

THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES

The Commitment of Household Helpers to House Owners: Research in Hanoi, Vietnam

Dr. Nguyen Nam Phuong

Assistant Professor, National Economics University, Vietnam

Dr. Vu Thi Uyen

Senior Lecturer, National Economics University, Vietnam

Abstract:

This paper examines the commitment of household helpers to house owners mainly based on research in Hanoi. Its objective is aimed at finding out the circumstance of helper's commitment and which factors influencing. To do so, both quantitative and qualitative analysis methods are used to draw factors affecting the commitment. Descriptive statistics and correlated regression analysis are used to point out the factors that affect the cohesion of household workers with homeowners. Besides secondary data from newspapers, researches, reports from GFCD and ILO, primary data are collected from survey handed out to 161 household helpers and in-depth interview with ten helpers in Hanoi. The results of research indicate that there are four factors affecting the commitment including: income; assigned job; the owners' care, trust and treating; and opinion on helper as an occupation. This study concludes that commitment of household helpers is heavily impacted by both the within the employment relationship and the influence from the outside; the current commitment level of helpers is not high; to improve the commitment in the future the combined effort from both parties should be taken into account. House owners should use helpers legally, respect and actively make good relationships with them; Household helpers should pay attention to update legal knowledge, social understanding to improve job awareness, occupation and life and develop themselves. In addition, job placement centres and labour management agencies should communicate through sharing and discussion, have suitable ways in which messages can be incorporated into applicable policies and regulations. That leads to facilitate proper custody of the housekeeper.

Keywords: Household (domestic) helpers/worker, house owners, commitment

1. Introduction

Along with the current globalization and international economy integration trend, the ratio of women participating in social economic activities has been rising dramatically partly to increase household income and to raise their own social status. This leads to a rising demand for household helpers so that the house owner can put their mind into their work without worrying about job - life balance. Household helpers account of a major part in the global labour force and tend to increase continuously in every country. Particularly, household helpers make up of 4-10% labour force in developing countries, 1-2.5% in developing countries. With their specific role and importance, household helpers have become an important part in non-official workplaces.

Due to the growth of socio-economy, housemaid job is recognized as an occupation and is easily able to change their workplace and the house they're working in, is increasingly equal in the employment relationships. This also contributes to the movement and searching for new jobs by household helpers. This creates new problems for house owners as it stretches the gap between supply and demand for helpers. Moreover, household helpers have recently had intolerant behaviours such as child abuse, disrespecting the elderly, stealing from the owners, leading to not only owner's mentality and finance but also create instability, slowing social growth. Once the bonding between two parties increase, the relationships between them get better, more stable, reduce any negativity between two sides. Therefore, researching on the commitment between household helpers and house owners is vital in terms of modifying the relationship, minimizing potential problems during working, balancing supply and demand for household helpers. These researches should receive more attention from society. However, most problems between helpers and owners are mainly the worker's abilities, how to finish their work, their understanding of the law on helpers' usage are not prioritize. That's why this paper has analysed impact factors in the commitment of house helpers to house owners within Hanoi area, from which propose several realistic recommendations for solving problems to promote the development of this new occupation.

2. Literature Review

2.1. Theories on the Commitment of Household Helpers to Owners

To understand in-depth the relationship between the employees and the owners, workers' mentality and needs should not be left out as their expectations, satisfaction and gratification leads to their commitment to the owners. If their

owners cannot satisfy the minimum needs of their workers, for example, the wage isn't high enough to make up for the labour basic needs, there is no guarantee that they will stay with the current owner. This is based on Maslow's hierarchy of needs:

Maslow's hierarchy of needs suggests that the labour needs take the shape of a pyramid:

- Physiology needs: including needs such as clothing, transport, housing and other personal needs. During work, if owners cannot provide such basic needs for the labour then the employee's commitment to staying on work is probably at the lowest.
- Safety needs: This need is presented both physically and mentally. Human being wishes to stay safe from all dangers. This need motivates actions during emergency instants such as wars, natural disasters. Labour working in a safer environment can be expected to commit more than those in less protective ones.
- Social needs: the need to socialize with other people to express and accept mutual affections, care and cooperation. Failure to satisfy this need may lead to major mental illness. If owners produce a friendlier environment through bonding games and talking, the labour force's commit could also improve.
- Respect needs: The need for social positions, being respected and loved by other people because of their own achievement. Most of workers, when joining a new organisation, have certain self-esteem and want others to respect them and their achievements.
- Self-actualization needs: Employees always want to express themselves and to do what they want. In other words, this is the need to use one's ability, power to validate oneself. Nowadays, with a growing economy, people's needs continuously increase, they want to be respected and express themselves within a community better, proving they are valuable for the organisation.

ERG theory by Clayton Alderfer mentioned frustration-regression. This process suggests that when higher level need is unfulfilled, a person may regress to lower level need that is easier to satisfy. In reality, managers apply this in form of raising labour's wage based on their skill level or the number of tasks they have done. This encourages employees to hone their knowledge, skills and professional development.

