

DEVELOPMENT QUALITY OF LIFE WITH SUSTAINABLE HAPPINESS: A STUDY OF WHITE-COLLAR'S QUALITY OF WORK LIFE.

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ABSTRACT

The research objective aimed to study the quality of life with sustainable happiness. The research methodology approached with mixed methods that combined the document research with qualitative research. The qualitative approach represented in-depth interviewing by the questionnaire. The population represented white-collar workers who have more than ten years' experience with the salary and welfare under labor law. The sampling group was selected by selecting ten participants by selective sampling. Data were collected by interviewing and then interviewed according to the constructed interview form. The data analysis was made by data classifying and extracted information to be relevant information for answering research questions. The document research was embraced from research papers, articles, related theories and then synthesized together with qualitative research.

The finding found that making quality of work life was essential and crucial, the quality of work life in the manner of satisfaction influencing the performance and motivated for working needs that influenced the efficiency and increasing the productivity. These results led to be achievement of individual and organizational goals in addition to the overall economy of the country.

INTRODUCTION

Working represented the meaningful to human life that seemed the working was a part of life more than any activities especially in industrial societies. It was estimated that humans devote at least a third of their lives in factories or offices and still believed that in the near future humans needed to spend more time in working. The working-age people were the most enormous group of the Thai population structure and major in handling the country's economy. Therefore, government and private sectors prioritized this group not only in the development in potential but also the quality of life. (Kittikunchanok & Kerdpitak (2019).

To consider The Twelfth National Economic and Social Development Plan (2017-2021) that focused on the results of working in the country with an excellent quality of life and happiness. Simultaneously, the quality of work life was profoundly meaningful in the present work. Because human was a significant resource and valuable social cost. At this time, most people had to enter into work system and work to remain and accommodated the basic needs. When people had to work mostly at work, therefore suitable conditions with the physical and mind including the stable of well-being in the spiritual and social were necessary (Division of Labor Welfare. 2004: 18). Quality of work life significantly influenced to working which meant self-esteem and contributed to be good attitude in working and organization including mental health and developed themselves to be quality individuals of the organization and also reduced absenteeism, resignation, reduce accidents and promote products and services in terms of quality and quantity (Thippawan Sirikun. 1999; Kittikunchanok & Kerdpitak, 2019).

LITERATURE REVIEW

The concept of happiness

"Happiness", the scholars defined various meanings of happiness in term of psychology and mental health defined the similar meaning as follows

Martin (2000) stated that happiness represented the satisfaction of life, a person with a social relationship better than the general person, cheerful, good-humored, enjoying a story to be able to laugh anytime.

Veenhoven (1996) stated that happiness represented life satisfaction which meant the level of the person evaluated the overall value of the quality of life in terms of satisfaction or self-esteem that consisted of mind, conscious, the level of awareness that they achieved their goals in life.

Manion (2003) stated that happiness represented an intense state which was many progressive thinking and cheerfulness that indicated in terms of physical body and the words with expressions of creative energy and excitement.

Layard (2005) stated that happiness meant the most pleasurable feelings, having a cheerful and enjoyable life and the desire of feeling preservation for a long time as opposed to gloomy feelings.

Briefly, happiness represented the personal evaluation according to their perceptions toward events or situations that there was satisfaction in life, confident feelings like fun, joy, appreciation without negative feelings such as anxiety and depression at the beginning.

Positive psychology meant finding and promoting the personal potential development like intelligence and normalizing life for a long time as opposed to gloomy feelings.

METHODOLOGY

The research methodology approached with mixed methods that combined the document research with qualitative research. The qualitative approach represented in-depth interviewing by the questionnaire. The population represented white-collar workers who have more than ten years' experience with the salary and welfare under labor law. The sampling group was selected by selecting ten participants by selective sampling. Data were collected by interviewing and then interviewed according to the constructed interview form. The data analysis was made by data classifying and extracted information to be relevant information for answering research questions. The document research was embraced from research papers, articles, related theories and then synthesized together with qualitative research.

CONCLUSION AND DISCUSSION

Quality of Working Life was considered to be crucial because people remained valuable resources and meaningful to the organization. Therefore, the environment and atmosphere in the workplace might be appropriate and conducive to work, causing the worker felt good for the job which benefited both individuals and organizations as follows.

1. To increase the productivity of the organization because the quality of work life in an organization caused the organization had policies and plans for quality of life. There were various strategies for improving the quality of work life in terms of job characteristics, personnel and good environment which directly and indirectly affected the operation and resulted in increasing organizational productivity.

2. To increase the morale of the worker due to the good quality of work life

Influenced the employees was satisfied with the work, motivation and also affected the commitment and loyalty to the organization.

3. To improve the worker's potential, the quality of work life by allowing workers to increase their skills whether by education, training or development both increased the potential of the worker.

The elements of quality of life

According to principles of Richard E. Walton, which appeared in the book *Criteria for Quality of Working Life*, there were eight important elements of quality of life:

1. Adequacy and fair compensation

The worker received an appropriate salary, compensation and other benefits. The worker should be living in accordance with generally appropriated standards and be fair when compared to other jobs or organizations of the same category.

