Title: Influence of job satisfaction and training on individual performance of microfinance advisors in Sonora and Chiapas, Mexico

Authors: VÁZQUEZ-JIMÉNEZ, Imelda, RUIZ-PÉREZ, Roberto, GOMEZ-HINOJOSA, Carolina and ACOSTA-MELLADO, Erika

Dra. Imelda Lorena Vázquez Jiménez, *PhD in Strategic Planning for Performance Improvement with Research Lines: Organizational Improvement for institutions and non-profit organizations (NPO) as well as Financial performance in public, private and social institutions; the human factor in microfinance institutions comparative studies between Sonora and Chiapas, training needs and training plan for product development for women entrepreneurs in rural communities in southern Sonora, among others. Author of books related to organizational performance, in addition to advocacy and strengthening of NPO in southern Sonora; strengthening of women from rural communities who have applied for microcredits. Advice on degree work at the undergraduate, graduate and doctoral levels; adjudicator of social projects at the municipal, state and national level for federal and municipal organizations.*

INTRODUCTION

Yunus, M. (2018), known as the "banker of the poor", for more than 40 years has been the leader through campaigns with the sole purpose of granting microcredits to the poorest, most vulnerable families that live in rural communities and not supported by traditional financial institutions. Likewise, González-Vega, C. (2018) professor emeritus at Ohio State University, has specialized over the years in the area of microfinance in Latin America, and supports PhD M. Yunus with the idea of supporting families who most need financial resources entitled microcredits so that they can start their business or improve it.

Currently there are a large number of lenders and financial institutions that help people with limited resources, granting them loans or microcredits, but with high or inaccessible interests, or in the same way requesting some guarantee of said loan.

INTRODUCTION

For the development of this research, the literature related to job satisfaction of advisers who work in microfinance institutions was reviewed to determine the factors or variables that affect precisely this issue, according to the authors, and some studies with very interesting results were found.

Gonzales Lazaro, HE, Herrera Saavedra, LG, Ramirez Díaz, SM, & Varas Velasquez, RJ (2019) carried out the study of job satisfaction and its correlation with the intention of rotation of commercial advisers of microfinance institutions, with results where they leave the evidence that there is a significant problem in the microfinance sector, which makes essential actions to reduce the rotation of microcredit advisers, using Herzberg's theory

INTRODUCTION

Also in the research published by Jiménez, ILV, Millanes, MDM, Palomares, MMG, del Carmen, M., & Torres, V. (2018) Job satisfaction by gender of the advisers within the economic activity of financial services in the Municipality de Cajeme, the objective was to determine the job satisfaction by gender that the advisers of these financial institutions present and they reviewed the difference that exists between men and women regarding the influence of sociodemographic variables.

Gonzales Carrasco, M. Á. (2020) with the study entitled stress and its influence on job satisfaction in microfinance institutions in the city of Cajamarca, confirmed that the variable of job stress does have a direct influence on job satisfaction in these institutions.

INTRODUCTION

With the study presented by Guerrero Díaz, JA (2018) Commercial and financial skills training course focused on the microfinance sector, it clearly specifies the profile that the microcredit advisor must have because it is in charge of helping borrowers or accredited discover their financial needs, analyzing past, present and future situations.

Continuing with the review of the microcredit literature, approximately 12,600 documents that support studies related to microcredits and financial inclusion were found in the academic google network, the impact that microcredit has had in the lives of borrowers in countries of South America, Central and Mexico as well as in other countries of Europe and Africa; also studies referring to the sustainability of microfinance institutions among other issues.

OBJECTIVE

In reality, there is a scarcity of research as the main participant to the microcredit advisers, which were found to be mentioned above, consider variables such as stress, staff turnover, gender of the advisors but not explicitly focused on individual performance, training needs and job satisfaction as intended with this research.

Based on the above, the objective of this research is to measure whether job satisfaction (SL) and the training of advisers (CA) influence the individual performance of advisers (DIA) of microfinance institutions to identify areas of opportunity and determine solutions for performance to be as expected by managers

JUSTIFICATION

It is important to mention that in 2018, in an academic event, results of an investigation related to the validation of the instrument for measuring individual performance of the advisers in microfinance institutions, Vazquez-Jimenez, Imelda Lorena, Aguirre-Choix, Ricardo, Gomez- Hinojosa, Carolina and Mundo-Velazquez Rodolfo (2018), was a descriptive research, a Non-experimental study according to Hernandez, Fernandez and Baptista (2016); The measurement instrument was validated through the exploratory factor analysis test, a total explained variance of 62.58% was obtained, the cronbach´s alpha that according to (Levy and Varela, 2003) this result for exploratory studies must be greater than 0.40 obtaining a reliability by variable for job satisfaction (JS) 0.829, for training advisors (TA) 0.821 and for the individual performance advisors variable (IPA) 0.893.