J. Stacy Adams's equity theory (1965) approved that individuals do not only care about the total return for the work they have done but also about other's returns as well. Inputs such as effort, experience, educational level and talent are compared with outputs like salary/wage, raise, recognition and other factors. When people realise that there is a difference between their input-output compared with others, there is bound to be tension. This tension introduces motivation because people have to fight for what they believe to be fair and equal. Employee's motivation is impacted by relative and absolute rewards. When employees acknowledge an inequality, they would act upon this to fix it. This could result in a better or worse productivity, higher or lower quality, increase absence or voluntary resignation.

However, equity theory hasn't made clear of several problems. For example, how do employees choose other to make a comparison? How do they determine the inputs and outputs? How they collect and compare each other's inputs and outputs to make a conclusion? When and how these factors change over time? On the other hand, unfairness is only relative and subjective to everyone and their relationship with the community or organisation. Despite of unknown issues, equity theory is still supported by researches because it provides valuable insights on motivating labour force. As a result, we file out factors influencing the commitment mainly based on Maslow's hierarchy of need and also concerned the fair treatment based on J.Stacy Adams's equity theory.

2.2. Vietnamese and International Researches on the Commitment of Household Helpers to House Owners

Kovach's model (1987) suggested motivation factors: (1) Interesting jobs: challenges creativity and opportunity to express one's ability; (2) Full appreciation of work done: showing the acknowledgement towards a well-completed assignment; (3) Work responsibility: employees can control and responsible for the job, are encouraged to contribute ideas; (4) Job security: no need to worry about keeping the current occupation; (5) Good wage: meaning the employees got paid accordingly to their work results, good enough to afford the living and open up opportunity for a bonus or a raise.

Allen and Meyer's three component model (1991): One of the most popular commitment models is Allen and Meyer's three component model, that is: affective commitment (they choose to stay because they have strong affection for the job and voluntarily stay because they want to); continuance commitment (the fear of the cost employees cannot afford once leaving the job); and normative commitment (reflects one's obligation to the organisations).

Yasmin's research (2011) proposed four factors influence commitment: (1) Recognition, including both official and unofficial recognition; (2) Career development, which is a lifelong series of activities that contributed to a person's career, establishment, success and fulfilment; (3) Balance between work and personal life; (4) Benefits, either financial or non-financial when choosing to stay with the organisation.

Donggen Wang & Jiukun Li (2009), a model of household time allocation taking into consideration of hiring domestic helpers: A topic on analysing the balance in responsibility between family members and household helpers. The model can be used to analyse the impact of helpers on allocating time for family members to do chores. In addition, it can also be used to reflect on governmental policies on minimum wages and wage adjustment in employment contracts.

Tran Thi Hong (2011) researched on domestic helpers at major cities in Vietnam and found out problematic contractual contents such as wages, working time, holiday permissions that domestic helpers get.

Ha Thi Minh Khuong(2012), in associate with International Labour Organisation (ILO), The Ministry of Labour - Invalids and Social Affairs and Institute for family and gender studies (part of Vietnam's academy of social sciences) have researched Hanoi and Ho Chi Minh City (2 biggest cities in Vietnam) on the current situation of domestic helpers and how

legal policies are carried out. This is later based on by governmental institution to make up new decree on guidance to carry out Law on labour about domestic helpers.

Ha Kien Tan (2015) surveyed 304 office workers in Binh Duong from 10/2014 to 5/2015 to find out that there are five factors influential to the commitment of oneself to their organisation: income and benefits, opportunity to learn and progress professionally, relationships with colleagues, higher managers' attention, working environment and condition, job's feature.

Nguyen Thi Phuong Dung et al (2012) and the paper "Factors that impact on Can Tho office workers' commitment" used Muhiniwari's measurement (2009) concluded that committed office workers are motivated by mutual share of knowledge and benefits. Two new additional factors in this model during this research were personal difference and work environment. These 2 variables have also been pointed out in Dung Kim Tran and Araham's research (2005). Dependant variables put in this model are: Allen and Meyer's definition of commitment (1990), independent variables relationships between employees, mission orientation, welfare, encouragement, environment, working condition, organisational culture.

"Assessing domestic helpers' capability in Hanoi area" (by student's scientific research – National Economic University, 2014) assessed and analysed house owner's expectation and realistic capability of helper. The topic did not only investigate the difference between owners' desire to use helpers and the helpers' reality but also analyse in-depth the gap between ability factors in ASK model. The purpose of the study was to propose new ideas on how to improve helpers' performance.

"Assessing the need to understand the Law on labour 2012 by Hanoi's helpers" (by student's scientific research – National Economic University, 2015). The authors measured, looked into the reality of understanding and assessing the desire to understand any related law on labour by the helpers in Hanoi area.

