

A STUDY ON THE ORGANIZATIONAL ATMOSPHERE AND ORGANIZATIONAL EFFICIENCY OF THE STUDENT UNION AT Y UNIVERSITY IN GUANGXI, CHINA

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Abstract: The purpose of this study is to explore the relationship between student union organizational atmosphere and organizational effectiveness, as well as whether student union organizational atmosphere has a significant impact on organizational effectiveness. The study used a questionnaire survey method, with a university in Guangxi as the research parent group. The questionnaire survey method was used to distribute questionnaires to student union officials, and 168 valid questionnaires were collected. The study used multiple statistical methods to analyze data, and the results showed that the organizational atmosphere and organizational efficiency of the student union were at a high level; There is no significant difference in the evaluation of the organizational atmosphere of student unions among students of different genders and household registrations; There is no significant difference in the evaluation of student union organizational effectiveness among students of different genders, while there are significant differences in the evaluation of student union organizational effectiveness among students of different household registrations and grades.

Keywords: Organizational Atmosphere, Organizational Effectiveness, Measurement Indicators

Introduction

Since the 21st century, China's higher education has gained significant development opportunities with the enhancement of national economic strength and the proposal of mass education concepts. At the same time, the number of university students has also been increasing day by day. Both university students and universities themselves have emerged characteristics that are in line with the development of the times. With the continuous

deepening of university education work, student unions have become the main tool for universities to achieve their educational vision.

The construction of a good atmosphere within an organization cannot be separated from the identification of internal members with common goals. However, in the research on the construction of university student unions in the new era, there are still some prominent problems in the construction of university student unions. The overall satisfaction of college students with the work of student unions is average, and there is significant room for improvement in the construction of student unions and the quality of student cadres (Wei, 2020). Many student unions in universities have unclear division of responsibilities and excessively overlapping functions, leading to confusion in the work content of various departments. Ultimately, the formalization of some activities makes it difficult to achieve high-quality and high standard activity goals, and it is also difficult to mobilize the enthusiasm of students to participate in activities. Student union members have to shift from the role of organizers to participants (Xu, 2022).

Based on the above situation, this study is based on the actual situation of the organizational atmosphere and effectiveness of student unions in universities. Through the exploration of the impact of certain background variables on the organizational atmosphere and effectiveness of student unions, as well as the impact of student union organizational atmosphere on organizational effectiveness, it provides theoretical support and guidance for the improvement of student union organizational effectiveness. Based on this, this study will focus on exploring the relationship between the organizational atmosphere and organizational effectiveness of student unions.

Research Objectives

The following objectives are formulated for this study:

1. To understand the current organizational atmosphere of the Student Union of Y University in Guangxi.
2. To understand the current organizational effectiveness of the Student Union of Y University in Guangxi.
3. To compare the differences in Organizational Atmosphere of the Student Union of Y University in Guangxi under different demographic variables.
4. To compare the differences in Organizational Effectiveness of the Student Union of

Y University in Guangxi under different demographic variables.

5. To analyze the correlation between the organizational atmosphere and organizational effectiveness of the Student Union of Y University in Guangxi

6. To verify the impact of organizational atmosphere on organizational effectiveness in the student union of Y University in Guangxi.

Literature Review

Research on Organizational Atmosphere

Lewin (1936) first proposed the concept of psychological atmosphere. He believed that atmosphere is the shared perception or similar part of an individual's cognition, which implies a shared understanding of the social environment. Liu (2020) comprehensively defines organizational atmosphere from a subjective and objective perspective, believing that organizational atmosphere is the reflection and subjective expression of the external objective environment within an organization in a certain context, and has a certain impact on employee work attitude and behavioral intention. Zhu (2023) defined the concept of organizational atmosphere from a comprehensive perspective, stating that organizational atmosphere is a collection of multidimensional, measurable, and relatively stable characteristics of organizational environment that can be perceived by organizational members and have a certain impact on their cognition and behavior. From an organizational perspective, the organizational atmosphere places more emphasis on the objective reality and overall characteristics of the organization, while the individual perspective focuses on the subjective feelings of employees. From this perspective, the organizational atmosphere is defined as the individual members of the organization's perception of their work environment, which in turn affects their performance in the organization (Cai, 2023).

