

Analysis of willingness and influencing factors of nursing undergraduates to engage in elderly service management

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Abstract. Under the background of population aging, the development of pension industry urgently needs colleges and universities to cultivate high-level elderly service management talents. In this paper, 513 nursing undergraduates were investigated with self-made questionnaire. The results showed that the overall willingness of nursing undergraduates to engage in elderly service management was not high, and there was a significant difference in the willingness of nursing undergraduates with different demographic characteristics ($P < 0.05$). On the basis of in-depth analysis of influencing factors, the article holds that we should actively promote the cultivation of senior service management personnel at undergraduate level by guiding students to establish a sense of honor, enhancing their professional cognition of pension service, and reasonably positioning the training objectives to adapt to the professional development of nursing undergraduates.

1 Introduction

With the increasing aging of the population, the shortage of elderly care service talents is very prominent. Institutional care talents for the aged have also become a key link in improving the quality of life of the elderly population^[1]. In the Opinions on Supporting the General Office of the Ministry of Education and the Seven Departments of Education for the Development of the Social Service Industry and Improving the Quality of Talents in Short supply, service majors for the elderly as urgently needed majors, and policy-oriented should actively cultivate high-level management and research and development talents^[2]. However, the aged care professional development relatively lag behind^[3]. Many studies have involved the training of elderly care talents in secondary vocational schools, higher vocational schools or undergraduate levels, and they are less involved in the training of elderly care service talents among nursing undergraduates. The article takes the nursing major of Qianjiang College of Hangzhou Normal University as an example, investigates the willingness of nursing undergraduates to engage in elderly service management, combines the training practice in the direction of elderly service management, and discusses how to actively promote the training of undergraduate elderly service management talents.

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2 Study subjects and methods

2.1 Study subjects

513 full-time undergraduates majoring in nursing from grades 1 to 4 were surveyed by group stratified sampling method. A total of 607 questionnaires were distributed and 513 valid questionnaires were recovered. The effective recovery rate of the questionnaire was 84.5%. Among them, 18 male, 3.51%, 495 female, 96.49%, 105,20.47%, 183 sophomore, 35.67%, 163 junior, 31.77%, 62 senior, 12.09%.

2.2 Survey method

Discuss and determine the questionnaire based on the review of relevant literature. It mainly includes five parts, including basic information, working willingness, influencing factors, professional cognition and employment expectations. The willingness to engage in the elderly service management using the Likert5 score system, very willing to (5 points), willing to (4 points), indifferent (3 points), unwilling to (2 points), very unwilling to (1 point), the higher the score, the stronger the will.

2.3 Data processing

The data were imported into SPSS20.0 software for statistical analysis, using descriptive analysis, one-way ANOVA, t-test of independent samples and Pearson correlation analysis; $P < 0.05$ indicates the statistical significance.

3 Results of the study

3.1 Status quo of the willingness to engage in the elderly service management

According to the survey, only 1.95% was "very willing", "willing" was 29.24%, "indifferent" was 23.98%, 19.3% was "unwilling" and 25.54% was "very reluctant". The average score of the willingness to engage in elderly service management was 2.64 (± 1.103), $t=54.17$, and $P < 0.01$.

3.2 Univariate analysis of elderly services affecting the willingness to engage in elderly service management

Comparison of scores of willingness to manage elderly services with different demographic characteristics are shown in Table 1. The study showed that the scores of different genders, family economic status, frequency of participation in pension voluntary service every semester, serving as student cadres and professional direction were all different in elderly service management ($P < 0.05$). The other factors, such as family location, children's status, and grade difference, were not statistically significant ($P < 0.05$).

3.3 External factors affecting the willingness to engage in elderly service management

The results of "If you choose to work in a pension institution, what aspects do you consider?"

"and "concerns in pension institutions "are both shown in Tables 2 and 3. Relative easy work, good salary and good development opportunities are the main factors for nursing graduates to choose to work in pension institutions. At the same time, "low social recognition and less professional honor" is the primary factor why the students in this major are unwilling to engage in elderly service management.

Table 1. Comparison of the willingness scores of undergraduate nursing students engaged in elderly service management with different demographic characteristics (n=513, ± S, points) \bar{X} .

Factor	n	Constituent Ratio (%)	Score	F	P
Sex				5.489	0.020*
Man	18	3.51	2.94±1.21		
Woman	495	96.49	2.63±1.10		
Homeplace				1.308	0.271
Metropolis	43	8.38	2.74±1.20		
Middle-sized and small cities	104	20.27	2.58±1.15		
Town	104	20.27	2.74±1.14		
Rural area	262	51.07	2.60±1.06		
Family economic status				3.301	0.020*
Fine	3	0.58	2.00±1.73		
Preferably	33	6.43	2.66±1.08		
Same as	442	86.16	2.76±1.15		
Range	35	6.82	2.34±1.33		
Children's situation				0.049	0.824
Only child	159	30.99	2.64±1.06		
Non-only child	354	69.01	2.64±1.12		
Frequency of participating in the elderly care volunteer service every semester				4.81	0.009**
0 Times	161	31.38	2.59±1.08		
1-3 Times	254	49.51	2.62±1.19		
More than 3 times	98	19.1	2.80±1.00		
Whether to be a student cadre				5.15	0.024*
Yes	268	52.24	2.70±1.06		
No	245	47.76	2.57±1.15		
In grade				2.016	0.111
Freshman	105	20.47	2.45±1.17		
Sophomore	183	35.67	2.69±1.00		
Junior	163	31.77	2.66±1.16		
Senior	62	12.09	2.74±1.13		
Major field				8.653	0.003**
Elderly service management direction	183	35.67	2.71±0.99		
Non-elderly service management direction	330	64.33	2.60±1.16		