Researches have pointed out some of the factors that influence the commitment of helpers to house owners, in which income plays an important role. The income level must be kept fair both on the inside and outside, satisfactory and good enough to attract and hold helpers on to the owners with their contribution. In recent years, with good helpers, they are not only rewarded with good payment but also other benefits such as bonus, soft wage based on performance, holiday, ... to motivate and increase helpers' commitment. Apart from that, other factors such as work condition, assigned tasks, owners' care and treating, the understanding of law, the balance between work and life and occupation point of view by the helpers also play essential roles in the commitment between house helpers and house owner.

3. Research Methodology

Data source for research are both primary and secondary data. Secondary data are collected from newspapers, researches, reports from organizations such as Centre for Gender Studies, Family and Community Development (GFCD) and the International Labour Organization (ILO). Primary data are collected from survey handed out to 161 household helpers working, living and staying with house owners in four districts in Hanoi (Hai Ba Trung, Ha Dong, Cau Giay, Tu Liem). The survey is carried out in three months (from January to March 2018) through direct survey and leaving surveys at job centres, in-depth interview with ten helpers under the form of face to face communication, asking their opinion on ideas about policies related to them.

Data are processed and preliminary put together under certain criteria through statistical analysis T method. Moreover, the research listed the frequency with variables input correlation. After validating measurements and categorising into variable groups, authors check the correlation between independent variables with each other and independent with dependent variables. Afterwards, variables which are not correlated with dependent variables are eliminated, the authors then regress multivariate by Enter method. Along with doing so, ANOVA and hyperlinks testing through VIF coefficient are carried out. The Sig. value of ANOVA testing showed if there is a difference in variance between variables in the model, which also test to see if the linear regression model can be generalized and applied overall. In addition, to ensure the more accurate data, while doing interviews, authors used speed-writing and recorded the importance in the helpers' answers.

3.1. Variables Definition

Independent variables including: (1) Income; (2) Work condition; (3) assigned tasks; (4) The owners' care and treating; (5) Understanding the law on labour; (6) Time allocation for work and life; (7) Perception on helper as an occupation to investigate the commitment by helpers in Hanoi area. Moderators: demographic and social variables such as: age, gender, education level and work experience.

Dependent variables: commitment of helpers to house owners is measured with 3 contents: affective commitment, continuance commitment and normative commitment.

Variable measured by Liker five levels: 1-disagree to 5-totally agree.

	Variable Content	Variable Definition
1	Income (INC)	The income levels the effort (INC1) The income is higher than the market (INC2) The income is good enough to afford the living (INC3) Apart from wage, helpers also receive other financial income (INC 4)
2	Work condition (WC)	Are provided with their own bed room and good room condition (WC 1) Dine with the owner (same table, same time) (WC 2) Tools are provided by house owner, easy to use for assigned tasks (WC 3) The house' temperature, lightning, noise, airiness (WC 4)
3	Assigned Jobs (AJ)	The amount of job assigned accorded to the deal, enough and doable (AJ 1) The job isn't complicated, hard to deal with (AJ 2) The job doesn't produce stress, pressure (AJ 3) The job allows helpers to learn and get on well with the modern world (AJ 4)
4	The owners' care, trust and treating (CTT)	The owner's family cares, trusts and considers to be a part of the family (CTT 1) Owners provide necessity for everyday life (CTT 2) Owners regularly allow to leave for hometown, buy presents and clothes as gifts for the family (CTT 3) Owners' help with complicated jobs, assisting in finishing them (CTT 4)
5	Understand Law on Labour (UL)	Knowing the minimum wage for household helpers according to the law in Hanoi's area (UL 1) Knowing the owners must pay more for extra hours according to the law (UL 2) Knowing the number of days off in the week, month (UL 3)
6	Time allocation for life and work (TA)	Regularly contact with family, relatives and friends to update their lives, showing love and care towards them (TA 1) Regularly participate in outside activities such as Helpers community (TA 2) Allowing some time in the day for themselves and friends (rest, eating, ...) (TA 3)
7	Opinion on helper as an occupation (OO)	Seeing helpers as still a low-level occupation (OO 1) Seeing helpers as a good occupation with stable life and income (OO 2) Need serious consideration before moving (OO 3) Seeing this occupation not as a temporary job and seriously consider to be an important job (OO 4)
8	Commitment level (CL)	Love and want to stick with this occupation for a good while (AC 1) Love the owners' family member and consider them the second family for them (AC 2) Satisfied with the salary, care, trust and treating provided by owners' family (CC 1) Job satisfaction at the current house they're working in (CC 2) Able to balance between personal life and work (CC 3) Would stay with the current family despite better wage offer elsewhere (NC 1) Would feel like creating difficulties for the house owner if resign (NC 2)

