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## Effects of Work Value on the Life Satisfaction of Culinary Arts Majors

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### Abstract

The purpose of this study is to analyze the work value factors regarded as important by the culinary-related graduates in their 20s, and also to analyze the effects of work value factors on the life satisfaction. To achieve this purpose, this study analyzed the data of 155 graduates from departments including 'culinary arts', 'foodservice', and 'confectionery' among the college graduates in their 20s who participated in GOMS 2018. The results of analysis are as follows. First, the new generation majors in culinary arts showed the high importance of their aptitude and interest, employment stability, earned income. Second, in relation to the major field, the male graduates majored in culinary arts more highly perceived the importance than the female graduates majored in culinary arts. On the other hand, regarding the social reputation of job and work duty, the female graduates majored in culinary arts more highly perceived the importance than the male graduates majored in culinary arts. Third, the developmental value factor of work value had positive effects on the life satisfaction. Thus, the career-related staffs or professors of college should provide the career guidance by considering gender when the majors in culinary arts transit to the labor market after graduation.

**Keywords:** Culinary Arts, Gender, GOMS, New Generation, Work Value

**Major classifications:** Restaurant Management, Restaurant Marketing, Other Hospitality Related Areas

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### 1. Introduction

With the popularity of food-related media contents called 'eating shows', the social perception of culinary staffs and the future expectation of the job have been changed positively (Kim & Jung, 2017; Lee & Chong, 2018). Such changes in the positive perception of culinary work were led to the expansive establishment of culinary-related departments in regular higher education institutions like junior college and four-year-course university.

However, just as shown in the results of preceding researches (Lee & Chao, 2013; Zopiatis & Theocharous, 2013) reporting that the manpower produced by the hospitality-related departments did not show high preference to get a job in the hospitality

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industry after participating in an internship program, or they completely left the hospitality industry, the jobs suitable for the level of culinary majors graduating from higher education institutions have not been created enough. Also, even though they found a job in the hospitality industry, they showed the low job satisfaction and high turnover rate because of relatively low wage compared to other industries, poor working environment, and mental stress/pressure caused by direct contacts with customers (Kim 2019; Kwon et al., 2018). Moreover, as the number of customers visiting traditional restaurants decreases due to the COVID-19 pandemic (Cha & Rha, 2021), it is more difficult for culinary arts majors to transition to the labor market after graduating from college.

This result is caused by the maladjustment to work after graduation, caused by disharmony between the work value of college students majoring in culinary arts, and the organizational value of hotel or food-service businesses. Thus, in order to raise the job satisfaction and also to lower the turnover rate of new employees majored in culinary arts in college, it would be preferentially needed to understand their values of work, and then to establish the effective personnel management measures. Because Korea has gone through the process of extreme social disaster and change within a short time, the differences in sociocultural/political/economic experiences and values according to the birth group are very unique and different (Yoon & Jeong, 2018). Especially, the new generation culinary staffs have very different life values, communication method, and pursued working environment, from the previous generations (Kong et al., 2015). They regard the economic reward, pleasant working environment, and job security as important while they have relatively low consciousness of intrinsic value such as interest in work, social relation, self-realization, and development possibility in the future (Choi & Choi, 2018). Recently there have been researched on the work values of Generation-Y culinary staffs in the aspect of personnel management of culinary department in hotel and foodservice businesses (Gwak & Yoon, 2020; Han & Lee, 2013). This work value is related to the major satisfaction and career maturity of college students majoring in culinary arts (Han & Lee, 2013), and it has been discussed as an important variable that could predict the job satisfaction and turnover intention of employees of hotel & food-service industry (Choi & Sim, 2016; Lim & Choi, 2016). However, those preceding researches related to work value analyzed the relations of work value, major satisfaction, and career maturity of college students in culinary-related departments, so the relation between work value perceived by culinary majors after graduation from college, and variables related to employment performance could not be understood, which is a limitation.

Thus, this study aims to understand the work value perceived by the graduates in their 20s with culinary-related majors of higher education institutions, and also to analyze the effects of the perception of work value on the life satisfaction. Such results of analysis could be used as the basic data for career guidance of college students majoring in culinary arts, and also present the effective personnel management measures for culinary staffs in their 20s of hotel and foodservice businesses.

