

STUDY THE FACTORS AFFECTING THE EFFICIENCY OF ORGANIZATION IN SOUTHERN PROVINCIAL GROUP ON ANDAMAN COAST.

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ABSTRACT

Developing the Southern provincial group on Andaman Coast concerned the increasing of strengthening competitiveness parallel with maintain the balance of abundant resource and environment and creating strengthen of community. Economic of the Southern provincial group on Andaman Coast depended on the travelling sector and agricultural sector by economy size 3.34 billion baht lower than national average by travelling income 3.50 billion baht, agricultural 0.81 billion baht and industry 0.20 billion baht only. From significance above, researcher was interested in study model to create strengthen of community and economy of Southern provincial group on Andaman Coast which was lower than national average by studying the factors affecting the efficiency of organization on Andaman Coast to use as framework and guideline for development provincial group to be effective of management at Southern provincial group on Andaman Coast by having the objectives to study the factors affecting the efficiency of organization on Andaman Coast. Methodology in this research was the documentary research by using the secondary data from documents and related research to study, analyze and data synthesis to get the factors that affect the effectiveness of organization in Southern provincial group on Andaman Coast for 3 factors which were motivation, satisfaction and relationship in organization

Keyword: Motivation, satisfaction and relationship in organization, efficiency of organization

INTRODUCTION

Accordance with the Government Administration Act (7th Edition) in year 2007 determined the province and provincial group could submit the requirement to establish budgets themselves and accordance with the Royal Decree on Provincial Administration and Provincial group in year 2008 specified that must have the provincial group development plan which is the list of projects and plans of the provincial group that needs to be prepared according to the objectives and development direction of provincial group in the future and to have the annual government action plan of provincial group in order to interpret the provincial group development plan into action by identifying various projects that are necessary to operate in provincial group in each fiscal year according to the purpose and provincial group development direction included that projects will be implement by provincial group, ministry, office, department, local administrative organization or other unit of government or private accordance with Section 26 of this Royal Decree considered the establishment of provincial group and specified province where is the provincial action center and propose the cabinet for consideration and approval on 15th January, 2008 then the cabinet has the solution on 24th October, 2017 to approve the improvement of provincial group to be 18 groups and specified the province where is the provincial action center by determining

Southern provincial group on Andaman coast consisted Krabi, Trang, Phungnga, Phuket, Rayong and Satun so Phuket is the action center of this provincial group

Integration provincial group management is the connection and strategy driven at various level into the practical effectiveness including communication sponsor, knowledge sharing and experience about the strategic implement and coordination of among government development, civil society and local private business sector for jointly solve problems within provincial groups and among provincial group so that the development is accordance with sustainable provincial development plan by focusing on the development to align with 20 years national strategy, National Reform Plan, the 12th National Economic and Social Development Plan and Government Policy

From the growth of tourism business in the past 2 decades impacted the expansion of urban community rapidly. The tourist requirement to visit more caused infrastructure and existing public utilities could not grow up with economic and urban community included the criminal problems more, culture and traditional began to deteriorate, natural resource and environment were compromised. When was established Southern provincial group on Andaman Coast under the Royal Decree on Administration and Integration Provincial Groups in year 2007 had been development driven through participation process by developing partner in the area and had been supported by government sector, state enterprise agency, local administrative organization, private sector, and civil society that those organizations had participation in many events for brainstorming and they had shown the vision that were benefit to area development, knowledge sharing and finding the solution for provincial group development to have directions obviously. There were also cooperation in the form of integrated mobilization of development resource from various budget sources to drive provincial group development plan to achieve the vision according to specify together

Southern provincial group on Andaman Coast development focused on to increase the competitiveness and maintain the balance of abundance of natural resource and environment and support the strengthen of community, economy of Southern provincial group on Andaman Coast depended on the travelling sector and agricultural sector by economy size 3.34 billion baht lower than national average by travelling income 3.50 billion baht, agricultural 0.81 billion baht and industry 0.20 billion baht only. From that significance above, researcher was interested in study model to create strengthen of community and economy of Southern provincial group on Andaman Coast which was lower than national average by studying the factors affecting the efficiency of organization on Andaman coast to use as framework and guideline for development province group to be effective of management at Southern provincial group on Andaman Coast

RESEARCH OBJECTIVES

To study the factors affecting the efficiency of Southern provincial group on Andaman Coast Organization

METHODOLOGY

This research was the documentary research by using secondary data from document and related research to study, analyze and data synthesis to get the factor components

LITERATURE REVIEW

1. Work motivation and effectiveness of government organization

Ravinporn Suwanrat and Bangon Soros (2017) studies work motivation and good citizenship behavior of the organization and effectiveness to operate of worker. The objectives in this research were to study the relationship between work motivation and behavior of being member of organization and performance effectiveness of worker and to study the power prediction to work motivation and to be good citizenship behavior to organization. Analysis shown that 1) Have significant positive relationships between behavior to be the member of organization and in each component and efficiency to operate in all components 2) Have significant positive relationship between work motivation as the whole and component in each behavior to be citizen of organization in all components 3). Positive relationship had significant between work motivation in the whole and in each component and performance efficiency in whole components 4). Work motivation and behavior to be member of organization joint to create the power prediction 51.6 percent to performance efficiency. Research result seem that organization should improve staff who had high work motivation, these staffs would show behavior to be citizen of organization at high level and performance efficiency 3) Positive relationship had significant between work motivation as the whole and in each component and performance efficiency in all components 4) Work motivation to be member of organization joint to crate power prediction 51.6 percent to performance efficiency. Research result seem that organization should improve staffs who had work high motivation. These staffs shown behavior to be high level corporation citizen and performance efficiency 3) Significant positive relationship between work motivation as the whole and in each component and performance efficiency in all components 4) Work motivation and behavior to be member of corporation joint to create power prediction 51.6 percent to performance efficiency. Research result shown that organization should improve staffs who had high work motivation. These staffs shown behavior to be high level corporation citizen and performance efficiency. Research result shown that organization should improve staffs who had high work motivation. These staffs shown behavior to be high level corporation citizen and performance efficiency. Research result shown that organization should improve staffs who had high work motivation. These staffs shown behavior to be high level corporation citizen and performance efficiency.

