ping (2019) studied the impact of medical and health services on perceived justice [8].

In this paper, the accessibility of college employment services is selected as the explanatory variable, and the satisfaction evaluation of college

students' perception of college employment services is taken as the explained variable, and two research hypotheses are proposed.

H1: The accessibility of college employment services is positively correlated with the satisfaction of college students. The higher the accessibility of college employment services is, the higher the satisfaction of college students' employment services is. The lower it is.

H2: There are gender differences in the accessibility of college employment services, satisfaction of college students' employment services and the relationship between them.

3. Data, Variables and Methodology

3.1. Data sources and sample characteristics

This study of data from Shandong institute of Education Science and women's college in Shandong female human resources development and research base in 2021 college students graduation season of "employment services in colleges and universities in Shandong province and college students' employment satisfaction" in the project survey, the study adopts the method of sampling survey in Shandong province eight colleges and universities, based on a questionnaire survey of the specialized subject graduates, recycling questionnaire, 512, There were 484 valid questionnaires, with an effective rate of 94.5%. In general, the samples were selected scientifically.

3.2. Variable description and model selection

3.2.1. Explained variables.

The explained variable of this study is college students' satisfaction with employment services. The title of the questionnaire is "Are you satisfied with the employment services provided by the university? The 5-level Likert scale was used, and the answers were set as very satisfied, relatively satisfied, average, not very satisfied and very dissatisfied, and the values were 5,4,3,2,1 respectively.

3.2.2. Explanatory variable.

Here we discuss from the perspective of college students' experience and perception of employment services. The availability of employment service is measured from two aspects: quantity and quality of employment service products experienced and perceived by college students. It is described by eight topics in four categories, including employment guidance service, employment consulting service, employment

information service and entrepreneurship support service.

3.2.3. Control variables.

Referring to previous research results on college students' satisfaction, the variables selected in this study are demographic variables related to college students, as follows: gender (male and female); Major (humanities, Social Science, Science and Technology, Medicine, others), family location (first-tier cities of Beijing, Shanghai and Guangzhou, second-tier cities of provincial capitals, third-tier and fourth-tier cities, towns, others), self-assessment of comprehensive quality (Excellent, good, medium, poor)

3.2.4. Model selection.

In this study, binary logistic regression model was used. The econometric model $\text{logit}P = \ln[P/(1-p)] = \beta_0 + \sum \beta_j X_j + \varepsilon$, where P represents the probability of satisfaction of employment service, $P/(1-p)$ is the ratio of probability of high and low satisfaction of employment service, explanatory variable X_j is the factor affecting the accessibility of employment service satisfaction, β_j is the regression coefficient of corresponding explanatory variable, Represents the influence of the explanatory variable on the satisfaction of employment service, the larger the coefficient is, the greater the probability of "high satisfaction" of employment service, and ε is the disturbance term.

4. An empirical study on the impact of employment service accessibility on employment satisfaction

4.1. Descriptive analysis

4.1.1. Employment service satisfaction description analysis.

College students' satisfaction evaluation of experience and perceived employment services is generally high, with 4.23% saying they are not satisfied, 33.27% saying they are not satisfied, and 62.5% saying they are satisfied or very satisfied. As shown in figure:

4.1.2. Analysis on the current situation of college students' employment service accessibility.

In the analysis of employment accessibility of college students, the score range of corresponding indicators (1-5). The higher the score, the higher the accessibility. Average scores of employment service accessibility are shown in Figure 1.