Table 2. Factors to choose to work (n=513).

option	n	percentage (%)□
Working in pension institutions is relatively easier than in hospitals	397	77.39
Better salary	389	75.83
Have better development opportunities	316	61.60
Professional title evaluation is relatively easy	163	31.77
Personal ideals and values can be realized	139	27.10
Is a respected profession	128	24.95

Table 3. Problems of working in pension institutions (n=513).

option	n	percentage (%)□
The degree of social recognition is not as low as the hospital nurses have a professional sense of honor	315	61.40
Poor working environment	250	48.73
The salary is low	248	48.34
My family doesn't want me to work in a pension institution	214	41.72
Don't like to have contact with the elderly	173	33.72
Other	80	15.59

4. Discussion and analysis

In this survey, the overall willingness of nursing undergraduates to engage in elderly services and management is not high. The reasons may be multiple: the first, the low degree of social recognition. At present, most of the staff in pension institutions are middle-aged women aged 41 to 50 with low education after receiving short-term training. Therefore, working in elderly care institutions is easy to give people the impression of not being "decent" enough, and there are also cognition such as low welfare benefits, limited development space, professional discrimination and so on; the second, salary and working environment are unattractive. Despite the increasing demand for a large number of competent nurses for gerontological nursing, most of the student nurses express a dislike of gerontological nursing^[4]. Our college once held a special job fair for elderly service management, but whether the salary, career development path and position are far from the expected of nursing undergraduates; the third, the elderly service management employment information is asymmetric. On the one hand, the society is in an increasing demand for high-quality, applied and compound pension professionals who "understand medicine, can care and are good at management", Pension institutions pay more and more attention to the "soft power" of talents, but suffering from no suitable candidate. But on the other hand, although students have good expectations for the career prospects of elderly service management, they know little about the employment information of elderly care institutions and the career content of elderly service management. Therefore, the asymmetry of employment information, and the lack of understanding of the job needs, treatment and salary of old-age service talents, also lead to the low willingness to work.

From the perspective of the willingness to engage in elderly service management with different demographic characteristics, boys' willingness to work is significantly higher than that for girls. Students from different family financial conditions also have significantly different elderly service management willingness. "Better" "general "are higher than "very good ", "worse ". Maybe the family in good financial shape not willing to engage in the business, and the family which is poor, more expect to have a relatively stable and high

social recognition of the work. Between the different frequencies of participating in pension volunteer services, there are also significant differences in geriatric service management willingness. It is reported that previous contact with older adults was significantly associated with students' self-efficacy and interest in working with them^[5]. Participation more than 3 times per semester, to be significantly higher than those with 1 to 3 times and 0 times. Because the students improved attitude towards the elderly and access to knowledge of elderly services when in the process of volunteering. The willingness of students who serve as student cadres is significantly higher than those who do not serve as student cadres. Because they are more confident in their own interpersonal communication, organization and coordination and other comprehensive abilities. Students' willingness of elderly service management is significantly higher than that of non-elderly service management.

From the perspective of external factors affecting career choice, if students choose to work in pension institutions, the first factors to consider are that "working in pension institutions is relatively relaxed than hospitals" and "better salary and treatment". The work intensity of hospital nurses, the working time is "three shifts", this is one of the main factors causing the large mobility of nurses. But the nursing institutions are relatively relaxed, and the rest time is relatively fixed. If the salary is better, it will also be attractive to nursing undergraduates. Secondly, students will consider whether there are better development opportunities. Students have low recognition of "achieve personal ideals and values" and "being a respected profession". From the reverse factors, "low social recognition" is the main concern of students. In addition, there is argument in the literature that the working environment issue is also an influence on students' intention to work with older people^[6-7]. Nurses working in these areas are poorly paid, compared to those working in hospitals^[8].

5. Revelations and suggestions

5.1 Guide and establish a sense of professional honor

Government departments should strengthen policy support and enhance the welfare benefits and social status of the employees. Relevant departments and institutions should strengthen the publicity awareness of advanced typical old-age care service practitioners at all levels in order to enhance the social emotional identity and value identity of the profession. Enterprises should establish an incentive mechanism for personnel retention and employment. By providing on-the-job training, academic and educational opportunities, establishing professional title promotion and career development channels, increasing the salary and treatment to enhance the attraction to undergraduate nursing students; Training institutions can train teachers systematically and let teachers take temporary posts in institutions to help to enhance student identity. To guide students to establish reasonable employment expectations and career development planning awareness.

5.2 Enhance the professional awareness of elderly care services

From the correlation analysis of the willingness of elderly service management and professional cognition, we found that the career prospect expectation, the degree of career content understanding and the related information of pension institutions are significantly and positively correlated with the willingness to work. Therefore, students can enhance their professional cognition of senior service management through various ways, such as organizing students for volunteer service, class practice, institution or enterprise practice. It can help students know more about the requires of professional knowledge and skills to work, the salary, the professional environment and development path of different positions.

5.3 The training objectives of adapting to the vocational development should be reasonably positioned for nursing undergraduates

In this study, for "what kind of positions they want to engage in management work or value career development opportunities, a considerable number of students want to work in pension institutions", and only a very few nursing undergraduates are willing to engage in pension nursing staff. This shows that colleges and universities regard the managers and educators of the pension service industry as their training goals is more in line with the employment expectations of undergraduates. Therefore, the undergraduate level of pension service talents should focus more on compound, professional, high-level talent training orientation. By establishing market demand knowledge, ability and quality training mode, strengthening the professional values to deepen the connotation of elderly service management talent training, then it can be more reasonable match between pension service talent supply and industry demand.

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