This same study presented a Kaiser-Meyer-Olkin (KMO) test of 0.871 and the Barlett test was significant at .000, confirming the internal validity of the measurement instrument; Due to these results, the decision is made to continue this research now with the instrument already validated for its application in microfinance institutions located in the municipality of Ciudad Obregon, Sonora and Tuxtla Gutierrez, Chiapas, to make a study of the behavior of the variables in study.

HYPOTHESIS

Therefore, for this research we have two hypothesis in order to explain the influence of the dependent variable individual performance through the independent variables: job satisfaction and training of the advisers.

Research Hypothesis

H1: Job satisfaction(JS) has a positive impact on the individual performance(IPA) of the advisors in the microfinance institutions of Ciudad Obregon, Sonora as well as Tuxtla Gutierrez, Chiapas.

H2: The training (TA) has a positive impact on the individual performance (IPA) of the advisors in the microfinance institutions of Ciudad Obregon, Sonora as well as Tuxtla Gutierrez, Chiapas.

(Y) Dependent Variable: Individual Performance advisers
(X1) Independent variable: Job Satisfaction
(X2) Independent variable: Training Advisors

METHODOLOGY

This research was developed under a quantitative approach, since the data collection is used to test the hypotheses based on the numerical information obtained and the statistical analysis through the SPSS and SmartPLS 3 in order to contrast the theory with reality. The data analyzed are on quantitative data on the variables of job satisfaction, training of advisors and individual performance of advisors of microfinance institutions.

According to Anderson, DR, Sweeney, DJ, & Williams, TA, Camm, J. and Martin, K. (2011) when using the quantitative approach, the analyst will focus on the quantitative facts or data associated with the problem and will develop expressions mathematics that describe the objectives, constraints, and other relationships that exist in the problem.

It is non-experimental, since there is no control over the independent variables because the events have already occurred. It is exploratory in nature, since there is little information with the proposed study and it is desired to contribute to the knowledge through understanding the phenomenon under study. It is cross-sectional, since it only reflects a moment in time and does not consider other events; it is correlational type since it focuses on the relationships between the variables , likewise, the research sample is that of non-probability sampling for convenience according to Hernandez, et al. (2016).

METHODOLOGY

The subjects that participated in this research are the advisers who attend the borrowers who go to the microfinance institutions to request a micro-credit, a population of 72 advisors, 60 advisors were identified in Ciudad Obregon Sonora, which means 86% participation , of which 43% are male and 57% are female sex, among males 38% are between 31 and 35 years old, and 26% between 26 and 30 years old, in addition 57% have a professional career and 19% only have high school studies, now well In females, 29% are between 26 and 30 years old and 20% between 18 and 25 years old, 50% have a professional career and 32% have only high school studies; In Tuxtla Gutierrez, Chiapas, a population of 47 advisors, 29 advisors participated, which means 62% participation of which 52% are male and 48% female, among males 46% are between 31-35 years old, and 33% are aged between 26 and 30 years old, and 100% have a professional career, in the percentage of women, 28% are between 26 and 30 years old and 35% are 18 to 25 years old, and 100% have a professional career.

METHODOLOGY

The materials that were used in the present investigation is a questionnaire which the measurement instrument was validated through the exploratory factor analysis test, the cronbach´s alpha, KMO, and Barlett test confirming the internal validity of the measurement instrument. The questionnaire was made up of 19 items distributed as follows: 6 items for the independent variable job satisfaction (JS), 6 items for the independent variable of the Training of advisors (TA) and 7 items for the dependent variable of individual performance of advisors (IPA), this questionnaire was taken from the research of Vazquez et.al., (2018); Develop give the meaning of the variables in linear writing and important is the comparison of the used criteria.

METHODOLOGY

The procedure for this research was carried out as follows:

The document that had been presented at an academic event in 2018 was consulted to follow up on the results of the design of the questionnaire, which at a through testing exploratory factor analysis, Cronbach's alpha, KMO and Barlett was validated to confirm the internal validity of the measuring instrument.

The questionnaire was applied with the visit to the microfinance institutions both in Ciudad Obregon, Sonora and Tuxtla Gutierrez, Chiapas, specifically with the advisors who wished to participate to respond to the questionnaire, this was carried out in a period of six months.