2. Safety and healthful environment

Workers should not be in an unhealthy physical and environmental of work, that caused poor health. The physical and psychological environment, that was working conditions must not be too risky and contribute the operator feel comfortable and not harmful to health.

3. Development of Human Capacities

The opportunity to perform that they recognized as important and meaningful, developing the competency of the individual work, emphasis on education, training, career development and personal care of individuals. These indicated quality of life which would enable people to perform their duties with their maximum potential and confidence in themselves.

4. Growth and security

The job characteristics promoted growth and security for operators. The job did not only increase your knowledge but also skills in order to gain new knowledge and skills. It also gave operators the opportunity to progress and had security in your career. Having guidelines or opportunities for promotion of more prime duties as well as being accepted by both colleagues and members of their family.

5. Social integration

The job characteristics promoted social integration of workers. Collaboration meant that operators evaluated themselves as valuable and able to perform tasks successfully, obtaining good acceptance, cooperation and providing the operator the opportunity to establish relationships with other people including equal opportunities in progress based on the moral system.

6. Constitutionalism

The job characteristics based on laws or justice represented management that provided staff or employees retained the right to comply with the assigned scope and express the rights to each other or guidelines for working together. The organizational culture promoted the respect for personal rights and fairness in consideration of rewards including the opportunity for everyone to equally express their opinions openly freedom of speech.

7. The total life space

The balance between life and work as a whole was a matter of delivering the operator the opportunity to live a balanced work and personal life outside the organization. That was unlet the operator be too much pressure from the operation, able to be done by specifying the appropriate working hours to avoid having to concentrate on work until there was no time to rest or having sufficient personal life.

8. Social relevance

The nature of the work related and directly related to society, work activities carried out in a manner that was socially responsible which was considered one of the crucial issues

that the operator would feel and accept that the organization which they operate accepted social responsibility in various fields both in terms of productivity, waste disposal, environment protection, employment practices and marketing techniques.

Promoting an outstanding quality of work life

The organization created good quality of life in the workplace; it was not just an agency matter but it was a matter of cooperation between both parties in terms of employers or organizations and the employee department or staff, in which both parties must have operational guidelines in order to achieve the goal of good quality of work life together satisfying both parties.

The job satisfaction could be recommended the Two-Factor Theory, an interesting motivation theory and widely known as The Motivation Hygiene Theory that can be classified into two significant groups as follows.

1. Motivator factors represented components or factors directly related to operations, a factor that motivates personnel in the department to be appreciated with their work and talents. If these factors were met with the operator and gave the operator the motivation, determination to work the best of their ability and increase work efficiency. These factors included.

1.1 Success for the job meant the person can work successfully and successfully.

1.2 Recognition meant to be respected by supervisors, colleagues, friends, and others which recognition could sometimes be expressed in the form of praise.

1.3 Work itself represented good and uncomfortable feelings about work that was necessary to do.

1.4 Boring or challenges causing innovate, creativity or a difficult or easy task.

1.5 Responsibility represented the satisfaction arising from being assigned to take responsibility for a creative job and delegating sufficient authority to take responsibility.

1.6 Career progressions meant a change in the status or position of a person in an organization but in case of a person moved from one department to another organization without changing status regarded to increasing the opportunity to take more responsibility, which was called increased responsibility but not truly a career advancement.

2. Hygiene factors were non-work components directly but were related to the operation which was not motive factors but contributed the personnel satisfied or dissatisfied with the work, which had 10 following reasons.

2.1 Supervision meant the knowledge and ability of the supervisor in the operation, justice in administration as well as the willingness or unwillingness of supervisors to advise or assign various responsibilities to subordinates.

2.2 Policy and administrations meant management and administration of an organization, empowering people to carry out their work successfully.

2.3 Working conditions meant a physical environment that facilitated operations such as light, sound, air, equipment, etc. and the amount of work responsible.

2.4 Relations with superiors meant meeting, conversation, friendliness as well as job learning from supervisors, supporting from the supervisor, honest, willing to listen to suggestions from subordinates and trust of the supervisor.

2.5 Relationship with subordinates meant meeting, conversation and interaction in the workplace that shown good relationship with each other.

2.6 Relationship with peers meant meeting, conversation, friendliness, learning, work in groups and feeling part of the group.

2.7 Position in the company referred to the components of a professional status that made a person feel towards a job like having a position vehicle.

2.8 Job securities meant the person's feelings for job security including the stability of the organization.

2.9 Salary meant satisfied or not satisfied with the salary received.

2.10 Personal lives referred to situations or certain aspects of work that affected one's personal life causing a person to have a certain feeling about the job they received, such as an organization wanting to get to a new job may be far and make the family difficult, etc.

In addition, other factors that contributed to satisfaction included

1. Suitable working hours and according to the provisions of the law

2. The nature of work that was done to work that met the needs and knowledge, their ability and no risk while working.

3. Communication meant communication for the benefit of sophisticated operation, timely and the needs of the people in the organization.

4. Compensation or benefits welfare.

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