

Factors Affecting the Work Performance Efficiency of Academic Support Staff: A Case Study of the Academic Support Staff at the College of Logistics and Supply Chain

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Abstract

This research aims to: 1) study the motivational factors, support factors, and work performance efficiency of the academic support staff, with a case study of the academic support staff at the College of Logistics and Supply Chain; and 2) study the relationship between the motivational and support factors that affect the work performance efficiency of the academic support staff, with a case study of the academic support staff at the College of Logistics and Supply Chain. The population consisted of 32 academic support staff members, and the unit of analysis was the organizational level. Data were analyzed using descriptive statistics, including frequency, percentage, mean, and standard deviation. The relationship was tested using Pearson Correlation Coefficients. Hypotheses were tested and variables predicted using multiple regression analysis. The research tool used was a questionnaire. Research findings revealed that the academic support staff at the College of Logistics and Supply Chain had a high level of opinion regarding motivational factors, support factors, and overall work performance efficiency. The overall motivational factors were strongly correlated with work performance efficiency, showing a high positive correlation with statistical significance. The overall support factors were moderately correlated with work performance efficiency, showing a moderate positive correlation with statistical significance.

Keywords: work performance efficiency, academic support, logistics, supply chain

1. Introduction

Currently, Suan Sunandha Rajabhat University places great emphasis on human resource management, which is one of the driving resources for organizational administration. This is because for an organization to succeed in achieving its goals and objectives, it is essential to have qualified human resources who can perform their duties effectively (Srikui & Tumthong, 2019). When considering the factors or elements that contribute to efficient operations within an organization, motivation is a crucial aspect that leads employees to feel satisfied and dedicate their efforts to their work (Aunyawong et al., 2018; Noppakate & Aunyawong, 2022;). Motivation is particularly important for employees, as it stimulates their determination to produce high-quality results. It fosters teamwork and collaboration, strengthening the organization and helping employees understand the organization better (Aunyawong et al., 2020). This leads to creativity in various activities and processes, instilling confidence and loyalty toward the organization (Unlamai & Chiarawatnasuk, 2019). Academic support staffs

have the responsibility of supporting activities and operations in various aspects of the college to achieve the goals, vision, and mission of the college and the university. Therefore, it is crucial to develop human resources in terms of creating a safe working environment, promoting and encouraging employees to take responsibility for their duties, focusing on relationships between personnel and organizational leaders, providing compensation that matches professional skills, and offering opportunities for self-development to enhance their problem-solving abilities and contribute to organizational development (Tirastittam et al., 2020; Waiyavat et al., 2022). By seriously supporting and developing human resources within the college, this will lead to dedication, effective performance, and the achievement of goals and success.

The researcher is thus interested in studying the factors that affect the work efficiency of academic support staff, focusing on the staff of the College of Logistics and Supply Chain. In order to provide guidelines for promoting and developing human resource management strategies, fostering job satisfaction, and achieving organizational success.

1.1 Research Objectives

1. To study the motivating factors, supporting factors, and work performance efficiency of the academic support staff, using the case study of the academic support staff at the College of Logistics and Supply Chain.

2. To study the relationship between the motivating factors and supporting factors that affect the work performance efficiency of the academic support staff at the College of Logistics and Supply Chain.

2. Methods

The population consisted of 32 academic support staff members at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Thailand. This sample was selected using a purposive sampling method. The study employs a quantitative research technique, with data collected using a questionnaire as a tool to assess motivation factors. These motivation factors include four areas: job characteristics, job success, career advancement, and recognition, based on Herzberg's (1959) theory. The supporting factors for job performance are based on the concepts of Herzberg (1959) and Maslow (1970) and include five areas: leadership, interpersonal relationships, benefits and compensation, job security, and safety needs. A questionnaire was developed to align with the study's objectives. The demographic data of the respondents were analyzed using descriptive statistics, including frequency and percentage. The respondents' opinions on motivational factors, supporting factors, and job performance were analyzed using descriptive statistics, such as frequency, percentage, mean, and standard deviation. The results are presented in tables, accompanied by narrative descriptions below the tables.

3. Results and Discussion

The analysis of respondents' opinions regarding motivation factors includes four areas: job characteristics, job success, career advancement, and recognition, as shown in Tab 1.

Table 1: The mean, standard deviation, and level of opinion regarding the overall motivation factors

<i>Motivation factors</i>	<i>Average</i>	<i>SD</i>	<i>level of opinion</i>	<i>ranking</i>
<i>Job Characteristics</i>	4.12	0.42	High	2
<i>Job Success</i>	4.18	0.48	High	1
<i>Career Advancement</i>	3.75	0.71	High	4
<i>Recognition</i>	3.9	0.69	High	3
Total	3.99	0.48	High	

According to Tab 1, it was found that the respondents' overall opinion regarding the motivation factors was at a high level, with a mean score of 3.99. When considered by area, the area with the highest mean score was Job Success, with a mean of 4.18, followed by Job Characteristics with a mean of 4.12. The next area was Recognition with a mean of 3.90, and finally, Career Advancement with a mean of 3.75.

Analysis of Respondents' Opinions on Supporting Factors

The analysis of respondents' opinions regarding supporting factors includes five areas as follows: Leadership Interpersonal Relationships Welfare and Compensation Job Security Safety Needs. These areas will be analyzed to determine how each factor contributes to the respondents' overall perception of the supporting elements in their work environment.