With in-depth research on organizational atmosphere, scholars not only explore the concept and definition of organizational atmosphere, but also attempt to extract the core of organizational atmosphere from dimensions. Zhao (2008) believed that different dimensions of team capability will have an impact on team performance through organizational trust. Through sorting, it was found that multiple scholars have mentioned and verified the division of organizational atmosphere from the perspective of organizational ethics, including responsibility, care, organizational structure, leaders, etc. (Zuo, 2023).

Research on Organizational Effectiveness

The issue of organizational effectiveness has always been a hot topic of academic research and controversy. Many scholars at home and abroad have made outstanding contributions to the study of organizational effectiveness from different perspectives and perspectives.

As research deepens, scholars generally believe that organizational effectiveness is not a static, single concept, but a dynamic, multidimensional system. Through literature review, it is believed that the traditional and most widely used theories of organizational effectiveness mainly include goal models, resource-based models, internal process models, and stakeholder models. Among them, goal models, resource-based models, and internal process models focus on the output, input, and internal activities of organizational behavior activities, while stakeholder models focus on the subjects related to the organization (Liu, 2021). Organizational efficiency can also be considered as the overall performance of an organization, which includes various aspects such as production, sales, human resources, finance, etc. It represents the degree to which an organization achieves its goals. An efficient organization can not only effectively solve various problems encountered in organizational development, but also achieve predetermined goals in all aspects (Wang, 2020).

Research on the Relationship between Organizational Atmosphere and Organizational Efficiency

The organizational atmosphere has both direct and indirect impacts on organizational effectiveness. From empirical research by foreign scholars, it has been proven by some that organizational atmosphere has a direct impact on organizational effectiveness. Research has found that there is a certain correlation between organizational atmosphere and many variables. A good organizational atmosphere can affect the psychological state of employees, enabling them to better face adversity, thereby improving organizational efficiency and job satisfaction. Overall, organizational atmosphere has a significant impact on organizational efficiency, and a good organizational atmosphere is of great significance for improving organizational efficiency (Cao, 2023). Denison measured organizational climate dimensions such as communication, decision-making behavior, work goals, employee care, organizational development, and superior support, and concluded that organizational climate can effectively predict the economic benefits of a company over the next five years; Pears et al. validated the relationship between self-management organizational service atmosphere and organizational performance indicators; Li (2023) pointed out that organizational support atmosphere positively promotes organizational efficiency, and explored the impact and mechanism of organizational support atmosphere on organizational efficiency. They conducted empirical analysis

based on social exchange theory and used hierarchical regression analysis to test the relationship between organizational support atmosphere, employee creativity, knowledge sharing willingness, and organizational efficiency. The results showed that the direct effect of organizational support atmosphere on organizational efficiency is significant.

Methodology

This study used a questionnaire survey method to randomly select 240 student leaders from the student union of Y University in Guangxi for investigation. 168 questionnaires were collected, with a response rate of 70%.

According to the research content, it is necessary to select indicators for the organizational atmosphere and effectiveness of the student union perceived by university student union officials. Therefore, the survey questionnaire used in the study was selected based on this. The questionnaire consists of three parts. Firstly, the background information of student union officials is surveyed, followed by the organizational atmosphere survey scale and organizational efficacy scale for university student unions.

Due to the fact that this study is an adaptation of the previous questionnaire, 168 valid questionnaires were obtained through manual item by item testing. The valid data were analyzed for reliability using Cronbach's alpha coefficient, and internal consistency tests were conducted between the dimensions of the survey questionnaire and the overall data. According to the reliability research results of the Organizational Atmosphere Scale, the alpha coefficients of the four dimensions are 0.880, 0.925, 0.832, and 0.896, respectively. The overall alpha coefficient of the questionnaire is 0.964. The reliability analysis of the questionnaire on organizational effectiveness reveals that the alpha coefficients of the four dimensions are 0.927, 0.892, 0.823, and 0.921, respectively. The overall alpha coefficient of the questionnaire is 0.969. The analysis results show that the internal consistency of each variable and its dimension is quite good, and at the same time, the reliability of the two scales is ideal.