Table 1: Defining Variables in the Model

Source: Synthesis of the Authors from Theoretical and Related Studies

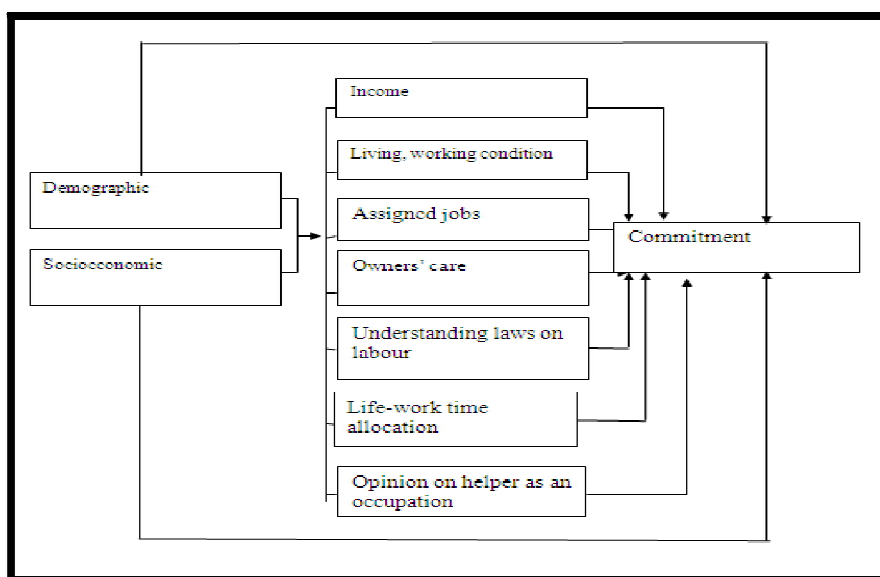


Figure 1: Model and Hypothesis on Factors Influence the Commitment between House Helpers and House Owners

Source: Synthesis of the Authors from Theoretical and Related Studies

- Hypothesis H1: When income increases, commitment also increases.
- Hypothesis H2: If work condition is improved, commitment also improves.
- Hypothesis H3: Helpers are more likely to commit to their work if they are more satisfied with their jobs.
- Hypothesis H4: Helpers are more likely to commit when the house owners care, trust and treat them well.
- Hypothesis H5: The understanding of law would affect the commitment of helpers with the owners.
- Hypothesis H6: If helpers allocate time for life and work effectively, they are more likely to commit to the owners.
- Hypothesis H7: Helper's opinion on this occupation affects their commitment.

4. Research Results

4.1. Household Helpers' Demographic Features are Diversified

Household helpers in Vietnam in particular and over the world in general are mainly female, male helpers only account of a small percentage (2.5%) and mostly are drivers and gardeners. The majority of helpers are 40 years old and above, while people 25-40 are also relatively high in number. This means the average age of helpers is gradually decreasing. With people 25 years old and above, 90% of them have married, 14.3% of which have divorced or widowed. Household helpers mainly do not have high educational level, mostly finished primary and secondary school (62.7%). Helpers usually have 1-3 years of experience (61.5%), those with 5 years or more account of 24.2%. Household helpers in Vietnam were formerly not considered to be a profession but in the recent 10 years have been noticed and acknowledged widely.

4.2. Commitment Level of Helpers to Owners Tends to Decrease

According to the survey, only 18% of answers think it takes serious consideration before resigning, changing to new house and changing is usually tiring and troublesome. The rest either don't know or agree with this. Besides, during in-depth interview, 6/10 interviewees said they have moved over 3 times and expressed that it is normal.

"Nowadays helpers quitting is normal. Go to a job centre and you'll immediately find a new house, not this one then the other one, there is no short for jobs..." (Nguyen Thi Xuyen, 46 years old, Tu Liem, Hanoi).

In terms of interest in the job and the family, only 21.7% helpers actually like it enough to commit with this profession for a long time. The number who has not decided goes up to 67.7% while the rest of them don't like it or have strong commitment to it. In addition, the answers to the love for family members and consider the house owner to be the second family takes the similar percentages.

In terms of commitment based on satisfaction with maintaining factors such as wage, care, trust and treating by the house owners; the job and working condition; the life-work balance and comfortable. The result suggests that helpers aren't satisfied with the maintaining condition that they are receiving. Because of this, their motivation to commit is reduced. Wage and care, trust, treating from the house owner are 23% not happy with and 49.1% neutral or don't have any comment. There is only 28.6% feel comfortable and balanced between their life and work, 55.9% neutral or don't have any comment. Lastly, the percentage of people happy with the assigned job and working, living condition is as low as 15.5% and 76.4% feel normal or not sure about it.

In terms of normative commitment, the average score is about 3.08-3.16, which shows that helpers aren't entirely satisfied with the maintaining factors, ultimately lead to the long-term commitment with the house owner. In truth, the percentage of staying in spite of better wage offer elsewhere is only 6.8%, haven't decided or staying because of any binding or affection with the current family is 39.8%, not willing to stay (53.4%). This is proof that helpers are always ready to move to a new, better job with higher payment.

Examining the average commitment score for helpers, the result is 3.03/5, with the range from 2.55-3.25 points meaning that the commitment by helpers based on the suggested criteria isn't high.

The helpers' commitment is going downward. The trend could cause certain consequences so it's important to find out the factors affecting the commitment and necessary to find out some methods to improve the helpers' commitment issue on Hanoi area in particular and in Vietnam in general.

