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## Investigation of bank employees' job satisfaction problems

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### Abstract

Recently, the human factor that's important for businesses has emerged very clearly. It should not be ignored in today's world of human skills and effective innovation. This raises the intense competition in the business. The increasing competitive environment in our increasingly globalized world is forcing businesses to adopt different strategies. One of the business strategies is to use resources efficiently, economically and efficiently. The most important human resource of employees is the human factor. The high performance of employees, who are a critical resource in the banking sector, directly affects the success of the company. High employee productivity depends on many factors. One of the most important factors affecting employee performance is job satisfaction. Many situations, such as organizational structure, management style, and customer relationships, that are dissatisfied with the performance of individuals have an impact on productivity. Employee satisfaction in the banking sector is the subject of the psychological research presented in this article. Understanding employee satisfaction means recognizing the primary driver of business success, regardless of size. Identifying this main driving force, both conceptually, theoretically and practically, allows businesses to use these activities as examples. Research with applied elements attracts more enterprise attention. In this context, some suggestions are given by the author in the last part of the study.

### For citation

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### Keywords

Customers, bank employees, job satisfaction, employee job satisfaction, psychology.

## **Introduction**

All the time in the world for innovative, growing businesses and employees to be constantly running ahead of technology should pay attention to customers across its network reach and appeal to style accordingly as a priority. Therefore, in recent years it has made intensive research related to human resources requirements. Recently, the human factor that's important for businesses has emerged very clearly. It should not be ignored in today's world of human skills and effective innovation. This raises the intense competition in the business. If it multiplies how much of their similarity in the production of enterprises and self-renewal of human relationships is the way to go. One of today's innovation is the ability to instill confidence in the services it offers to see more advanced of the company.

Many of the world economic, financial, political, environmental, social, cultural and technological links between national states, markets and individuals through intercontinental connections get established in this century, whether political or financial, is primarily sought mutual trust relationship. primarily employees of businesses more efficiently and effectively in order to direct the work has become an important task. The primary role of business Judging from past years would not have been in business how to market what-how. Nowadays, customers now have easier access to markets and not how to be a better way is open to new ideas as to how I can do production monitoring. Therefore, factors affecting job satisfaction of the company's employees are obliged to identify and improve them will not be ignored.

This study examined the problems of the bank employee job satisfaction. Job satisfaction by examining the situation regarding implementation of solutions to the problems have been brought together with the results.

## **A customer concept**

Resources are needed by the customer as required to maintain their assets. The goods or services are expressed as the final consumer. However, the inputs to consumption at every stage of the transition from concept to customer production is included in the output of the receiver [Cinar, 2007].

Customer concept, not only takes into individual businesses and organizations. People or organizations, this recognition is entering a benefit in terms of goods purchased or a service. An entity's balance sheet and are not included in the reference section of the customer is what is the most valuable resource of a company. Customer concept, which benefit from a service area or not a property of individuals, individuals who are potential buyers of businesses who are anxious to get the goods and services offered are defined as customers [Eroglu, 2005].

If it is noted that the priority of the human factor in the service market to meet the expectations of employees of the company to implement this idea in practice, and to make them happy it is directly related to the material and spiritual. In short, be happy employees will ensure customers can be expressed to be happy [Naktiyok, Small, 2003].

## **Banking and History of the World**

The Italian word “banco” comes from Italian word banco table, desk or counter means. The first Lombardian bankers are Jews. These banking transactions to the table a proven market (banjo) and people on the left do not fulfill their commitments as bankrupt by some of these bankers broke the banco of such bankers. That is why from the person or entity to which bankruptcy in western languages

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the word banco "bankrupt" was called. [Free, 2005, 5].

Bank legal historians, M.Ö.2000 was the first year in which banks do their banking transactions in the temple of Babylon, and the priests were also said to be the first bankers. In addition, people's valuables and objects used as money they have left to these temples, some assurances to the needy by the priests of this accumulation was lent the money and then gift (interest) are reported to be back together. Throughout the process the first time in the banking sense was seen today in Greece and banking transactions' Trapezit has been started [Işıktaş'ın, 2010].

Banks, deposits they collect funds with their own capital, are costing organizations available on a line of qualified legal contracts or to meet the financial needs of real people. Banks are making many financial trading goods from a shop in the material sense. Hence banks are incorporating a different obligations than other commercial businesses. In this regard, banks in many countries, activities and types of transition are surrounded by sectoral laws with a nominal [Akyürek, 2006, 20].

Regulatory laws of the Swiss banking is the most important point in the world banking system "Banks and Savings Fund Act" (Bundesgesetz über die Banken), while the text of the German Banking Law, "Credit Institutions Act" (Gesetz über das Kreditwes that), United States' n in the "Gramm-Leach-Bliley Act" it is. In Turkey, banks date 01.11.2005, 25983 (repeated) published in the Official Gazette No. 5411 "Banking Act" is governed by [Thompson, 2009, 21].