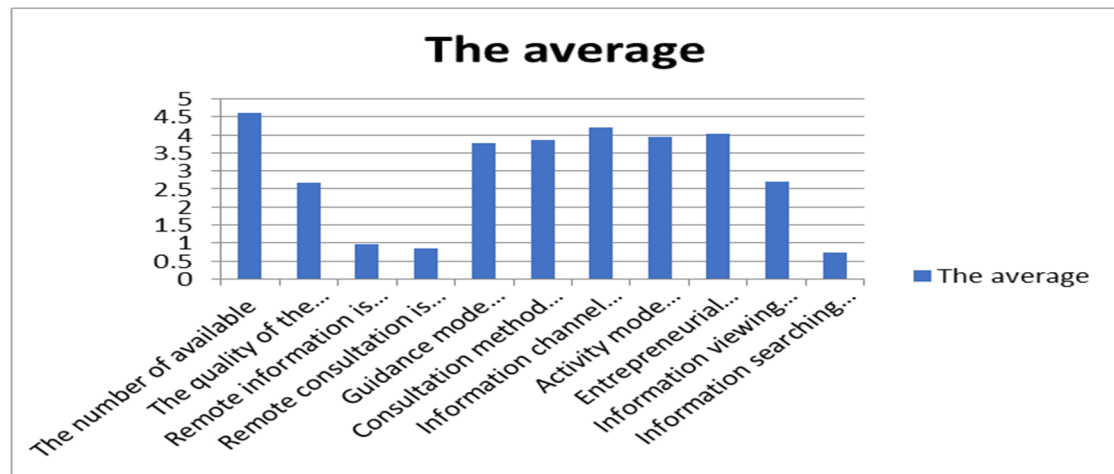


Figure 1: Average score of employment service accessibility

4.2. Regression analysis of college students' employment service satisfaction

Before exploring the relationship between employment service accessibility and satisfaction, collinearity judgment was made for all explanatory variables, and there was no collinearity among variables. At the same time, the overall fitting information and parallel lines of the model were tested, and the test results showed that the classification of explained variables met the statistical requirements.

This study uses SPSS software to analyse college students' satisfaction with employment services, and

adopts the method of stepwise regression modelling. The first is to investigate the impact of college students' personal characteristics on employment service satisfaction. The results show that none of the four variables has a significant impact on employment service satisfaction, so the influence of these variables will not be considered in the future model establishment. Three models were obtained, namely, employment service satisfaction and employment service accessibility factors, and model 1 was obtained. Model 2 (female) and Model 3 (male) were obtained by regression analysis of gender samples. Models of employment service accessibility affecting employment satisfaction are shown in Table 1.

Table 1: Models of employment service accessibility affecting employment satisfaction

Indicators	Model1			Model 2 (female)			Model 3 (male)		
	B	Sig.	Exp(B)	B	Sig.	Exp(B)	B	Sig.	Exp(B)
Number of services available		0			0.007			0.054	
Number of Services Available (1)	-1.239	1	0.29	-0.935	1	0.393	0	1	1
Number of Services Available (2)	19.369	0.999	258199332	19.417	0.999	270826787	19.766	1	383781597
Number of Services Available (3)	18.538	0.999	112401862	18.832	0.999	150824033	19.143	1	206010710
Availability of Services (4)	20.008	0.999	489064862	20.12	0.999	546828931	21.398	1	1963889457
Quality of service availability		0			0				
Service Quality Availability (1)	1.577	0.008	4.842	1.657	0.013	5.243			
Service Quality Availability (2)	2.237	0	9.364	2.501	0	12.189			
Quality of Service Availability (3)	3.679	0	39.608	4.26	0	70.806			
Remote Information Access (1)				2.213	0.057	9.139			
Information viewing status		0.005			0.036				
Information Viewing Status (1)	0.76	0.127	2.137	0.585	0.321	1.796			
Information Viewing Status (2)	1.375	0.006	3.955	1.268	0.033	3.552			
Information Viewing Status (3)	1.557	0.006	4.746	1.283	0.062	3.607			
Information searching ability							1.131	0.09	3.1
constant	-22.113	0.999	0	-24.39	0.999	0	-21.203	1	0

Model 1 shows that the availability of employment services, the availability of employment services and the status of information viewing have a significant impact on college students' satisfaction with employment services. See Table 1, availability of number of

employment services; When the quality of employment service increases by 20%, the satisfaction of employment service increases by 4.842, 9.364, 39.608 times. With the increase of the amount of information

viewed and the improvement of timeliness, employment service satisfaction is significantly improved.

Model 2 shows that the availability of quantity and quality of employment services, the availability of remote information and the status of information viewing have a significant impact on girls' satisfaction with employment services. In this model, the availability of remote information has a significant impact.

