

# EXPLORING THE JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT OF THE PERSONNEL AT THE DEMONSTRATION SCHOOL OF SUAN SUNANDHA RAJABHAT UNIVERSITY.

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## ABSTRACT

In this study, the researcher aimed to study job satisfaction, commitment, relationships between personal factors, work duration, and job satisfaction, and the work duration of Personnel, Suan Sunandha Rajabhat University Demonstration School.

The population used in this study were academic support personnel, Suan Sunandha Rajabhat University Demonstration School, primary and secondary divisions, a total of 118 persons, data were collected using survey forms and statistics used for data analysis. Including percentage, average, and standard deviation.

The findings revealed that From the study of job satisfaction in all aspects was at the highest level, with an average score of 4.85. When considering each item, by sorting the average values in descending order, it could be concluded that regarding the most satisfied work environment ( $\bar{x}$  4.80), the organizational culture most satisfied ( $\bar{x}$  4.75), the responsibility was the most satisfied ( $\bar{x}$  4.72), personnel development / career advancement most satisfied ( $\bar{x}$  4.73), organization leadership most satisfied ( $\bar{x}$  4.68). The most satisfied with the performance evaluation ( $\bar{x}$  4.65), and the most satisfied welfare ( $\bar{x}$  4.65). And the organizational commitment of personnel of Suan Sunandha Rajabhat University Demonstration School in all aspects was at the highest level, with an average score of 4.75. When considering each item, by sorting the average to the least, it could be concluded that the pride and loyalty to the organization were the most engaged ( $\bar{x}$  4.70). Performance in achieving organizational objectives, with the highest commitment ( $\bar{x}$  4.65) and collaboration was one of the most committed organizations ( $\bar{x}$  4.50).

**Keywords :** Job satisfaction And commitment Of personnel in the organization

## INTRODUCTION

In the globalized capitalist world, which appears in the form of boundless capitalism, and the rules of economic and trade competition, judging by the superiority of information, and knowledge, emphasizing the fact that "Human resources" are the country's most important cost, being a factor that creates, maintains, and empowers, strengthens the nation. Human resource development, therefore, adds value and value to "Human capital", in which both public and private agencies must speed up understanding, plan their actions, to ensure that they can cope with the changing of environment, economic, social, technology and politics that fluctuates quickly. (Chatchai Na Chiang Mai, 2006: Leadership). In the current organization management, it is necessary to manage by using a Strategic Planning, with planning in the organization's overall image, with various operations. By changing the organizational structure, in order to meet the organization's strategy. Executives need to find a way to manage the appropriate work structure and develop personnel to have skills and have the ability to adapt quickly, regarding the changes. One thing that organizations should

keep in mind and be aware of is how to develop to motivate and encourage employees to be satisfaction and commitment, accepting organizational goals and making the full effort, reducing unnecessary losses.

Job Satisfaction is a one way for employees to feel that the organization is paying attention to them, learning and accessing the needs of people in the organization, creating job satisfaction and commitment to the organization is a one way to maintain the valuable resources of the organization, by allowing him to stay in the organization happily, with feelings, with the heart that wants to be with the organization, with willing, it will motivate employees and contribute their knowledge and skills to increase efficiency and effectiveness, which will benefit the employees and the organization sustainably.

Employee engagement is the feeling that employees have a positive relationship with the organization, is a commitment to work, goals, values of the organization, employees are loyal and desire to be part of the organization for progressing with the organization, and the engagement is also a way to help preserve valuable human resources in the organization happily with work motivation, and working with full capacity because they feel that they are the owner of the organization, therefore, trying to achieve the organization's goals, which their goals will be achieved too.

Therefore, the administrators of the Suan Sunandha Rajabhat University Demonstration School want to know that the employees working for the organization are satisfied with their work and their ties with the organization, due to the recent increase in the number of new employees, especially in academic personnel positions, while also having a higher rate of many employees resigned as well, which causes various losses as follows, such as training fees, recruitment costs, etc. Most newly recruited employees will stay with the organization shortly, just wanting to be civil servants. Therefore, executives have a belief that the management of welfare and security for personnel does not indicate that that person is true with the organization. People, therefore, can be considered that the organization must maintain for a long time, the retention is an important issue according to the study of the University Human Resource Management (UHRM) summarized in the book HR in the Future: Path Towards the future in human resource development, future HR trends in the era of challenges and opportunities "... The direction of personnel work in the organization will have to face an important issue that is the Retention. On average, people will work somewhere for about 3.6 years. The retention policy, rewarding, compensation is the top tool in the decision of the employees whether they should stay, work or leave ... "(Thanomrat Fonglao, 2006).