## 2. Theoretical background

### 2.1. Work value

The work value is differently interpreted and defined by each scholar. Generally, it is referred to the individual's attitude toward work, and the value perceived as important in relation to work (Gwak & Yoon, 2020).

The subareas composing the work value have been diversely presented according to the scholars' perspective. Many domestic researches divide it into intrinsic work value emphasizing the job itself such as aptitude, interest, interpersonal relationship, self-realization, and achievement, and extrinsic work value paying attention to benefits or rewards additionally obtained through work such as wage, welfare & benefit, social perception & reputation, and stability (Boo, 2018; Lee & Kang, 2017). Studies have recently emerged in relation to this subject, aiming to diversely categorize the subareas of work value after getting out of the dichotomous classification system to just divide it into intrinsic and extrinsic work value (Jo, 2018). Kim and Cho (2015) classified the intrinsic work value into developmental value including individual self-realization and aptitude, and job value including contents related to work and job itself, and also classified the extrinsic value into environmental value including the work environmental contents, and pay value including job security and income. Also, Ryu and Kim (2016) classified the detailed item of work value into reputation, environment, job, and developmental value. Choi and Choi (2018) classified it into prestige, environment, job, and developmental value.

This work value could be differently formed depending on the demographic characteristics. Many researchers reported gender as a strong factor that could generate differences in work value. In the research by Yoon (2010) analyzing the work value of college students majoring in foodservice management, the economic reward & status, and job diversity were more importantly perceived by female students than male students while the job security was more importantly perceived by male students than female students. In the research by Choi and Choi (2018) targeting the eco-boom generation born between 1979

and 1992, the effect of job value on the quality of labor market and life satisfaction differed according to gender. The effect of work value on life satisfaction was found to be higher for women than for men. The research by Chan et al. (2019) analyzing the work value targeting the people born in the 1980s, working for the hospitality industry and tourism industry in Macao, reported differences in work value according to gender, academic background, and service period while there were no differences according to age. Concretely, compared to men, the women more importantly perceived the social environment of the workplace of work value. Like this, the results of the researches on differences in the types of work value according to gender were differently perceived depending on the application area. Thus, in order to analyze differences in the perception of work value according to gender of college graduates majored in culinary arts, this study drew a hypothesis as follows.

Hypothesis 1. The work value of new generation college graduates majoring in culinary arts would be different by gender.

## 2.2. Life satisfaction

The life satisfaction is a consequence that grabs the most attention in the academic area researching human (Shin & Park, 2021). Choi (2020) defined the life satisfaction as the degree of subjective satisfaction perceived through various elements surrounding an individual.

The preceding researches examining the relations of factors having effects on the life satisfaction of employees in the hospitality industry are as follows. The research by Kim et al. (2015) targeting hotel employees, reported the positive effects of self-development and education on the life satisfaction. The research by Kim (2017) targeting the culinary staffs working for luxury hotel in Incheon, showed that the positive perception of working environment like work schedule and work evaluation system increased the intention to leave a career. The research by Kim and Lee (2018) targeting the employees of domestic franchise Korean restaurants, showed that the work-family support and family-work support as the environment value of work value had positive effects on the life satisfaction. The research by Seo et al. (2020) targeting the employees at the customer contact point in five-star hotels of Jeju region, showed the positive effects of the flexible work time on the job satisfaction and quality of life. The research by Yoon et al. (2020) showed the positive effects of organizational reputation of hotel enterprise on the affective commitment and job satisfaction. Thus, in order to analyze the effects of the perception of work value on the life satisfaction of college graduates majored in culinary arts, this study drew a hypothesis as follows.

Hypothesis 2. Developmental value of college graduates majored in culinary arts will have a positive effect on life satisfaction.

Hypothesis 3. Environment value of college graduates majored in culinary arts will have a positive effect on life satisfaction.