Results

Description Analysis of Demographic Variable

In this study, three demographic variables, namely gender and household registration grade, were examined in 168 valid samples. The results show that in terms of gender, there are 100 (or 59.5%) female students; There are 68 (or 40.5%) male students. In terms of household registration, there are 49 (or 29.2%) rural students; 119 (70.8%) urban students. In terms of grade, there are 52 (or 31.0%) sophomore students, followed by 47 (28.7%) fourth year students, 36 (21.4%) first year students, and 33 (19.6) third year students. The specific data is shown in Table 1.

Table 1. Descriptive Statistics of Demographic Information

Demographic Information	Group	Number	Percentage
Gender	Male	68	40.50
	Female	100	59.5
Domicile	Urban	119	70.80
	Rural	49	29.20
Grade	Freshman	36	21.40
	Sophomore	52	31.00
	Junior	33	19.60
	Senior	47	28.00

Descriptive Analysis Results of Scale Items

Table 2 provides descriptive statistical analysis of organizational atmosphere and its four sub dimensions. The overall organizational atmosphere has an average score of 3.883, which is at a relatively high level. Among them, the strategy key dimension achieves the highest overall score (M=3.895, SD=0.981), also at a relatively high level; the organizational leadership dimension scores (M=3.889, SD=0.965) are also at a relatively high level; the member management dimension scores (M=3.882, SD=0.886) are at a relatively high level; the organizational feature dimension (M=3.864, SD=0.968) has the lowest score level, also at a relatively high level.

Table 2. Descriptive Analysis of Organizational Atmosphere and Dimensions

Mobile Learning Motivation	Mean	SD	Interpretation
Organizational Characteristics	3.864	0.968	Moderate
Organizational Leadership	3.889	0.965	Moderate
Member Management	3.882	0.886	Moderate
Key Strategic Points	3.895	0.981	Moderate
Organizational Atmosphere	3.883	0.815	Moderate

Table 3 provides a descriptive statistical analysis of organizational effectiveness and its four sub dimensions. The variables of organizational effectiveness are divided into four dimensions. The overall score of organizational effectiveness and the scores of each dimension show that the average score of overall organizational effectiveness is 3.865. Among them, the overall score level of the population relationship dimension (M=3.907, SD=0.981) is the highest; The score level of the open system dimension (M=3.882, SD=0.988) is at a relatively high level; The score level of the internal process dimension (M=3.845, SD=1.081) is at a relatively high level; The rational goal dimension (M=3.824, SD=0.970) has the lowest score level and is at a higher level.

Table 3. Descriptive Analysis of Organizational Effectiveness and Dimensions

Mobile Learning Motivation	Mean	SD	Interpretation
Crowd relationships	3.907	0.981	Moderate
open system	3.882	0.988	Moderate
Rational goals	3.824	0.970	Moderate
Internal processes	3.845	1.081	Moderate
Organizational effectiveness	3.865	0.876	Moderate

Hypotheses Testing

H1.1-1: There are significant differences in the evaluation of the organizational atmosphere of student unions among students of different genders.

Table 4 shows the scores of students of different genders in organizational atmosphere and various dimensions. Independent sample t-test was used to analyze whether there was a significant difference in the evaluation of the organizational atmosphere of the student union among students of different genders. The results showed that the T-value of the organizational atmosphere variable was 0.386, and the P-value was 0.700 > 0.05, indicating that there was no significant difference in the evaluation of the organizational atmosphere of the student union among students of different genders. Hypothesis H1.1-1 is not valid.