Table 2: The mean, standard deviation, and level of opinion regarding the overall Hygiene factor

<i>Hygiene factors</i>	<i>Average</i>	<i>SD</i>	<i>level of opinion</i>	<i>ranking</i>
<i>Leadership</i>	4.21	0.75	Very high	2
<i>Interpersonal Relationships</i>	4.22	0.54	Very high	1
<i>Welfare and Compensation</i>	3.76	0.73	High	4
<i>Job Security</i>	4.06	0.82	High	3
<i>Safety Needs</i>	3.24	0.85	Moderate	5
Total	3.90	0.69	High	

Tab 2 portryed that the respondents' overall opinion regarding the supporting factors was at a high level, with a mean score of 3.90. When considered by area, the area with the highest mean score was Interpersonal Relationships, with a mean of 4.22, followed by Leadership with a mean of 4.21. The next area was Job Security with a total of 4.06, followed by Welfare and Compensation with a mean of 3.76, and finally, Safety Needs with a mean of 3.24.

Analysis of the Relationship between Motivation Factors, Supporting Factors, and Job Performance

Analysis of the Relationship between Motivation Factors, Supporting Factors, and Job Performance Using Pearson's Product-Moment Correlation Coefficient. This analysis examines the relationship between motivation factors and supporting factors and their effect on job performance. The Pearson Product-Moment Correlation Coefficient is used to analyze the strength and direction of the relationship between these factors and job performance, as shown in Tab 3.

Table 3: Correlation between Motivation Factors and Job Performance

<i>Motivation factors</i>	<i>r</i>	<i>Sig.</i>	<i>Correlation Levels</i>
<i>Job Characteristics</i>	<i>0.69**</i>	<i>0.00</i>	<i>High</i>
<i>Job Success</i>	<i>0.46**</i>	<i>0.00</i>	<i>High</i>
<i>Career Advancement</i>	<i>0.67**</i>	<i>0.00</i>	<i>High</i>
<i>Recognition</i>	<i>0.51**</i>	<i>0.00</i>	<i>High</i>
<i>Total</i>	<i>0.68**</i>	<i>0.00</i>	<i>High</i>

**Statistical Significance at the 0.01 Level

Tab 3 revealed that the overall motivation factors have a strong positive correlation with the job performance of the employees, with a correlation coefficient of ($r = 0.68$, $\text{Sig.} = 0.00$). When examined by individual factors, all motivation factors were found to be correlated with the job performance of the academic support staff, ranked as follows: Career Advancement: Strong positive correlation ($r = 0.76$, $\text{Sig.} = 0.00$) Job Characteristics: Strong positive correlation ($r = 0.69$, $\text{Sig.} = 0.00$) Recognition: Moderate positive correlation ($r = 0.51$, $\text{Sig.} = 0.00$) Job Success: Moderate positive correlation ($r = 0.46$, $\text{Sig.} = 0.00$) All correlations are statistically significant at the 0.01 level, indicating that each motivation factor positively affects job performance.

Table 4: The relationship between support factors and work performance efficiency

<i>Motivation factors</i>	<i>r</i>	<i>Sig.</i>	<i>Correlation Levels</i>
<i>Supervisory aspect</i>	<i>0.71**</i>	<i>0.00</i>	<i>High</i>
<i>Interpersonal relationship aspect</i>	<i>0.47**</i>	<i>0.00</i>	<i>Moderate</i>
<i>Welfare and compensation aspect</i>	<i>0.67**</i>	<i>0.00</i>	<i>High</i>
<i>Job security aspect</i>	<i>0.51**</i>	<i>0.00</i>	<i>Moderate</i>
<i>Safety needs aspect</i>	<i>0.49**</i>	<i>0.00</i>	<i>Moderate</i>
<i>Total</i>	<i>0.68**</i>	<i>0.00</i>	<i>High</i>

**Statistical Significance at the 0.01 Level

Tab 4, It represented that the overall support factors are correlated with the work performance efficiency of the academic support staff, with a moderate positive correlation ($r = 0.47$, $\text{Sig.} = 0.00$). When considered by each aspect, it was found that all support factors have a relationship with the work performance efficiency of the academic support staff, ranked as follows: The supervisory aspect has a strong positive correlation ($r = 0.71$, $\text{Sig.} = 0.00$). The welfare and compensation aspect has a strong positive correlation ($r = 0.67$, $\text{Sig.} = 0.00$). The job security aspect has a moderate positive correlation ($r = 0.51$, $\text{Sig.} = 0.00$). The safety needs aspect has a moderate positive correlation ($r = 0.49$, $\text{Sig.} = 0.00$). The interpersonal relationship aspect has a moderate positive correlation ($r = 0.47$, $\text{Sig.} = 0.00$).

4. Conclusion

Factors related to the job performance of academic support staff at the College of Logistics and Supply Chain revealed that achievement motivation factors in job performance have the

most significant impact on job performance. Overall, job motivation factors are significantly correlated with job performance at a high level, with a statistical significance of 0.1. Recommendations for improving job performance include that management should focus on factors affecting performance in all areas, in order to promote staff development at all levels, providing opportunities to enhance knowledge, skills, and work abilities, for example, training in various areas to develop staff potential, assigning staff to jobs that match their knowledge and abilities, and providing appropriate resources (Phrapratanporn et al., 2019; Srisawat & Aunyawong, 2021; Kerdpitak et al., 2022; Prachayapipat et al., 2022; Sangchareontham & Aunyawong, 2023; Sutikasana et al., 2023). Additionally, increasing informational resources for users and increasing the workforce is suggested (Sawatkan et. al., 2021; Pintuma et al., 2020; Martusorn Khaengkhan et al., 2024). There should be meetings or brainstorming sessions between staff or relevant departments to agree on ways to reduce the costs of activities or projects, focusing on cost management to achieve maximum efficiency. Concrete and clear cost-reduction measures should be implemented (Unlamai & Chiarawatnasuk, 2019; Srikui & Tumthong, 2019).

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