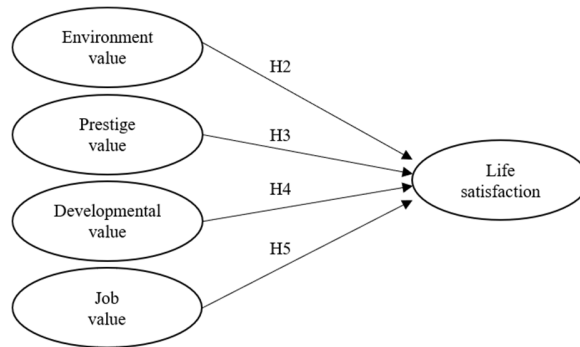
Hypothesis 4. Prestige value of college graduates majored in culinary arts will have a positive effect on life satisfaction.

Hypothesis 5. Job value of college graduates majored in culinary arts will have a positive effect on life satisfaction.

## 3. Methods

### 3.1. Measurement model

This study aimed to examine the influence relation between work value and life satisfaction of college graduates in their 20s with major in culinary arts. The research model shown in Figure.1 was designed based on previous studies.



**Figure 1:** Research model

### 3.2. Research instruments

The survey items for work value in Graduates Occupational Mobility Survey (GOMS) were composed of 15 items such as earned income, working hours, one's aptitude & interest, relation to major field, difficulty of work contents, workload, personal development possibility, future prospect of work itself, employment security, working environment, welfare & benefits, company size, commuting distance, social reputation of job, and social reputation of work duty. All the measurement items were measured on a five-point Likert type scale anchored by 1=strongly not important and 5=strongly important.

The measurement items related to life satisfaction in GOMS were composed of three items such as "I am satisfied with the personal aspect (personal achievement, personality, health, and etc.) of my life", "I am satisfied with the group I belong to", and "I am satisfied with the relational aspect (relationships with surrounding people, and etc.) of my life". The measurement was based on the Likert 7-point scale.

### 3.3. Data collection

This study used the most-recent data of GOMS 2018 by The Korea Employment Information Service. GOMS is the biggest-scale cohort study (cross-sectional survey) targeting the graduates from junior college or up as its population, conducted 18 months after graduation, which could secure the high reliability (Kim & Cho, 2015). In the GOMS 2018, total 18,150 graduates in 2017 who completed the higher curriculum at two or three-year-course college or 4-year university, and there were 165 graduates of department name including 'culinary', 'foodservice', and 'confectionery'. To achieve the objective of this study, the data of 155 subjects after excluding ten graduates in their 30 or up from 165 was used for the final analysis.

### 3.4. Analysis method

We used the SPSS 18.0 program to analyze the data. First, frequency analysis was conducted to identify the demographic characteristics. And, to test the validity and reliability of measurement items, exploratory factor analysis and reliability analysis were conducted. Second, correlation analysis was carried out to examine the correlation between variables. In addition, independent sample t-test was conducted to analyze the difference in work value according to gender. Finally, we applied multiple regression analysis to identify the effect of work value on life satisfaction.

## 4. Results

### 4.1. Participant characteristics

**Table 1:** Participant characteristics

Characteristics	Frequency	Percentage
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Gender	Male	71	45.8
	Female	84	54.2
School system	2-3 year	111	71.6
	4 year	44	28.4
Location of university	Seoul region	13	8.4
	Kyeonggi region	54	34.8
	Chungcheong region	25	16.1
	Gyeongsang region	50	32.3
	Geolla region	13	8.4
Total		155	100.0

The results of the frequency analysis of the demographic characteristics of the respondents are shown in Table 1. In terms of gender distribution, the numbers of males and females were 71 (45.8%) and 84 (54.2%), respectively. Regarding the type of university, 111 (71.6%) were graduated from 2-3 year college and 44 (28.4%) were graduated from a 4-year university. Regarding the location of the university, 54 (34.8%) graduated from universities located in Gyeonggi-do, 50 (32.3%) from Gyeongsang region, 25 (16.1%) in Chungcheong region.