Table 4. Independent sample t-test analysis of the organizational atmosphere of student unions among students of different genders

Dimensions/ Variables	Male (N=68)		Female (N=100)		T	P
	M	SD	M	SD		
Organizational Characteristics	3.871	1.050	3.860	0.913	0.074	0.941
Organizational Leadership	3.871	1.040	3.902	0.916	-0.205	0.838
Member Management	3.915	0.994	3.860	0.808	0.397	0.692
Key Strategic Points	3.992	1.065	3.830	0.918	1.055	0.293
Organizational Atmosphere	3.912	0.902	3.863	0.755	0.386	0.700

Noted: * P<0.05; ** P<0.01; *** P<0.001

H1.1-2: There are significant differences in the evaluation of the organizational atmosphere of student unions among students with different household registrations.

Table 5 shows the scores of students with different registered residence in organizational atmosphere and various dimensions. The independent sample t-test was used to analyze whether there was a significant difference in the evaluation of the organizational atmosphere of the student union among students with different household registrations. The

results showed that the T-value of the organizational atmosphere variable was 0.021, and the P-value was $0.984 > 0.05$, indicating that there was no significant difference in the evaluation of the organizational atmosphere of the student union among students with different household registrations. Hypothesis H1.1-2 is not valid.

Table 5. Independent sample t-test analysis of organizational climate of student union with different registered residence

Dimensions/ Variables	Rural (N=49)		Urban (N=119)		T	P
	M	SD	M	SD		
Organizational Characteristics	3.857	1.065	3.867	0.930	-0.064	0.949
Organizational Leadership	3.846	1.152	3.907	0.882	3.539*	0.038
Member Management	3.913	1.039	3.869	0.819	3.926*	0.032
Key Strategic Points	3.923	1.092	3.884	0.936	0.234	0.816
Organizational Atmosphere	3.885	1.001	3.882	0.730	0.021	0.984

Noted: * $P < 0.05$; ** $P < 0.01$; *** $P < 0.001$

H1.1-3: There are significant differences in the evaluation of student union organizational atmosphere among students of different grades.

Table 6 shows the results of one-way ANOVA on the organizational atmosphere of undergraduate students of different ages. Using one-way ANOVA to analyze whether there are significant differences in the evaluation of student union organizational atmosphere among students of different grades. The results showed that the F-value of the organizational atmosphere variable was 0.763, and the P-value was $0.516 > 0.05$, indicating that there was no significant difference in the evaluation of student union organizational atmosphere among students of different grades. Assuming H1.1-3 is invalid.

Table 6. ANOVA Analysis of Organizational Atmosphere Among Students of Various Grades.

Dimensions/Variables	Freshman N=36		Sophomore N=52		Junior N=33		Senior N=47		F	P
	M	SD	M	SD	M	SD	M	SD		
Organizational characteristics	3.833	1.019	3.966	1.049	3.719	0.774	3.877	0.973	0.449	0.719
Organizational leadership	3.888	0.979	4.019	1.087	3.636	0.768	3.925	0.930	1.092	0.354
Member Management	3.673	1.038	3.937	0.901	3.886	0.726	3.978	0.846	0.917	0.434
Key strategic points	3.590	1.165	3.956	0.995	3.947	0.867	4.026	0.861	1.554	0.203
Organizational atmosphere	3.746	0.913	3.970	0.849	3.797	0.635	3.952	0.815	0.763	0.516

Noted: * $P < 0.05$; ** $P < 0.01$; *** $P < 0.001$

H1.2-1: There are significant differences in the evaluation of student union organizational effectiveness among students of different genders.

Table 7 shows the scores of students of different genders in organizational effectiveness and various dimensions. Using independent sample t-test to analyze whether there is a significant difference in the evaluation of organizational effectiveness of student unions among students of different genders, the results show that the T-value of organizational effectiveness variables is 0.100, P-value is 0.921>0.05, indicating that there is no significant difference in the evaluation of organizational effectiveness of student unions among students of different genders. Hypothesis H1.2-1 is not supported.

Table 7. Independent sample t-test analysis on the organizational effectiveness of student unions of different genders.