The SPSS version 21 was fed for the database as the main input for the analysis of results. The SMART PLS 3.0 system was also used to obtain the Model with the independent variables (job satisfaction and training) and the impact with the dependent variable individual performance of the microfinance advisers: in addition to the Model, BETAS R^2 was obtained, discriminant validity under the criteria of the Fornell and Larcker Criterion published in 1981, indicated by Ab Hamid, MR, Sami, W., & Sidek, MM (2017, September).

RESULTS

With the independent variables of job satisfaction and training, the individual Performance Model (dependent variable) of the microfinance advisors is explained.

Below are the results obtained in relation to the presentation of the Model, for which according to Hair, JF, Ringle, CM, & Sarstedt, M. (2011), the R^2 classifies it with the following values: 0.75 substantial, 0.5 moderate and 0.25 weak, obtaining an R^2 of 0.586, which means that there is a moderate explanation in relation to more job satisfaction and better training improve their individual performance, that is, 0.414 is explained through other variables. This Model presents the Beta and sign between the independent variable of Job Satisfaction and the dependent variable of individual performance of the consultants at 0.407, which measures the intensity for individual performance to increase with a direct positive relationship. Likewise, the Beta and sign between the independent variable of Training and the dependent variable of individual performance of the advisers is presented at 0.403, which measures the intensity so that individual performance is increased also with a direct positive relationship. It is presented in Figure 1.
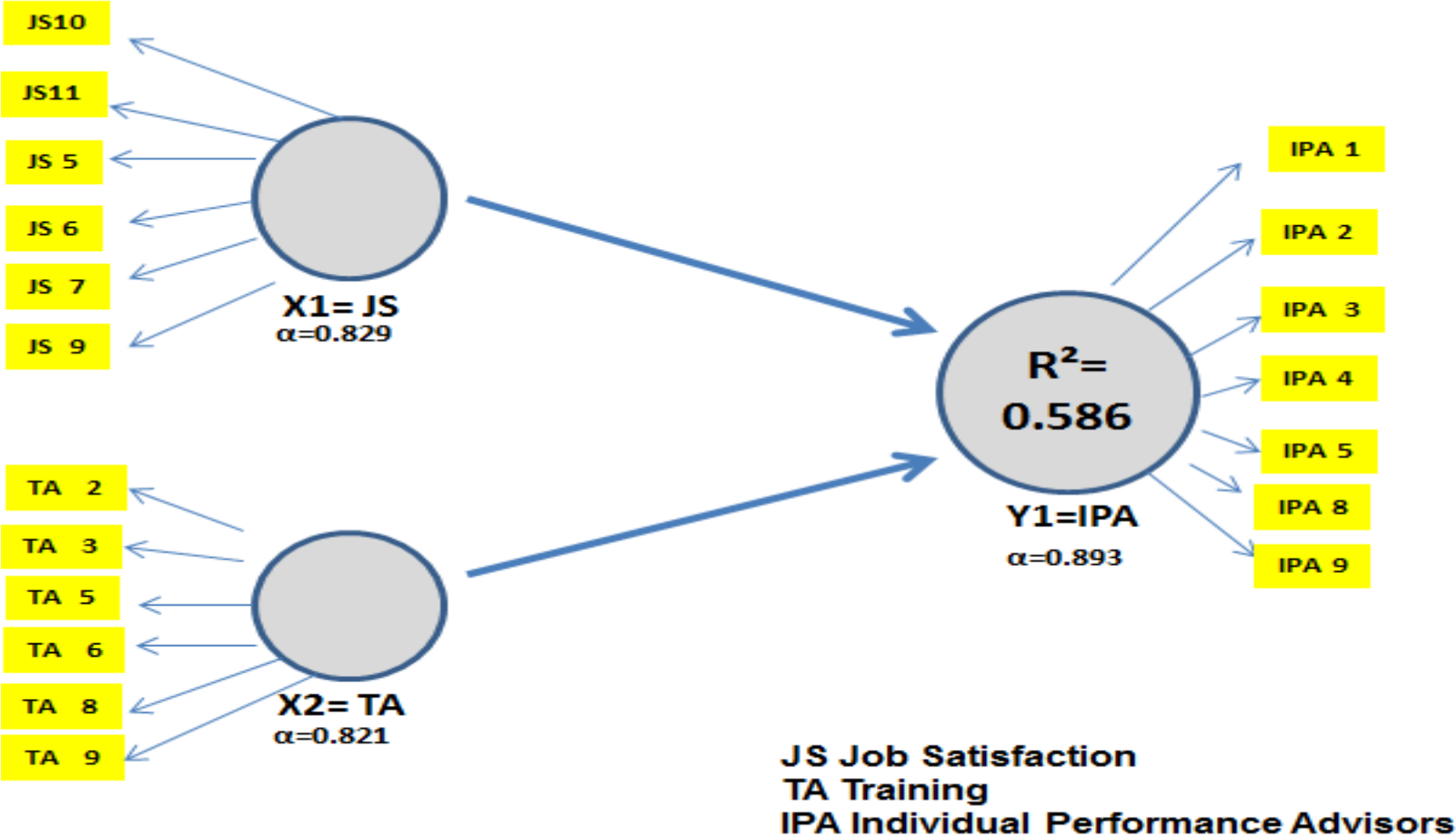
RESULTS