#### 4.2. Results of reliability and validity

**Table 2:** The results of exploratory factor analysis and reliability analysis of work value

Factor	Scale items	Loading	Eigen-value	Variance	Cronbach's $\alpha$
Developmental value	Personal development possibility	.827	2.751	18.339	0.815
	Future prospect of work itself	.793			
	One's aptitude & interest	.751			
Environment value	Earned income	.840	2.712	18.080	0.826
	Working hours	.826			
	Welfare & benefits	.577			
	Working environment	.568			
	Employment stability	.530			
Prestige value	Social reputation of work duty	.934	2.689	17.928	0.836
	Social reputation of job	.934			
	Company size	.684			
	Commuting distance	.486			
Job value	Difficulty of work contents	.817	1.911	12.739	0.585
	Workload	.669			

	Relation to major field	.553			
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KMO=0.803, Bartlett=1181.664, df=105, p<.000

**Table 3:** The results of exploratory factor analysis and reliability analysis of life satisfaction

Scale items	Loading	Eigen-value	Variance	Cronbach's $\alpha$
I am satisfied with the relational aspect (relationships with surrounding people, and etc.) of my life	.930	2.528	84.264	0.906
I am satisfied with the personal aspect (personal achievement, personality, health, and etc.) of my life	.918			
I am satisfied with the group I belong to	.906			

KMO=0.751, Bartlett=301.642, df=3, p<.000,

To measure the work value of college graduates majored in culinary arts, we conducted an exploratory factor analysis. The results are shown in Table 2. The measure of the sampling adequacy of the Kaiser-Meyer-Olkin (KMO) was 0.803, indicating statistical significance. The Bartlett's test of sphericity value was also statistically significant ( $\chi^2=1181.664$ ,  $p<0.000$ ), verifying the suitability of data for factor analysis. The factor analysis extracted four factors with eigenvalues of 1.0 or above. Using their core concepts, each factor was named as follows: "developmental value" for factor 1, "environment value" for factor 2, "prestige value" for factor 3, and "job value" for factor 4. In addition, the Cronbach's  $\alpha$  values were 0.5 or higher for all four factors, confirming the reliability of the internal consistencies of measurement items.

The results of exploratory factor analysis of life satisfaction are shown in Table 3. The measure of the sampling adequacy of the Kaiser-Meyer-Olkin (KMO) was 0.751. And the Bartlett's test of sphericity value was also statistically significant ( $\chi^2=301.642$ ,  $p<0.00$ ). The factor analysis extracted one factor with eigenvalues of 1.0 or above. Using their core concepts, factor was named as follows: "life satisfaction" for factor 1. In addition, the Cronbach's  $\alpha$  value was 0.906, confirming the reliability of the internal consistencies of measurement items.

### 4.3. Differences in Work values by gender

**Table 4:** Differences in work values by gender

Work value	Mean $\pm$ SD	Rank	Gender		
			Female (n=71)	Male (m=84)	t
Earned income	4.34 $\pm$ 0.67	3	4.35 $\pm$ 0.63	4.34 $\pm$ 0.72	-.067
Working hours	4.30 $\pm$ 0.64	5	4.35 $\pm$ 0.61	4.25 $\pm$ 0.67	-.891
One's aptitude & interest	4.39 $\pm$ 0.68	1	4.36 $\pm$ 0.65	4.42 $\pm$ 0.71	.597
Relation to major field	3.78 $\pm$ 1.11	11	3.58 $\pm$ 1.13	4.01 $\pm$ 1.04	2.473*
Difficulty of work contents	3.74 $\pm$ 0.75	12	3.79 $\pm$ 0.70	3.69 $\pm$ 0.82	-.785
Workload	3.93 $\pm$ 0.75	9	3.96 $\pm$ 0.72	3.89 $\pm$ 0.78	-.637
Personal development possibility	4.26 $\pm$ 0.71	8	4.23 $\pm$ 0.68	4.31 $\pm$ 0.75	.727
Future prospect of work itself	4.30 $\pm$ 0.70	6	4.27 $\pm$ 0.66	4.32 $\pm$ 0.75	.441