Deeper analysis and testing research's theory using Sig. coefficient, we have:

- Hypothesis H1: Sig. coefficient from testing T with variable "Income" (INC) has value of $0.00 < 0.05$. Therefore, theory H1 is accepted, income does have impact on helpers' commitment, increase in payment will lead to increase in commitment.
- Hypothesis H2: Sig. coefficient from testing T with variable "Working condition" (WC) has value $0.546 > 0.05$. So, we have neither the sufficient evident to support theory H2 or any concrete proof for the connection between working condition and commitment with house owner.
- Hypothesis H3: Sig. coefficient from testing T with variable "Assigned jobs" (AJ) has value $0.00 < 0.05$. Theory H3 is accepted, there is a positive correlation between assigned job and commitment as the more satisfied the helpers are with their finished job, the better the commitment they are to the house owner.
- Hypothesis H4: Sig. coefficient from testing T with variable "Care, trust, treating" (CTT) has value $0.00 < 0.05$. Theory H4 is also accepted and proved that the house owners' care, trust, treatment towards the helpers positively affect the commitment, the better the attitude of the house owner, the better the commitment.

- Hypothesis H5: Sig. coefficient from testing T has value $0.433 > 0.05$ also means that variable "understanding law" (UL) has no linear correlation with variable "Commitment level" so the understanding of the law does not necessarily influence the helpers' commitment.
- Hypothesis H6: Sig. coefficient from testing T with variable "Time allocation" (TA) has value $0.184 > 0.05$. Therefore, we don't have evident to prove theory H6, so we cannot support that allowing time to balance between life-work would benefits the commitment between helpers and owners.
- Hypothesis H7: Sig. coefficient from testing T with variable "Occupation opinion" (OO) has value $0.024 < 0.05$. Theory H7 is then accepted. If helpers have positive point of view on their occupation, they would be more committed to the owners.

The final results have identified four factors affect the commitment of household helpers on different level. According to the analysis result, we have two types of regression coefficients: unstandardized regression coefficient (coefficient B) and standardized regression coefficient (coefficient Beta). Standardized regression coefficient showed that variable CTT and has the biggest while OO has the smallest impact on commitment level. In this research, the authors will use unstandardized regression coefficients for analysis and the regression model is:

$$\text{Commitment} = -0.177 + 0.244\text{INC} + 0.208\text{AJ} + 0.396\text{CTT} + 0.106\text{OO}$$

First, on income and other income factors don't have high average score, the lowest value is 3.01/5 corresponding to "The income is good enough to afford the living" and the highest value is 3.17/5 also means "Apart from wages, helpers also receive other financial income".

Helpers' income includes their salary/wage and other bonuses. Other bonuses can be either financial or artefacts which can be converse into money, they usually receive them during holiday, traditional Tet holiday, visiting their family in hometown or bonuses for finishing the job well. However, these bonuses according to helpers aren't regular or a lot (average value of 3.17/5). Several of them said they rarely or hardly receive any financial income apart from their salary. Others said they never receive any bonuses at all even when they have worked with the current house owners for a long time or when they are wealthy. This is why their incomes can mostly be shown through their wages/salary. Meanwhile, the helpers' wages are mostly from 3.5 to under 5 million VND (67.7%) and 79.5% of them thought this wage is not or barely enough to help them afford the living. A lot of the house helpers are from the countryside, they moved to the city to help their family with finance, especially those struggling with their lives such as having ill family member, loss of man of the family, debt, ... So, with the wage they are receiving, they feel like it's not enough to cover their living. On the other hand, due to impactful modern lifestyle, their spending also increases dramatically, hence the insufficient salary.

In terms of labour income competitiveness and fairness, only 32.3% of them thought the wage they are receiving is good enough for their efforts. The rest of them aren't willing to answer and thought they deserve more.

"I've been working for a while, mainly babysitting and cooking, cleaning. Sitting these kids is hard but the salary is low, I haven't received a raise in a while ..." (Nguyen Thi Sam, 54 years old, Tu Liem, Hanoi).

Analysing correlation, we can see Sig. coefficients of every variables take value $0.000 < 0.005$ so we can conclude with 99% certain that the helpers' commitment is related to every income factor. In addition, correlation coefficient of variables take value between 0.520 - 0.654 showed that these factors have tight relation with the helpers' commitment. Pearson correlation coefficient of variable Income 1 has the highest value of 0.654 proved that the deserving in payment has the highest impact on commitment. When they feel like they deserve more than what they are receiving, they will feel dissatisfied and their commitment with the house owner decline.

From the relationship above, we can see that the income (income and wage evaluation) directly impacts commitment. Meanwhile, helpers' wage evaluation survey in Hanoi area did not produce positive result, making negative impact on their commitment.

Moreover, the demand for helpers in major cities gradually increases, making them stand a higher value, creating more jobs and competitions. Subsequently, their wages are diversified and increased greatly. Better payment would create comparisons and impact commitment and moving mentality.