By comparing Model 2 and Model 3, it can be seen that there are gender differences in the impact of employment service accessibility on employment service satisfaction.

5. Conclusion

First of all, college students' evaluation of employment service satisfaction is relatively high, more than half of them are satisfied. In the evaluation of the accessibility of employment services, the quantity of employment services is relatively high, and the quality of employment services is just over half. In accessibility, the distance accessibility of employment consultation is lower than that of employment information. The adaptability of employment service delivery is relatively good, the matching degree of information transmission channel is the highest 4.21, and the matching degree of guidance is the lowest 3.76. In terms of affordability, the score of comprehensive and timely employment services is 2.71, and the score of information searching ability is 0.74. Among the acceptability of employment services, less than half of students choose to obtain employment services from schools, and 27.7% of them do not plan to get employment in the near future, which will affect students' attitude towards employment services and further affect the accessibility of employment services.

The relationship between access to employment services and satisfaction with employment services. College students' perception of the accessibility of employment services can significantly affect their satisfaction evaluation of employment services. Although some variables in the employment service accessibility evaluation index have no significant impact on the employment service satisfaction evaluation, the two variables that measure the employment service availability index: the quantity and quality of employment service availability will significantly affect the employment service satisfaction. At the same time, the viewing of employment information reflects the affordability and acceptability of employment service time and energy, which will significantly affect the satisfaction of employment service.

Although there is no significant gender difference in employment service satisfaction of college students, the variables that affect the evaluation of employment service satisfaction of different genders are different.

For female students, the factors that affect the evaluation of employment service satisfaction include the availability of employment service quantity, quality, information viewing status and remote information accessibility. For male students, the availability of employment services and the ability to search for information are important factors affecting their satisfaction evaluation of employment services.

Acknowledgement

This research is funded by Shandong Province education science "13th Five-Year plan" 2020 key project (Project Name: Evaluation of The Accessibility of Employment Services and First Employment Satisfaction of Universities in Shandong Province. 2020ZD022).

References

- [1] Anderson.R.A. Behavioural model of family's use of health services. Research series no.A25, Centre for Health Administration Studies, Chicago, III. University of Chicago Press, 1968:125.
- [2] Bashshur RL, Shannon GW, Metzner CA. Some ecological differentials in the use of medical services. *Health Services Research*.1970,6(1):271-272.
- [3] Penchansky.R&Thomas.W. The concept of Access Definition and Relationship to Consumer Satisfaction .*Medical Care*.1981, 2:128.
- [4] Hallen B L. The causes and consequences of the initial network positions of new organizations: From whom do - trepreneurs receive investments? [J]. *Administrative Science Quarterly*, 2008, 53(4): 685-71.
- [5] Lin, Nan and Ao, Dan. The Invisible Hand of Social Capital: An Exploratory Study [R]. *Social capital: An International Research Program*, 2008: 107—132
- [6] Junyun Ma, Guizhi Liu, Chunying Zheng, Shiqing Song, Nan Zhang. Research on evaluation Index of College Students' Employment Service System in University Library [J]. *Library Construction*, 2010(06): 79-82.
- [7] Gu Jingjing. Research on the impact of innovation and entrepreneurship education on College Students' employment satisfaction -- Based on the Empirical analysis of College graduates in Shaanxi Province [J]. *Statistics and information forum*, 2018, 33(09): 123-128.]

- [8] huang ping. Research on Job Satisfaction of College Graduates' Employment Guidance [D]. Southwest University, 2008:29-31.
- [9] Zhao Jianguo, Wang Jiaqing. The impact of social capital on employment quality of college students [J]. Research on Financial and Economic Issues, 2017, (6):124-131.
- [10] Qu Keying, BI Yumin, ZHAO Xiurong. Vocational College Graduates' employment satisfaction and its Influencing Factors: An empirical study based on the Employment Survey of 2017 Graduates from Case Colleges [J]. Education and Academic Monthly, 2019(09): 78-83.]
- [11] Dai Jiabin. Research on the concept, measure and Influencing Factors of accessibility: A Literature review [J]. Learning & Practice, 2017(04):86-94.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