Employment stability	4.37±0.65	2	4.42±0.61	4.32±0.69	-.890
Working environment	4.31±0.63	4	4.29±0.67	4.34±0.58	.514
Welfare & benefits	4.27±0.61	7	4.29±0.57	4.25±0.65	-.328
Company size	3.41±1.05	15	3.49±0.95	3.32±1.16	-.970
Commuting distance	3.91±0.93	10	4.01±0.80	3.79±1.05	-1.463
Social reputation of job	3.66±1.03	13	3.88±0.78	3.39±1.21	-2.908**
Social reputation of work duty	3.64±1.03	14	3.85±0.81	3.39±1.20	-2.685**

\*p<.05, \*\*p<.01

To analyze the difference in the work value by gender, an independent t-test was conducted and its results are shown in Table 4. The importance of one's aptitude and interest ( $M=4.39$ ,  $SD=0.67$ ) was the highest, which was followed by employment stability, earned income, working environment, and working hours in order. On the other hand, the importance of company size was the lowest, which was followed by social reputation of work duty, social reputation of job, and difficulty of work contents in order. In the results of analysis according to gender, the importance of relation to major field was more highly perceived by men than women. On the other hand, the importance of social reputation of job and work duty was more highly perceived by women than men.

#### 4.4. Descriptive statistics and correlation analysis

**Table 5:** The results of correlation analysis

	Mean±S.D	1	2	3	4	5
1. Environment value	4.32±0.49	1				
2. Prestige value	3.57±0.92	.306***	1			
3. Developmental value	4.32±0.60	.547***	.250**	1		
4. Job value	3.84±0.60	.463***	.482***	.387***	1	
5. Life satisfaction	5.12±1.21	.101	.208**	.220**	.190*	1

\*p<.05, \*\*p<.01, \*\*\*p<.001

Before testing the hypotheses, a correlation analysis was conducted for each factor, and the results are shown in Table 5. Correlations between the dependent variable, life satisfaction, and each of the independent variables are as follows: life satisfaction was positively (+) correlated with prestige value ( $r=0.208$ ), developmental value ( $r=0.220$ ), and job value ( $r=0.190$ ). But life satisfaction had no correlation with environment value. There was no factor with a correlation coefficient of 0.8, confirming that there was no problem of multicollinearity.

#### 4.5. Results of hypothesis testing

**Table 6:** The effect of work value on life satisfaction

	B	S.E	$\beta$	$t$	$p$	Tolerance	VIF
(Constant)	3.014	.904		3.335	.001		
Environmental value	-.232	.244	-.094	-.948	.345	.622	1.607

Prestige value	.189	.118	.145	1.608	.110	.758	1.319
Developmental value	.409	.192	.202	2.125	.035	.677	1.477
Job value	.172	.196	.086	.880	.380	.643	1.556

F=3.322 (p=0.012), R<sup>2</sup>=0.081(Adj R<sup>2</sup>=0.057), Durbin-Watson=1.885

To analyze the effect of work value on life satisfaction of college graduates majored in culinary arts, the results of the multiple regression analysis are shown in Table 6. The analysis results are as follows. First, the R-squared value was 5.7%, and the regression model was statistically significant (F=3.322, p<.05). Among the factors of work value, developmental value factor ( $\beta=0.202$ , p<.05) had positive effects on life satisfaction. However, environment, prestige, job value factor did not have a statistically significant effect on the dependent variable. These findings support H2. However, H2, H3, and H4 were rejected.

## 5. Discussion

This study understood the work value factors regarded as important by the graduates in their 20s of culinary-related departments of higher education institutions, and also analyzed the effects of work value factors on the life satisfaction. For this, this study used the data of 155 graduates in their 20s of culinary-related departments among the college graduates participating in GOMS 2018.

The results of analysis could be summarized as follows. First, the college graduates majored in culinary arts showed the high importance of one's aptitude and interest, employment stability, earned income, and working environment. This result is similar to the result of a research by Choi and Choi (2018) reporting that the eco-generation regards the extrinsic value like economic reward or working environment as important.