Second, with 4 variables for factor "Assigned jobs", we have mean from 2.7-3.27, which expressed the helpers' neutral point of view or without firm opinion towards it. This is to show that the helpers mostly have unbiased attitude towards their tasks.

The highest average is 3.27/5 with comment "The job allows helpers to learn and get on well with modern lifestyle". Most helpers shared that they are from the countryside with very low educational level so what they are doing help them a lot in raising their value. Others feel the opportunity is normal or don't feel the value that the job brings at all.

"Modern yes but since I mainly stay indoors, rarely go outside, getting on with life is only okay..." (Hoang Thi Van, 47 years old, Tu Liem, Hanoi)

This is to show the difference in awareness between helpers in acknowledging values that their job brings.

In terms of statements "The amount of job assigned accorded to the deal, enough and doable", the average score is 3.04/5, while statement "The job isn't complicated or hard to deal with", the score is 3.07/5 in which 85.7% is not complicated and completely normal while the rest 14.3% thinks they are hard to finish. This is because nowadays, the job they are doing isn't hard and the amount of work handed to them is manageable. The requirements for the jobs are also lowered, along with the improving acknowledgement, helpers can finish complex jobs faster and easier. Most complicated jobs nowadays involved with taking care of the elderly, the sick ones and babysitting. These tasks have higher requirement, demand more skills and experience.

Although saying that their jobs aren't complicated or hard to deal with and the amount of work receiving is manageable, helpers still shared that some of the tasks are quite pressuring or inhibiting. The average score for statement

"Job doesn't produce stress, pressure" is 2.7/5, with 42.2% did not agree, 11.2% agree and the rest undecided or neutral. A lot of them when asked say the job they are tasked with make them stress, angry or sometimes pressuring such as babysitting, Babysitting does not require only experience, skills but also patience. Babysitting without their parents nearby is even more hardship and pressuring, making them really tired and aggressive.

"I've done a lot of things as a helper. In general, babysitting is the most difficult and stressful one. Sometimes they are so naughty and we can't coax them, make us even more angry ..." (Do Thi Diep, 52 years old, Hai Ba Trung, Hanoi)

We can see that the Sig. coefficient of all the variables take value $0.000 < 0.005$ so we can conclude with 99% certainty that helpers' commitments are relational with the jobs they are assigned with. The correlation coefficient of variables in 0.580-0.628 portrays a tight relationship between these variables and helpers' commitment. Pearson correlation coefficient of variable AJ3 has the highest value of 0.628 means that job without complication has the most significant impact on helpers' commitment. In reality, the aggression or pressure about the job makes the helpers feel dissatisfied and decrease in job motivation and their overall commitment.

The "assigned jobs" factor is the measurement of the current job tasked for house helpers. After examining, this factor also affects helpers' commitment.

Using the overall research model, we can see that this factor directly proportional with helpers' commitment. Regression coefficient value of variable AJ with respect to commitment is 0.208. Which means under no changes in other factors, factors related to jobs increase by 1 unit then the commitment would increase by 0.208 and vice versa, if they decrease by 1 then commitment decrease by 0.208.

In detail, house helper's work environment is usually as small as the house or bigger, the market, the supermarket, the park or the kindergarten. It's because of such small working space that would influence the mentality of the helpers. Staying indoors for too long with uncomfortable work factors would make them feel stressful and pressuring as the analysis above, leading to decrease in job commitment as stated.

Third, the care, treatment of the owner of the house is on a medium level. The values oscillate between 3.07-3.33 in the range from 2.61-3.40, which suggests that the helpers would assess the care, treatment of their house owner at medium level or undecided about it.

Statistically, only 26.7% of them are trusted, cared and considered to be a part of the family by owners' family, the rest either do not agree with the statement or thought the level of care is neutral, they aren't trusted or cared by family members. A lot of them felt that this prevents them from being closer and more committed to the family owners. With the reality that there are a lot of problems surrounding the declining helpers' commitment make a lot of household owners feel alerted and further reduce it.

"At the beginning the family held my ID and stay alerted with me. Maybe they are afraid of something, cannot trust me yet. While their treatment with me is okay ..." (Nguyen Thi Man, 55 years old, Hai Ba Trung, Hanoi)

Besides, 57.8% of the answers said they only sometimes receive gifts and are allowed to visit their families, 18.6% of them said they rarely or even never receive or allowed to do so.

The daily care, treatment by house owners are presented through providing necessities, helping with struggles, personal problems are also on medium level. They thought their house owner's treatment towards them is at basic level and there aren't any encouraging on their commitment.

We can see that Sig. coefficient of every variables are $0.000 < 0.005$ so we can infer with 99% that the commitment level is positively correlated with factors on care, trust and treatment of the house owners. Along with that, correlation coefficient of variables between 0.658-0.727 proved that these factors have relatively strong impact on commitment. Pearson correlation coefficient of variable CTT1 has the highest value (0.727) which means that "family members care, trust and treat helpers like a part of the family" is the most impactful factors towards the bonding between 2 parties.

