

# Developing the quality of academic support staff to efficiency of work

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## Abstract

The research on Development of Quality of Academic Support Personnel to Increase Work Efficiency has the following objectives: 1) To study the factors affecting the development of the quality of personnel performance 2) To study the relationship between performance and factors that promote personnel efficiency. This research is quantitative research. The sample group used in the quantitative research is 400 working-age people in Bangkok.

### Summary of the research results

Results of data analysis on personal data Sample group The sample group consists of 179 males, accounting for 44.75 percent, and 221 females, accounting for 55.25 percent. In terms of working experience of 1-2 years, 262 people, accounting for 65.50 percent, working experience of 3-4 years, 82 people, accounting for 20.50 percent, working experience of 5-6 years, 45 people, accounting for 11.25 percent, and working experience of 6 years or more, 11 people, accounting for 2.75 percent. In terms of the department in which they worked, 286 government agencies, accounting for 71.50 percent, and 114 private agencies, accounting for 50.50 percent.

Results of sample analysis. The sample group consisted of 179 males, or 44.75 percent, and 221 females, or 55.25 percent. In terms of length of employment, 1-2 years, 262 people, or 65.50 percent, length of employment, 3-4 years, 82 people, or 20.50 percent, length of employment, 5-6 years, 45 people, or 11.25 percent, and length of employment, 6 years or more, 11 people, or 2.75 percent. In terms of the department in which they worked. Government agencies, 286 people, accounting for 71.50 percent, and private agencies, 114 people, accounting for 50.50 percent.

The results of the study of the attitude level of academic support personnel towards development and increasing work efficiency, overall, were at the highest level ( $= 4.50$ , S.D.  $= 0.42$ ). When considering each aspect, the highest level was the opportunity and advancement aspect ( $= 4.53$ , S.D.  $= 0.44$ ), followed by the nature of work aspect ( $= 4.47$ , S.D.  $= 0.40$ ).

Considering each aspect, the attitude of academic support personnel towards development and increasing work efficiency was at the highest level ( $= 4.50$ , S.D.  $= 0.42$ ). When considering each item, the issue with the highest level was

1. Overall, the work characteristics were at the level ( $= 4.32$ , S.D.  $= 0.55$ ). Considering each item, they are as follows: The work you do makes you feel successful and proud ( $= 4.68$ , S.D.  $= 0.39$ ), the work characteristics are challenging and beneficial to the department and the organization ( $= 4.52$ , S.D.  $= 0.40$ ), you are satisfied with the responsibilities of the work you are currently assigned ( $= 4.42$ , S.D.  $= 0.41$ ), your current work is interesting ( $= 4.38$ , S.D.  $= 0.42$ ), you can use your creativity to the fullest ( $= 4.38$ , S.D.  $= 0.42$ ).

2. Opportunity and advancement, overall, is at the level ( $\bar{x} = 4.53$ , S.D. = 0.44). Considering each item, the organization supports workers to be promoted appropriately ( $\bar{x} = 4.76$ , S.D. = 0.42), believes that there is an opportunity to be promoted if you work to your full potential ( $\bar{x} = 4.62$ , S.D. = 0.38), that being promoted depends on your ability to perform your work ( $\bar{x} = 4.56$ , S.D. = 0.41), that your promotion requires time and the number of years of work to consider your work performance ( $\bar{x} = 4.38$ , S.D. = 0.42), and that your current work has an opportunity for career advancement ( $\bar{x} = 4.32$ , S.D. = 0.54).

The research results are consistent with the research of Udom Subhisa (2020) on Factors Affecting the Performance of Production Staff of Thai Premium Pipe Co., Ltd. It was found that factors in terms of a good work environment, speed of work, nature of work, ability, and work factors in terms of knowledge, understanding, and work factors in terms of morale and encouragement affect the performance of the production staff of Thai Premium Pipe Co., Ltd. And the research of Nonthiat Chomwattana (2020) on Factors Affecting the Performance of Employees of Plat Nera Co., Ltd. The research results found that employees of Plat Nera Co., Ltd. with different levels of education and work experience caused the performance of employees of Plat Nera Co., Ltd. to be different. And employees of Plat Nera Co., Ltd. with different genders, ages, statuses and average monthly incomes will result in the performance of employees of Plat Nera Co., Ltd. not being different.

Motivation in work in terms of work success, respect, management, work characteristics, and advancement in position can be concluded that it has an impact on the work efficiency of employees of Plat Nera Company Limited.