Dimensions/ Variables	Male (N=68)		Female (N=100)		T	P
	M	SD	M	SD		
Crowd Relationships	3.981	1.057	3.857	0.928	0.804	0.423
open System	3.970	1.069	3.822	0.929	0.953	0.342
Rational Goals	3.757	1.087	3.870	0.884	-0.738	0.462
Internal Processes	3.783	1.188	3.887	1.005	-0.613	0.541
Organizational Effectiveness	3.873	0.966	3.859	0.815	0.100	0.921

Noted: * P<0.05; ** P<0.01; *** P<0.001

H1.2-2: There are significant differences in the evaluation of the organizational effectiveness of student unions among students with different household registrations.

Table 8 shows the scores of students with different registered residence in organizational effectiveness and various dimensions. The Independent samples t-test was used to analyze whether there was a significant difference in the evaluation of organizational efficiency of student unions among students with different household registrations. The results showed that the T-value of the organizational efficiency variable was 3.324, and the P-value was 0.036<0.05, indicating that there was a significant difference in the evaluation of organizational efficiency of student unions among students with different household registrations. Comparing the mean values, it can be seen that rural students have a better evaluation of organizational efficiency of student unions than urban students. Hypothesis H1.2-2 holds true.

Table 8. Independent sample t-test analysis of organizational effectiveness of student union with different registered residence

Dimensions/ Variables	Rural(N=49)		Urban(N=119)		T	P
	M	SD	M	SD		
Crowd Relationships	3.969	1.061	3.882	0.949	3.521*	0.028
open System	3.923	1.065	3.865	0.958	3.374*	0.031
Rational Goals	3.867	1.072	3.806	0.928	0.367	0.714
Internal Processes	3.836	1.207	3.848	1.030	-0.065	0.948
Organizational Effectiveness	3.939	0.967	3.850	0.840	3.324*	0.036

Noted: * P<0.05; ** P<0.01; *** P<0.001

H1.2-3: There are significant differences in the evaluation of student union organizational effectiveness among students of different grades.

Table 9 shows the results of one-way ANOVA on organizational effectiveness among undergraduate students of different ages. The one-way ANOVA method was used to analyze whether there were significant differences in the evaluation of organizational effectiveness of student unions among students of different grades. The results showed that the F-value of the organizational effectiveness variable was 4.310, and the P-value was 0.014<0.05, indicating that there were significant differences in the evaluation of organizational effectiveness of student unions among students of different grades. Hypothesis H1.2-3 holds.

Table 9. Analysis of variance on organizational effectiveness of students in different grades.

Dimensions/ Variables	Freshman N=36		Sophomore N=52		Junior N=33		Senior N=47		F	P
	M	SD	M	SD	M	SD	M	SD		
Organizational characteristics	3.833	1.019	3.966	1.049	3.719	0.774	3.877	0.973	0.449	0.719
Organizational leadership	3.888	0.979	4.019	1.087	3.636	0.768	3.925	0.930	1.092	0.354
Member Management	3.673	1.038	3.937	0.901	3.886	0.726	3.978	0.846	0.917	0.434
Key strategic points	3.590	1.165	3.956	0.995	3.947	0.867	4.026	0.861	1.554	0.203
Organizational atmosphere	3.746	0.913	3.970	0.849	3.797	0.635	3.952	0.815	0.763	0.516

H3: There is a significant relationship between organizational atmosphere and organizational effectiveness.

Through Pearson correlation coefficient analysis, the results of the correlation analysis between variables and dimensions of organizational atmosphere and organizational effectiveness are described as follows: Overall, there is a significant positive correlation between the overall organizational atmosphere and organizational effectiveness, with a correlation coefficient of 0.822 and a high degree of correlation. Assuming H2.1 holds.

