Research on the Promotion Strategy of Salary Satisfaction of Grass-roots Employees in Enterprises

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Abstract. At present, social talents have become the core of determining the competitiveness of enterprises. Only by establishing a scientific salary management system can enterprises increase the attraction to talents and enhance the competitiveness of enterprises. Employee salary satisfaction is an important part of salary management, so improving employee salary satisfaction is the key to improve the competitiveness of enterprises. Taking Grass-roots employees as the research object, this paper designs a questionnaire and collects data from the four aspects of employees' satisfaction with salary level, salary system, welfare level and salary structure. Through the analysis of the obtained data, it is found that employees have low satisfaction with these four aspects, and finds out the problems and reasons for low satisfaction in these four aspects, At the same time, it also puts forward strategies for the enterprise to improve the salary satisfaction of Grass-roots employees, so as to improve the satisfaction status of Grass-roots employees, improve their work enthusiasm, promote the sustainable development of the company, and provide some help for other enterprises in the same industry to improve employee salary satisfaction.

Keywords: Grass Roots Employees; Enterprises; Salary Satisfaction.

1. Introduction

With the rapid development of economy, the current social resources can no longer meet the needs of all enterprises, and the competition between enterprises has become more and more intense. Under the current background, enterprises no longer take price and products as the content of competition when participating in market competition, and the ultimate goal of enterprise competition has become talents. Enterprises must establish a scientific salary system, which can not only improve the competitiveness of enterprises, but also attract more talents to enter the enterprise while improving the enthusiasm of employees, so as to create greater benefits for the enterprise and enable the enterprise to achieve sustainable development.

Salary satisfaction refers to a psychological state expressed by the employees of an enterprise when their salary is compared with their expectations. This concept is relative. Generally, if the actual salary received by an employee is higher than the expected value, it indicates that the employee is satisfied; If the salary actually received reaches the expected value, it indicates basic satisfaction; If the actual received is lower than the expected value, it means dissatisfaction. Salary satisfaction reflects the employees' satisfaction with the remuneration given by the company from the side. If the satisfaction is high, it will stimulate the employees and improve their work enthusiasm. At the same time, it is also conducive to the completion of the company's performance and promote the enterprise to enhance its own strength. Grass roots employees are a very important part of the company and play an important role in the development of the company.

2. Cause Analysis of Low Salary Satisfaction of Grass-roots Employees

2.1 The Salary System of the Enterprise is not Perfect

According to the survey results, the overall satisfaction of Grass-roots employees with the salary system is lower than the general satisfaction, indicating that the salary system of the enterprise is imperfect. Theoretically, the salary system is unscientific and unreasonable, which plays a small role in attracting talents and motivating employees. Moreover, the salary system is not perfect and has not

been improved and optimized with the changes of the external environment of the enterprise, resulting in the low satisfaction of Grass-roots employees with the salary system. From the survey results, enterprises should adjust the salary system in time, otherwise it will affect the development of enterprises.

2.2 Low Salary Level

According to the survey, employees are not satisfied with the current salary level, which is not conducive to the company to retain and attract talents. The reasons for this are: firstly, the company has more young employees and higher requirements for the quality of life; secondly, the employees who have worked in the company for less than 2 years account for more than 50%, the working years are short, the mastery of skills is relatively insufficient, and the income created for the company is small, so the salary level is also low. As the salary level is lower than the social salary level, it will lead to excessive life pressure of employees and low satisfaction with salary.

2.3 Unreasonable Salary Structure

In recent years, with the increasingly fierce market competition, the pressure of the company is also increasing. Enterprises want to reduce costs and improve profits. Therefore, how to motivate employees to improve performance on the basis of controlling cost expenditure has become the most important problem that the company wants to solve. The shortcomings of the salary structure have also been exposed. Second, the current salary structure is unreasonable. The basic salary accounts for 75%, while the performance salary is only 20%. The proportion of performance salary is low, which can not motivate employees. Generally speaking, the current salary structure has a high degree of dissatisfaction, while the company is in the stage of fierce market competition and has a great demand for employees. Therefore, the company should adjust the salary structure as soon as possible to meet the reasonable needs of employees and prevent the shortage of personnel in this production stage from affecting the development of the company.

3. Strategies to Improve the Salary Satisfaction of Grass-roots Employees

3.1 Formulate a Scientific and Reasonable Salary System

A scientific and reasonable salary system is not only the guarantee for the normal operation of the company, but also the cornerstone. It can stimulate employees and attract excellent talents. Adhere to the market-oriented formulation and improvement of the salary system, formulate the income distribution mechanism with high energy and low salary, adhere to performance-based, supplemented by efficiency and fairness, and make clear rewards and penalties, so as to make employees pay more attention to their behavior at work and form a scientific and reasonable income distribution pattern. This can not only enhance the driving force of enterprise development, but also improve the competitiveness of enterprises, so that enterprises can develop rapidly and occupy the dominant position in the market.

3.2 Improve Salary Level

To determine the salary level of the company, it is necessary to investigate and analyze the same level or type of enterprises in the big market to ensure its rationality. Through the research on the salary market, enterprises should formulate a reasonable salary level, improve employees' work enthusiasm and motivate employees. The salary level should not be lower than the social salary level, but at the same time, if the enterprise wants to improve the salary level, it should also be kept within a reasonable range, that is, the benefits brought by increasing the salary must exceed the cost expenditure to ensure the profit and income of the enterprise.

3.3 Adjust the Proportion of Salary Structure and Increase the Proportion of Performance Salary

If enterprises want to make further use of salary to improve employees' work enthusiasm and create greater benefits for enterprises. Enterprises should reduce the proportion of basic salary in salary, and increase the proportion of performance salary at the same time. Enterprises should also consider the basic living security of employees and still take the basic salary as the basic salary. Let employees realize that more work, more pay, which can not only improve the enthusiasm of employees, but also not increase the cost of the enterprise too much. The compensation given to employees is paid on the basis of the income created by employees, which can not only improve the salary satisfaction of employees, but also create greater income for the enterprise.

4. Conclusion

This paper takes the enterprise Grass-roots employees as the research object, analyzes the existing problems and reasons from the salary structure, salary system and salary level, and finally gives the promotion strategy of Grass-roots employees' salary satisfaction according to the problems and reasons in employees' salary satisfaction. Realize the effective management of the internal salary management system of the enterprise, enhance the competitiveness of the enterprise to talents, and help other similar enterprises smoothly carry out the work of improving employee salary satisfaction. This is of practical significance to improve the enterprise's own work performance and profit.

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