**Keywords:** Developing, academic support, staff efficiency

## 1. Introduction

- Human resources are an important factor that drives the organization to success. Therefore, developing the skills and potential of personnel in line with the technology and strategy of the organization is very important. The organization must give importance to creating a good working environment to increase the quality of working life. In addition, developing human resources through a systematic process from assessing needs, designing development activities, and evaluating results is necessary to increase the efficiency of personnel to be able to adapt to changes (Churairat Anuphan, 2018; Suthinee, 2017).

- Human resources are valuable resources for driving and developing the organization to sustainable success. Personnel with knowledge, skills, and positive attitudes will greatly help create benefits and increase the quality of the organization's operations. On the other hand, if the organization lacks care for its personnel or does not give importance to developing knowledge and skills that are consistent with technology and the changing environment, work may be inefficient and the organization will not be able to fully achieve its goals.

- Therefore, the organization should create a working environment that encourages personnel to be happy, both in terms of supporting quality of life, developing necessary skills, and building long-term potential. This is so that personnel are ready and able to adapt to changes sustainably. The process of developing human resources that is in line with the organization's strategy plays an important role, starting from assessing development needs, designing development activities, implementing development policies, and evaluating results, to ensure that personnel can effectively support the goals and growth of the organization and are happy with their work.

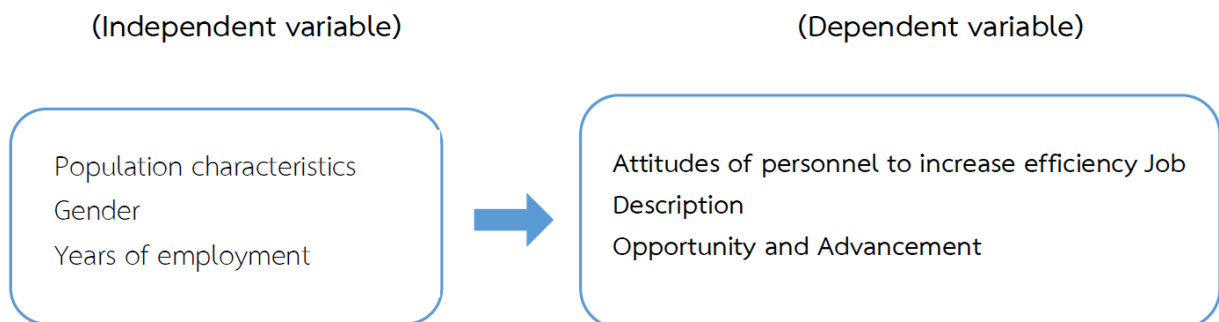
The research results are consistent with the research of Kanratchakarn Leosamornsak and Naphawan Labbuangam. (2024). Online teaching management for Chinese students at Suan Sunandha Rajabhat University in 2022. *MCU Journal of Social Development*. Year 9, Issue 1, January–April 2024. Pages 82- 88. The results of the study found that the satisfaction of undergraduate students towards innovative learning management had a mean score of 4.50 (high level), with the teaching methods and teaching activities receiving the highest satisfaction (4.75), followed by the consistency with the situation and assessment (4.49), while the teachers had a mean score of 4.31, which was also at a high level.

The research results are consistent with the research of Chaiwat Jiwpanich and Chaiwat Wari. (2011). Development of an online lesson creation training course using LMS Moodle to prepare for the second-year students in the Faculty of Education, Suan Sunandha Rajabhat University. Suan Sunandha Rajabhat University. The results of the experiment using the online lesson creation training course using LMS Moodle found that the trainees had an overall performance score of 79.67 percent. The post-training test scores of the trainees were significantly higher than the pre-training scores at a statistical level of .05. 3. The trainees had the highest overall satisfaction with the online training system.

### 1.1 Research Objective

- 1) To study the factors affecting the development of the quality of personnel performance.

## 2. Conceptual Framework



This conceptual framework focuses on analyzing the relationship between independent variables (demographic characteristics, gender, and work experience) and dependent variables (attitudes toward work performance in terms of job characteristics and advancement opportunities). This analysis can be used to strategically plan personnel development in order to meet the needs of different personnel and sustainably increase the work efficiency of academic support personnel.