Table 10 Analysis of the Relationship between Organizational Atmosphere and Organizational Efficiency

	Crowd Relationships	open System	Rational Goals	Internal Processes	Organizational Effectiveness
Organizational Characteristics	0.437***	0.401***	0.563***	0.593***	0.574***
Organizational Leadership	0.452***	0.399***	0.541***	0.566***	0.563***
Member Management	0.880***	0.869***	0.665***	0.557***	0.847***
Key Strategic Points	0.911***	0.910***	0.632***	0.516***	0.846***
Organizational Atmosphere	0.777***	0.747***	0.698***	0.650***	0.822***

Noted: * P<0.05; ** P<0.01; *** P<0.001

Discussion

First, there is no significant difference in the evaluation of the organizational atmosphere of student unions among students of different genders. There is no significant difference in the score of organizational atmospheres among students of different genders, which may be due to the fact that the main job of the student union is to handle student activities, resulting in a more detailed division of labor. There is no significant difference in the evaluation of student union organizational atmosphere among students with different household registrations, but there is a significant difference in the evaluation of student union organizational leadership among students with different household registrations. Urban students have a better evaluation of student union organizational leadership than rural students, and there is a significant difference in the evaluation of student union member management among students with different household registrations. Rural students have a better evaluation of student union member management than urban students. The location of a student's household registration can affect their performance and behavior in school, for example, some studies have shown that the academic achievements and behavioral problems of rural students may be affected to a certain extent (Ming Zhonghong&Ya Filling Cai, 2017). There is no significant difference in the evaluation of the organizational atmosphere of student unions among students of different grades.

Second, there is no significant difference in the evaluation of student union organizational effectiveness among students of different genders. This study suggests that although boys are more inclined to exhibit adventurous and competitive behavior in school than girls, while girls are more inclined to exhibit cooperative and cautious behavior, there is no significant difference in gender scores in the organizational efficacy of the study, due to the consistency of organizational member cognition of efficacy. There are significant differences in the evaluation of the organizational effectiveness of student unions among students with different household registrations, with rural students having a better evaluation of the organizational effectiveness of student unions than urban students. This study assumes that rural students, due to their career goals, have less personal influence on the roles and positions they play in organizations, and place more emphasis on good member relationships and their positive role in the organization. Therefore, they have a higher evaluation of the organizational effectiveness of student unions. There are significant differences in the evaluation of the organizational effectiveness of student unions among students of different grades, and as grades increase, students have a higher level of evaluation of the organizational effectiveness of student unions. The reason may be that as grades increase, students participate in more important activities in the organization, gradually gain a core position in the organization, and have a more comprehensive understanding of the functional role of student unions. Therefore, the evaluation of organizational effectiveness is getting higher. The organizational atmosphere is formed and created by the members of an organization through internal integration and adaptation to the external environment. Organizational efficiency refers to the degree to which an organization achieves its multiple goals within a certain period of time and its ability to sustain future development. The correlation analysis and regression analysis results of this study indicate that there is a significant correlation between the organizational atmosphere of student unions and organizational effectiveness. The organizational atmosphere of student unions has a significant positive predictive power on organizational effectiveness. Among them, organizational characteristics and strategic points have a significant positive impact on organizational effectiveness, while organizational leadership and member management have no significant impact on organizational effectiveness. The results of this study are basically consistent with those of Cheng Yan Ji (2009) and Xu Nixu&Yong Yang (2021), but from a micro perspective, it cannot be seen why member management has a negative impact on organizational efficiency.

Conclusions

Based on the study finding, a few conclusions were drawn as follows:

1) The research results show that the organizational atmosphere and effectiveness of the student union at Y University in Guangxi are generally at a high level. The overall score level of the population relationship dimension is the highest, the score level of the rational goal dimension is the lowest, and the average score of all four dimensions is at a higher level.

2) The research results show that there is no significant difference in the evaluation of the organizational atmosphere of student unions among students of different genders, household registrations, and grades; However, there are significant differences in the evaluation of student union organizational leadership and member management among students with different household registrations; The research results show that there is no significant difference in the evaluation of student union organizational effectiveness among students of different genders; There are significant differences in the evaluation of the organizational effectiveness of student unions among students with different household registrations and grades, and as grades increase, students' evaluation of the organizational effectiveness of student unions becomes better and better.

3) The research results show that there is a significant positive correlation between various variables and dimensions of organizational atmosphere and organizational effectiveness in student unions.

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