The CTT variable measure the much the house owner care, trust and treat the helper and with the result from the research, this factor plays the most important role in improving helpers' commitment.

The model proposed have shown a positive correlation between the 2 and proved to be the most vital factor. With regression coefficient of 0.396, which means if variables in this factor increase or decrease by 1 then commitment also increase or decrease by 0.396 respectively.

This influence is visible. Trust is the core value to create a solid bond. According to Maslow's hierarchy of needs (1943), human being right after the basic needs to eat, sleep, safety, (physiology and safety needs) would long for affection, communicate, make friends, cared and loved, ... (social needs). The treatment, caring tells the owners' affection with the helpers. When the helper receives the care, affection from the house owners, they will like the family, the work and intend the stay with the family longer.

Forth, on Occupation opinion, average score is about 2.47-3.15. The average for statement "seeing helpers as still a low occupation, helpers are tied and obey the house owners" only reach 2.47/5, within 1.81-2.60 range showing that they do not agree with this statement. Other variables are between 2.61-3.40, so helpers tend to either assess it as medium or undecided, wondered about the question.

In reality, helpers have always been considered to be a formal occupation and helpers are aware of that. Therefore, helpers do not consider their occupation to be low level and only obey house owner at a reasonable level (59%). However, there are still people not decisive with their answers (35.4%), and the rest still look down on their job (5.6%).

"There's no such thing as a low occupation, every job is genuine working. Helpers nowadays are much easier, no need to obey rigorously like it used to, ..." (Tuan Van Tran, 38, Hai Ba Trung, Hanoi).

With "Helper is a good occupation with stable income and life", the average is 3.03/5. Only 19.2% of the answers agreed with this and 80.8% didn't approve or didn't have any comment. Some of the answers admitted that being a helper

earns better than working in the countryside or at another job. Despite the good income, they still don't think it's a good profession option. One of the interviewees talked:

"I had to do this because the situation required. Earning a lot of money but you don't feel like it. Vietnamese women like to stay at home, take care of their husbands, their kids, do the house works ..." (Ngoc Thi Nguyen, 45, Hai Ba Trung, Hanoi)

Some helpers said that their family and the people around them do not consider helper to be makeshift, they have taken it much more seriously (27.3%), a majority of the opinions wondered and were not decisive with their answers (59.6%) and the rest has the opposite opinion (13%). This is to show that this occupation has gradually been respected.

For those opinions on moving to different family, the average score on "Moving from one family to another is troublesome and need serious consideration before deciding" is 2.75/5. In particular, 44.1% did not agree with this comment, 37.9% has neutral point of view, and only 18% thought this is true. So, for helpers, moving for them isn't a big deal.

The Sig. coefficient of variables are all $0.000 < 0.005$, so we are 99% sure that the house helpers' commitments are correlated with their opinion about their job. Besides, the correlation coefficient of variables within 0.352-0.511 value range signified that this group of factor affects house helpers' commitment, although it has the lowest influential among all the other factors. Pearson correlation coefficient of variable OO2 (Helpers is a good profession, help bringing in stable income and life) has the correlation with the commitment with value 0.511.

Opinion on the job represents the factors belong to the perception by the helpers in particular and society in general. The author put this factor in the model because the perception on this occupation by society has been changed for the past few years. These changes can be impactful towards helper's commitment, as it was proven by the OO variable.

The degree of impact is shown through the research model. Through the model, OO variable has positive correlation with the commitment by helpers. However, this factor has the smallest influence among the 4 factors in the model. The regression coefficient is 0.106 means as long as other factors remain intact, if opinion on occupation factors either increase or decrease by 1 unit then the commitment is increased or decreased by 0.106 units.

When the demand for helpers rise, their value also goes up, opens up new job opportunity making the helpers enhance their awareness on the job. Helper as an occupation is recognized and respected. Along with a stable income, helpers tend to commit to their jobs even more. For some people, however, these factors aren't important, they have psychological barrier such as taking care of the family, leaving hometown, negatively affect their commitment to their jobs.

5. Conclusion and Recommendation

From the research, we may conclude that the commitment of house helpers is heavily impacted by both the within the employment relationships and the influence from the outside. There are four main factors which related to helpers' commitment level: Income; assigned jobs; the care, trust and treatment of the house owner and their point of view about this occupation. Through this research we can also see current state of helpers in Hanoi area. The model suggested that the income and how helpers are cared, trusted and treated by house owner are significant for their commitment, while in reality they do not speak highly of these factors. Therefore, we can infer that the current helpers' level of commitment is not high. Apart from that, commitment level is also affected by other psychological, social - awareness factors. New methods should be taken into consideration to encourage and raise the commitment level for house helpers. In order to do so, there should be a combined effort from both parties to increase social awareness.

For household helpers (workers) should pay attention to update legal knowledge, social understanding to improve job awareness, occupation and life, develop themselves through self-studying knowledge, skills, job ethics, openly talk about their opinions or comments on potential disagreement with their house owners.