### 3. Methodology

Research on the development of academic support personnel quality to increase work efficiency The researcher conducted a quantitative research, which collected data and opinions from the respondents. The research steps This research is a quantitative research. The population used in this research is a population study. Working-age people in Bangkok, with a total population of 37,613.40 people (National Statistical Office, Ministry of Digital Economy and Society) Collected data from a sample group of the population using a single measurement. The tool is a questionnaire (Questionnaire) as a tool for collecting data. Secondary data is a study of data from documents and articles related to research, local newspapers or publications related to attitudes towards increasing work efficiency and related websites. Data analysis Process the attitudes of the workers. The researcher will analyze the data using descriptive statistics (Descriptive Analysis) and take all questionnaires to analyze the data and process them with a computer. Using the ready-made program SPSS (Statistical Package for Social Science) to process and analyze the data according to the hypotheses. Analyze the data by finding the mean and standard deviation (S.D) for each item and present it as a table for presentation using the evaluation criteria. The score range can be divided using the method of calculating the width of the class interval.

### 4. Results

The development of the quality of academic support personnel to increase work efficiency found important issues that can be summarized according to the objectives as follows:

Results of data analysis on personal data

- Results of sample analysis The sample group consists of **179** males, accounting for **44.75** percent, and **221** females, accounting for **55.25** percent. In terms of work experience of **1-2** years, **262** people, accounting for **65.50** percent, work experience of **3-4** years, **82** people, accounting for **20.50** percent, work experience of **5-6** years, **45** people, accounting for **11.25** percent, and work experience of **6** years or more, **11** people, accounting for **2.75** percent. In terms of the department in which they work, Government agencies, **286** people, accounting for **71.50** percent, and private agencies, **114** people, accounting for **50.50** percent.

- The results of the study on the attitude level of academic support personnel towards development and efficiency improvement in work, overall, were at the highest level ( $\bar{x}=4.50$ , S.D. = **0.42**). When considering each aspect, the highest level was the aspect of opportunity and advancement ( $\bar{x} = 4.53$ , S.D. = **0.44**), followed by the aspect of work characteristics ( $\bar{x} = 4.47$ , S.D. = **0.40**).

Considering each aspect, the attitude of academic support personnel towards development and improvement of work efficiency was at the highest level ( $\bar{x} = 4.50$ , S.D.= 0.42). When considering each item, the issue with the highest value was

1. In terms of job characteristics, the overall level is at ( $\bar{x}= 4.32$ , S.D. = 0.55). Considering each item, it is as follows: The work you do makes you feel successful and proud ( $\bar{x} = 4.68$ , S.D. = 0.39). The nature of the work is challenging and beneficial to the agency and organization ( $\bar{x}= 4.52$ , S.D. = 0.40). You feel satisfied with the responsibilities of the work you are currently assigned ( $\bar{x} = 4.42$ , S.D. = 0.41). The current work you are doing is interesting ( $\bar{x} = 4.38$ , S.D. = 0.42). You can use your creativity to the fullest ( $\bar{x}= 4.38$ , S.D. = 0.42).

2. In terms of opportunities and advancement Overall, it was at the level ( $\bar{x} = 4.53$ , S.D. = 0.44). Considering the following items: The organization supports employees to be promoted appropriately ( $\bar{x} = 4.76$ , S.D. = 0.42), believes that there is an opportunity to be promoted if you work to your full potential ( $\bar{x} = 4.62$ , S.D. = 0.38), that you will be promoted depends on your ability to perform your work ( $\bar{x} = 4.56$ , S.D. = 0.41), that your promotion requires time and the number of years of work to consider your work performance ( $\bar{x} = 4.38$ , S.D. = 0.42), and that your current job has an opportunity for career advancement ( $\bar{x} = 4.32$ , S.D. = 0.54).

## 5. Conclusion

Summary of research results and discussion of results

Summary of research results

The study found that the majority of academic support personnel were female (55.25%), had worked for 1-2 years (65.50%), and worked in government agencies (71.50%). Their attitude towards development and efficiency improvement was at the highest level ( $\bar{x} = 4.50$ , S.D.=0.42). The "opportunity and advancement" aspect received the highest score ( $\bar{x} = 4.53$ ), followed by "work characteristics" ( $\bar{x} = 4.47$ ). Prominent details include a sense of accomplishment in work ( $\bar{x} = 4.68$ ) and promotion based on ability ( $\bar{x} = 4.56$ ).

Discussion of results

The research results confirmed that the factors of "work characteristics" and "opportunity and advancement" play an important role in developing work efficiency. This is consistent with the research of Udom Subhisa (2020) who found that environmental factors and motivation affect work efficiency, as well as the work of Nonthiat Chomwattana (2020) who emphasized the importance of experience and ability in work. This research highlights the importance of supporting advancement opportunities to foster potential and build continued motivation for work.

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