Figure 1, Graphical Model

RESULTS

According to Ab Hamid, MR, Sami, W., & Sidek, MM (2017) point out that the Fornell and Larcker criterion mentions that each one of the constructs must have greater internal correlation than with another construct, this validates that two constructs are measuring different variables. The result in this Model was 0.771 for job satisfaction, for training 0.848 and for individual performance of the microfinance advisors it was 0.787 which indicates that the constructs are well grouped, one construct is not being measured by another. The above was obtained through the Smart PLS 3.0 .

In relation to the validity and verification of the hypothesis for this research, the result was obtained using the Smart PLS 3.0.

(Y) Dependent Variable: Individual Performance advisors
(X1) Independent variable: Job Satisfaction
(X2) Independent variable: Training Advisors

RESULTS

H1: Job satisfaction (JS) has a positive impact on the individual performance (IPA) of the advisors in the microfinance institutions of Ciudad Obregon, Sonora as well as Tuxtla Gutierrez, Chiapas; statistically significant, it has a value greater than 1.5, with a t statistic of 2.805 with reliability greater than 99% because it has a P value of 0.005.

H2: The training (TA) has a positive impact on the individual performance (IPA) of the advisors in the microfinance institutions of Ciudad Obregon, Sonora as well as Tuxtla Gutierrez, Chiapas; statistically significant, it has a value greater than 1.5, with a t statistic of 2.683 with reliability greater than 99% because it has a P value of 0.008.

The proposed statistical model is predictive, according to Hernández, Fernandez y Baptista (2006), because the R^2 measure of 0.586, it can be said that the model explains the 58.6% of the variation of the individual performance variable.

CONCLUSIONS

The methodological objectives were met. (Background, hypothesis, instrument, validation, methodology). Two hypothesis were raised which were validated with positive verification.

H1: Job satisfaction (JS) has a positive impact on the individual performance (IPA) of the advisors in the microfinance institutions of Ciudad Obregon, Sonora as well as Tuxtla Gutierrez, Chiapas; statistically significant, it has a value greater than 1.5, with a t statistic of 2.805 with reliability greater than 99% because it has a P value of 0.005.

H2: The training (TA) has a positive impact on the individual performance (IPA) of the advisors in the microfinance institutions of Ciudad Obregon, Sonora as well as Tuxtla Gutierrez, Chiapas; statistically significant, it has a value greater than 1.5, with a t statistic of 2.683 with reliability greater than 99% because it has a P value of 0.008.

CONCLUSIONS

The contribution made by this research is that not enough documents have been found with studies of the individual performance of microfinance advisors, searching in academic google found 25,000 documents related to the variables of individual performance, job satisfaction and training, as well as organizational climate , learning, working conditions, among other variables applied to different areas but not to microfinance advisors, which justifies this research because the measurement instrument was validated through the exploratory factor analysis test, a total explained variance of 62.58% was obtained, the cronbach´s alpha that according to (Levy and Varela, 2003) this result for exploratory studies must be greater than 0.40 obtaining a reliability by variable for job satisfaction (JS) 0.829, for training advisors (TA) 0.821 and for the individual performance advisors variable (IPA) 0.893.

CONCLUSIONS

Also with hypothesis validated and proven in a positive way, which means that this study can be replicated in other States at the national level but also in microfinance institutions at the international level to reach a standard of the behavior of the variables under study and work together with the components of the fifth helix such as the company, the government, the education sector, organizations representing the microfinance companies, and independent consultants, remembering at all times that microfinance companies arise due to their need a sector with people who have been excluded from accessing financial services such as financing, and that the responsibility of attending to these people has invariably fallen on the advisors, so it is considered that they are the ones who should be trained to attend to this type of vulnerable people, due to the economic situation they have and who require support, advice, follow-up for a good administration of the microcredits they receive.

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