The researcher is interested in studying job satisfaction and employee commitment to the organization, because both job satisfaction and commitment to the organization is an important factor for the success of oneself and the organization, as well as the relationships that affect each other, if the employees are satisfied and will make the employees to bond with the organization or not, if it is true that the organization can make employees are satisfied and attached to the organization, it will make that organization become the Happiness Organization in the future.

## **MATERIALS AND METHODS**

Study of job satisfaction surveys and organizational commitment of personnel Suan Sunandha Rajabhat University Demonstration School With the aim of being a survey data on job satisfaction And organizational commitment To be a guideline for development and organization as a top quality school With methods of conducting research as follows

1. Study the information relevant to the job satisfaction survey.

And commitment to related organizations To be used as information In the construction of research tools

2. Create a survey survey on "Job Satisfaction And organizational commitment of the Demonstration School of Suan Sunandha Rajabhat University "

3. Administer the instruments for data collection with the sample for 90 Personal in Demonstration School of Suan Sunandha Rajabhat University.

4. Analyze, draw conclusions,prepare a research report,and disseminate research results.

## RESULTS

### **Part 1** : General information of the sample

Information about the participants It was found that 118 respondents were 80 academic lines, 28 academic support lines and 10 temporary employees.

### **Part 2** : Job satisfaction study

From the study of job satisfaction in all aspects was at the highest level, with an average score of 4.85. When considering each item, by sorting the average values in descending order, it could be concluded that regarding the most satisfied work environment ( $\bar{x}$  4.80), the organizational culture most satisfied ( $\bar{x}$  4.75), the responsibility was the most satisfied ( $\bar{x}$  4.72), personnel development /career advancement most satisfied ( $\bar{x}$  4.73), organization leadership most satisfied ( $\bar{x}$  4.68). The most satisfied with the performance evaluation ( $\bar{x}$  4.65), and the most satisfied welfare ( $\bar{x}$  4.65).

**Part 3** : Organizational commitment of personnel of Demonstration School, Suan Sunandha Rajabhat University

The organizational commitment of personnel of Suan Sunandha Rajabhat University Demonstration School in all aspects was at the highest level, with an average score of 4.75. When considering each item, by sorting the average to the least, it could be concluded that the pride and loyalty to the organization were the most engaged ( $\bar{x}$ 4.70). Performance in achieving organizational objectives, with the highest commitment ( $\bar{x}$ 4.65) and collaboration was one of the most committed organizations ( $\bar{x}$  4.50).

## DISCUSSION

The researcher has brought the results of this research to be used in routine work of the administrative department. Of the Demonstration School of Suan Sunandha Rajabhat University In order to develop guidelines for effective internal management And is a leading organization for success As well as to allow personnel in the organization to live happily. In order to reduce work overlap and provide equality of personnel To ensure fairness in management And create clarity for personnel In addition, to bring research data to develop the organization to live happily. It concerns with Somkiat's research [3]

Which the results of the study found that The level of satisfaction in operations, consisting of 4 aspects, was in the highest level. With an average score of 4.85 and organizational commitment of personnel of the Demonstration School of Suan Sunandha Rajabhat University, consisting of 3 aspects, at the highest level. With an average score of 4.75. Therefore, the research found that the personnel of the Demonstration School of Suan Sunandha Rajabhat University Satisfied with the operation and commitment to the organization. It's at the highest level and personnel are happy with the organization's management

## CONCLUSION

Lessons Learned from the Survey of Job Satisfaction and Organizational Commitment of Personnel at Demonstration School, Suan Sunandha Rajabhat University In order to be developed and improved to be more efficient as follows

1. Planning for management to be effective and achieving More Goals Resulting in working systematically
2. Know the satisfaction in various aspects of the organization in order to lead to good development more
3. Know the commitment of personnel to the organization in various fields to create Binding for the personnel to be in the organization continuously, proud in the organization

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