

**Title:** Research on Employee Loyalty of R Network Co., Ltd.  
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**Degree:** Master of Business Administration  
**Major:** Management

## ABSTRACT

With the high-quality development of social construction and market economy in the new era, the international competition situation within the company is becoming increasingly severe, such as market competition, brain drain and the level of operation and management of the company. At the same time, due to the increasingly important position of talents in the company, how to select a manager who is both suitable for the development of the company and loyal to the company is particularly important. Therefore, more companies realize that talent assets are the most valuable assets for the company. However, while recruiting personnel, more problems are how to retain personnel, which must improve the satisfaction of personnel to the company. In order to reduce the turnover rate, enterprise managers must scientifically and reasonably allocate existing resources through reasonable and efficient leadership methods. The loyalty of enterprise personnel has always been a hot topic of intense discussion in the society, especially because the post-90s personnel have entered the workplace, and the phenomenon of frequent job hopping of post-90s personnel due to the pursuit of personality and the influence of self-development environment has been criticized by the society, so they have always been regarded as the generation with the least loyalty.

By consulting a large number of literature studies and analyzing the data obtained through the questionnaire survey of R company, the author concludes that the factors that affect the loyalty of post-90s employees at present include: enterprise factors (wage and welfare system, enterprise culture, enterprise team atmosphere, enterprise development prospects), employee personal factors, reasons of work itself (whether the work is attractive, far and near to residence), etc. Among them, the biggest impact on employee loyalty is salary and welfare. The second is the enterprise factor, because the post-90s employees have strong personality, and most of them are only children, who have been spoiled by two families from childhood to adulthood. In addition, the post-90s were born in the period of national reform and development, and they accept much more new things and knowledge than the Post-70s and post-80s. Therefore, the corporate culture, the working atmosphere of the enterprise, and the relationship between colleagues will affect the loyalty of post-90s employees. Moreover, through the analysis of the employees of R company, the reasons of these enterprises still account for a lot of proportion. After these factors, it is the influence of educational level on employees' job hopping. The study found that there is a negative correlation between educational level and job hopping frequency, that is, the lower the educational level, the higher the number of job hopping.

Moreover, the different positions of employees will also affect the loyalty of employees. The job hopping time of basic employees is earlier than that of middle-level managers, and middle-level managers are easier than that of top managers. Another part of the reason is the factors of the job itself. The attractiveness of the job to 90 employees and the distance from the residence will also become factors affecting employee loyalty.

For enterprises, actively improving the loyalty of post-90s employees can enable enterprises to obtain the following advantages: (1) in the process of development, a group of excellent employees can do a good job in various basic management work to ensure the smooth operation of the company, as to greatly improve the management level of the company. (2) Having a loyal team can reduce the turnover of employees and reduce the human capital investment of the company, because when the loyalty of employees is too low, they often fail to achieve the predetermined goals in their careers and the company's goals, hinder the growth of the company, and at the same time, it will also cause the loss of adult employees. In order to make up for the gap of talent turnover, the company must carry out recruitment and training, and increase the human capital investment of the company. (3) Good loyalty can improve the reliability of the relationship between the company's personnel and customers. As the sustainable development of the market economy has created huge growth opportunities for talents, talents can find fields and positions conducive to their own growth through their own efforts. While the company is in a dynamic development process, the interpersonal relationship between managers and the organization affects the development prospects of the company. Therefore, it is necessary to build a perfect employee relationship to ensure high loyalty to employees, so as to ensure the long-term stability and healthy development of the company. (4) Employee satisfaction is the foundation and key for the company to enhance its core competitiveness. The biggest challenge for the company today is the competition for human resources. Among all the resources in the enterprise, management talents have high vitality and give full play to their core role.

**Keywords:** Post-90s employees, Employee loyalty, Human Resource Management