Second, the relation to major field was more highly perceived by men than women. Just like the research by Na (2014) argued that the cooks working at kitchen is a male-dominated job, but not considered a typical job for female, this result might be originated from the perception of possibility to experience more disadvantages than male majors in case when female culinary-related majors get a job in the culinary field after graduation. On the other hand, the social reputation of job and work duty was more highly shown in women than men.

Third, among the work value factors, the developmental value factor had positive effects on the life satisfaction. In other words, when the culinary majors regard the job itself such as one's aptitude and interest, personal development possibility, and future prospect of work as important, the life satisfaction is also increased.

### 5.1. Theoretical and practical implications

Based on such results of the analysis, the implications in the academic and practical aspect could be drawn as follows. First, the academic significance of this study was to classify the subareas of work value into four areas just as the researches by Kim and Cho (2015), Ryu and Kim (2016) after getting out of the dichotomous classification system aiming to classify the work value into two areas like intrinsic work value and extrinsic work value in most preceding researches related to work value. Second, this study will be meaningful in that it provides basic data for career guidance by analyzing the difference in work values according to the gender of college graduates, who mostly leave their jobs within one year of getting their first job.

The implications in the practical aspect are as follows. First, the young culinary majors regarded their wage and working hours as important. Thus, for career/employment guidance of college students, it would be necessary to find the jobs that could satisfy their extrinsic work values more than intrinsic work values, and then to shift them to this labor market after graduation, which could increase the satisfaction with work life, and also to lower the turnover rate.

Second, compared to other industries, the culinary staffs have lower wage and irregular off-duty, and also have to work at nights and weekends. If the personnel managers or managers of culinary department in hotel or foodservice businesses perform the personnel management following the past practice, it would be impossible to prevent the new generation culinary staffs regarding the earned income or working hours as important from leaving their kitchen. In other words, there would be conflicts between the work value of new generation culinary staffs and the corporate organizational value, which would be led to their resignation. Thus, the companies should introduce various systems like wage system, welfare & benefits system,



work-life balance system, and flexible working system for new generation culinary staffs, and then provide them with support, so those systems could be easily used.

Third, the relation to major field was lower in female majors than male majors, which means that the female culinary majors are highly possible to avoid getting a job in their major field after graduation. In case when the female majors do not get a job after graduation or change their job within a short time after entering a company due to poor working environment of kitchen and high labor intensity, the hotel and foodservice companies unavoidably suffer a loss in the cost for recruitment, education, and training of new employees. Thus, the personnel managers of foodservice companies should establish the personnel management measures for improving the life satisfaction of new generation female culinary majors by continuously understanding the work value regarded as important by them.

## 5.2. Research limitation and future research

Meanwhile, despite the results of this study presented earlier, this study has limitations as follows. First, the research subjects were limited to the graduates of culinary-related departments participating in GOMS, so it is difficult to generalize the results of this study, thus, in the level of academia, there should be a follow-up research that defines the sampling subjects in each region and college type in advance, so the results of the study could be generalized. Second, this study mainly examined the work value factors of college graduates majored in culinary arts as an exogenous variable having effects on the life satisfaction. However, there would be more various exogenous variables such as level of wage, matter of permanent position, and mismatch between major and work that could have effects on the life satisfaction. Therefore, it would be significant for the further researches to expand the study by adding various exogenous variables that could have effects on the life satisfaction.

## 6. Conclusion

The work value of new generation culinary staffs was shown differently according to gender. Among the 15 items of work value, the new generation culinary staffs regarded one's aptitude and interest, employment stability, earned income as important. The male regarded the relation to major field as important while the female regarded the social reputation of job and work duty as important. Also, when the culinary majors regarded their own aptitude and interest, personal development possibility, and future prospect of work as important, their life satisfaction was increased. Currently, for the prevention of the COVID-19 spread, the government is executing control policies like business shutdown, travel ban, self-isolation, and teleworking, so the employment of college students majoring in hospitality including culinary major is more serious than other industry sectors. Thus, the college career guider for the preservice new generation culinary staffs should provide career guidance by understanding the work value they regard as important based on their gender. Also, this work value would change as time passes. Therefore, in the future, there should be much more researches related to work value of new generation culinary staffs in the industry and academia.

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