## **Job Satisfaction**

People spend a large part of the business environment of everyday life. Business people and business environment of psychological, economic, social, and cultural influences from. Employees can make a continuous comparison between the expectations held about the business and the business environment. The objective of the research on the subject; Enabling them to increase productivity and employee motivation [Yalçın, Alparslan, Şeker, 2021]. Many definitions of the concept of job satisfaction Keser (2009), based on the concept of satisfaction; ensuring the realization of the desired, be satisfied it is defined as reach the heart. Halsey (1998) perceived by individuals as a result of the evaluation of the job or work experience has been identified as positive sensations or satisfaction [Büyüksivaslıoğlu, Terekhin, 2018]. Perceived by the individual is defined as the input-output stability [Alparslan, Saner, 2020].

## **Job Satisfaction and Importance**

Coldness toward work in case of job dissatisfaction, lack of morale, low productivity may occur. It said that the cause of this condition occurs when the social point of view, going to an unhealthy society experienced individuals. Job satisfaction on the basis of an individual's biological, psychological and social needs are met or seen the truth. Job satisfaction is not an independent concept of the environment. Another important point to note at this point in efforts to show their dissatisfaction with the majority of jobs will be available for each individual is an important task of management. Management of the feedback of the decisions taken in this direction can productivity and quality. Nowadays this information in the forefront of the human factors that contribute to society, indicating the importance of job satisfaction of individuals and organizations [Vyacheslav, Büyüksivaslıoğlu, Şeker, 2019].

The psychology of the employees are an effective relationship between job satisfaction. In order to continue the life work throughout his life for the people it is very important. Because human beings are always in a struggle economically and has never needed to even desire to work. Employee of their work

reveals the personal skills to be better. While such individuals remain unemployed status may cause deterioration of psychological health. If the people here in the cold realization of job satisfaction, productivity may decline [Luthans, 2011; Seker, Rustamov, Yalcin, 2014; Bayram et al., 2019].

### **Factors Affecting Job Satisfaction**

Research on the factors affecting job satisfaction is disclosed in two groups: internal and external factors have addressed this issue in the literature.

#### *Internal Factors*

Internal factors; consisting of employees of topics affecting the individual characteristics and job satisfaction are described in the research.

Personal Factors: The idea is not to participate in the domestic economy compared to other species of women in the working environment in which differences are indicated so. In men, careers, salaries, promotion expectations due to the intensity of the expectations vary according to women [Özcan, 2006]. In general, the internal factors that can be considered as personal factors are ranked as follows:

- Age
- marital status
- Level of education
- Personality

#### *External Factors*

External factors are outside the will of the workers and the whole business caused by environmental factors, and factors affecting the employee's job satisfaction.

- Management Approach
- Work friends
- Working conditions
- Fee
- Promotion
- Status

### **Results and Job Dissatisfaction**

Job dissatisfaction both individuals can reveal extremely important and harmful consequences in terms of both organizations.

Job dissatisfaction bIn Irey; life, deterioration in mental and physical health, psychological, psychosomatic, personality disorders, can cause stress. As a result, individuals may be faced with both physical and mental health problems. As a result of this focus on the individual, desire, determination and work performance degradation and decline it could be said in terms of efficiency. The following results are due to job dissatisfaction:

- Life Dissatisfaction
- Mental and Physical Health Deterioration
- psychological Dissatisfaction
- Psychosomatic Disorders
- Personality Disorders
- Stress

Results in terms of organization

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The following cases resulting in job dissatisfaction They are the problem:

- Productivity loss
- work Absenteeism
- Work Against Indifference
- Work Accidents and Occupational Diseases
- The increase of Employee Turnover Rate

## Conclusions

The job satisfaction can be explained by several reasons why the above problem for every employee. The importance is even greater for the employees. Because not only does not deal with the bank employees, such as an accountant or deals only with the customer account or register as a company employee. This process needs to do a combination of both. Therefore, banks are working overtime to make more. Bank employees primarily work to ensure the satisfaction of a wage policy should be provided to ensure that happier at work. Fees as well as expansion of social opportunities and to ensure the smooth operation of the physical conditions in the business environment needs to be created. in healthy physical environment of the Bank's employees are required to work with a successful management approach.

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## **Исследование проблем удовлетворенности банковских сотрудников работой**

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### **Аннотация**

Усиливающиеся конкурентные условия в нашем все более глобализирующемся мире заставляют предприятия внедрять различные стратегии. Одна из стратегий бизнеса – эффективно, экономно и рационально использовать ресурсы. Самым важным трудовым ресурсом сотрудников является человеческий фактор. Высокая производительность сотрудников, которые являются важнейшим ресурсом в банковском секторе, напрямую влияет на успех компании. Высокая производительность сотрудников зависит от многих факторов. Одним из наиболее важных факторов, влияющих на производительность сотрудника, является удовлетворенность работой. Многие ситуации, такие как организационная структура компании, стиль управления, отношения с клиентами, которые не удовлетворены работой отдельных лиц, оказывают влияние на производительность. Удовлетворенность работой сотрудников в банковской сфере является предметом нашего исследования. Понимание удовлетворенности сотрудников означает признание главной движущей силы успеха бизнеса, независимо от его размера. Выявление этой главной движущей силы как концептуально, теоретически, так и практически, позволяет предприятиям использовать эти виды деятельности в качестве примера. Исследования, включающие прикладные элементы, привлекают больше внимания предприятий. В этом контексте некоторые предложения будут даны в последней части исследования.

### **Для цитирования в научных исследованиях**

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### **Ключевые слова**

Клиенты, сотрудники банка, удовлетворенность работой, удовлетворенность сотрудников работой, психология.

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