For house owners (employer): using helpers legally, respecting and actively making good relationships with them would lead to necessary changes to their wage/salary, care, trust and treatment towards helpers as well as the amount of work and the works themselves.

To sustain the commitment between household helpers and house owners, the state management agencies play a vital role including: Develop and implement awareness raising programs for domestic workers; Improve the legal system for laborers working in the family in particular; Regular communication on laws and regulations to ensure the use of domestic workers to comply with labor laws;

In addition, the cognitive communication of the housekeeper on the stability and cohesion of the work is important. The facilitator needs to know and understand the role and value of cohesion and the disadvantages of moving behind diverse employment opportunities. Media content should convey meaning and relevance to the value of engagement and the disadvantages of moving to avoid the role of attachment in the process of engaging in domestic work. The main responsibility for communication is with the homeowner, job center, labor authority, etc. However, the host must be skilful in presenting the communication message in the negotiation process and co-operation. For job placement centers, labor management agencies should communicate through sharing and discussion, should have good ways in which messages can be incorporated into applicable policies and regulations. That leads to facilitate proper custody of the housekeeper.

6. References

- i. Đỗ Phú Trần Tình & Nguyễn Văn Nên & Nguyễn Thị Diệu (2012), "Phân tích các nhân tố ảnh hưởng đến sự gắn bó lâu dài của nhân viên trẻ với doanh nghiệp", Tạp chí Phát triển và hội nhập, số 7(17), tháng 11-12/2012.
- ii. Hà Thị Minh Khương (2012), "Việc làm bền vững đối với lao động giúp việc gia đình ở Việt Nam", tạp chí Nghiên cứu Gia đình và Giới, số 05/2012.

- iii. Hà Kiên Tân (2015), "Các yếu tố tác động đến sự gắn kết tổ chức của nhân viên khối hành chính tỉnh Bình Dương", Tạp chí kinh tế - kỹ thuật, trường đại học kinh tế - kỹ thuật Bình Dương, số 10, tr.71-77.
- iv. Lương Thị Duyên (2018), "Các nhân tố ảnh hưởng tới sự gắn kết của LĐGVGD với chủ sử dụng lao động trên địa bàn TP. Hà Nội" Nghiên cứu khoa học sinh viên – ĐHKQTĐ.
- v. Nguyễn Thị Phương Dung và cộng sự (2012), "Các yếu tố tác động đến sự gắn kết tổ chức của nhân viên khối văn phòng thành phố Cần thơ", Tạp chí khoa học Đại học Cần Thơ, số 30, tr.92-99.
- vi. Phạm Thế Anh và Nguyễn Thị Hồng Đào (2013), "Quản trị nguồn nhân lực và sự gắn kết của người lao động với doanh nghiệp", Tạp chí Khoa học Đại học Quốc gia Hà Nội, số 4, trang 24-34.
- vii. Quan Minh Nhật và Đặng Thị Đoàn Trang (2015), "Nhân tố ảnh hưởng đến sự gắn bó của NLĐ có trình độ từ đại học trở lên trong các doanh nghiệp ở thành phố Cần thơ", Tạp chí khoa học trường đại học Cần Thơ.
- viii. Trần Thị Kim Dung và Trần Hoài Nam (2005), "Nhu cầu, sự thỏa mãn của nhân viên và sự cam kết gắn bó với tổ chức". Đề tài nghiên cứu khoa học cấp bộ. Đại học kinh tế TP.HCM.
- ix. Trần Thị Hồng (2011), "Một số vấn đề xã hội của lao động giúp việc gia đình ở đô thị hiện nay"; tạp chí Nghiên cứu Gia đình và Giới – Viện Nghiên cứu Gia đình và Giới số 02/2011.
- x. Chapman(1995-2012), Maslow's hierarchy of needs, <http://www.businessballs.com/maslow.htm>.
- xi. Donggen Wang & Jiukun Li (2009), "A model of household time allocation taking into consideration of hiring domestic workers".
- xii. Meyer & Allen (1990), "The Measurement and Antecedents of Affective, Continuance and Normative Commitment to the Organization", Journal of Occupational Psychology 63, 1-18.
- xiii. Meyer & Allen (1991), "A three-component conceptualization of organizational commitment", Human Resources Management, Review, 1, 61-98.
- xiv. Milkovich, G.T. and Newman, J.M. (2008), "Compensation", Ninth Edition. New York: McGraw-Hill/Irwin.
- xv. Mowday & Porter (1979), "The measurement of organizational commitment", Vocational Behavior 14: 224-247.
- xvi. Kovach (1987), "What motivates employees workers and supervisors give different answers", Business Horizons, Sept-Oct, p.58-65.
- xvii. Wood, Wallace, Zeffane (2001), "Organisational Behaviour, A Global Perspective", John Wiley & Sons Australia, Ltd.
- xviii. Yasmin Binti Mohamad Nor (2011), "The impact of motivational factors on employee commitment in oil and gas industry in Malaysia"; A Master's project submitted in partial fulfillment of the requirements for the degree of Master in HRM, Center for graduate Study, Open University Malaysia.