Nuttapong Sankeaw and Panita Surachaikulwattana (2017) studied the relationship between work motivation and performance efficiency of sale staff of XYZ Life Insurance Company that work at head office in Bangkok. Research studying the relationship between work motivation and performance efficiency of sale staff of XYZ Life Insurance Company that work at head office in Bangkok. Research result found that the most sampling group was female, age during 30-39 years old, married status/ live together, education level as bachelor's degree, experience 3-6 years and income 20,001-30,000 baht by the sampling group had opinion of work motivation as the whole at good level, performance efficiency as the whole at good level and factor caused the work motivation and maintain the relationship and performance efficiency in all parts had statistical significant level 0.05 besides it found that work motivation of responsibilities affected the performance efficiency in all parts while work motivation caused job success or administrative policy or sustainable job affected performance efficiency in all 3 parts which were quality of work, quantity of job and time also found that work motivation of compensation and job characteristic had no relationship to all aspects of work performance

Kesara Rojananon and Pusadee Palasarum (2017) studies the relationship between work motivation to the performance efficiency of telephone sales staff of Promark Strategies Co.,Ltd, hotel and subsidiary of Group Centara. The objective in this research was to study

work motivation and performance efficiency and to study the relationship between work motivation and performance efficiency of telephone sale staff of Promark Strategies Co.,Ltd, , hotel and subsidiary of Group Centara. Research result found that motivation of job successful, company policy, working condition, career path, to be regarded, compensation (respectively), have the same relationship direction with performance efficiency of work quantity, work motivation factor of job success, company policy, working condition, compensation (respectively). Have relationship the same direction with performance efficiency of motivation factor quality, company polity, appreciation, career path, successful of working (respectively. Have relationship in opposite direction with performance efficiency in absence work

2. Job satisfaction and effectiveness of government organization sector

Roongarun Kasaesin (2017) studied the satisfaction of service recipients of Phommanee Sub-district Administrative Organization, Meung City, Nakhonnayok Province, Phommanee Sud-district, Meung District, Nakhonnayok Province for benefit of population in local in various fields which created quality of life by responding problem and requirement of people in areas; therefore, evaluation of public satisfaction in public service recipients of Phommanee Sub-District Administration Organization, Meung District, Nakhonnayok Province. The objectives were to study satisfaction of people who was service recipients, providing service process, officer who is service provider and facilities of Phommanee Sub-District Administration Organization and to study satisfaction of public service job characteristic for 4 parts such as job of social development and welfare, public health job, income or tax job and other jobs were survey research by using questionnaire for 4 sets by doing survey service recipients of Phommanee Sub-District Administration Organization. Research result caused to know the satisfaction level of service recipients of Phommanee Sub-District Administration Organization, Meung District, Nakhonnayok Province caused the executive and related unit to know the problem and recommendations and using research result was the guidance for planning the service development effectiveness and create satisfaction to service recipients. Research result summarized the fiscal year 2005 Phommanee Sub-District Administration Organization, Meung District, Nakhonnayok Province specified the satisfaction evaluation for 4 parts such as social development and social welfare, public health, income or tax job and other jobs appeared the score of satisfaction in each job as 96.6 percent, 96.8 percent, and 96.4 percent = $386.2/4 = 96.6$ or getting point = 10 points

Kritameth Lekhavijit (2017) studied relationship between job motivation and performance efficiency of High Quality Garment Co.,Ltd officer, the objectives in this research were 1). To study the job motivation of High Quality Garment Co.,Ltd officer 2). To study the performance efficiency of High Quality Garment Co.,Ltd officer 3). To study the relationship between job motivation and performance efficiency of High Quality Garment Co.,Ltd officer. Research result found that age, education level, status and income per month were different, have performance efficiency was different statistical significant level 0.05 and when considered the relationship between job motivation and performance efficiency found that job motivation caused job success and performance efficiency affected quality had statistical significant level 0.05, job motivation caused job success and compensation affected the performance efficiency of quantity had statistical significant level 0.05, job motivation of respecting and interpersonal relationship affected performance efficiency of time had statistical significant level 0.05 and job motivation of respecting and job characteristic affected the performance efficiency of expending had statistical significant level 0.05

Sukanang Arayapatmongkol and Porntep Roophang (2019) studied relationship between job motivation and internal quality assurance of teacher under Office of Phra Nakhon Si Ayutthaya Primary Educational Service Area. The objectives of survey research were 1).

To study job motivation of teacher 2) Internal quality assurance operation and 3). Relationship between job motivation and internal quality assurance operation. Research result found that 1) job motivation of teacher found that having the most success in working and job characteristic while the lowest was awareness and progression; supporting factor found that administration of executive was highest and salary and job condition is lowest in school 2) Performance in the whole of internal quality assurance was high level by providing highest performance efficiency followed by implementation but lowest evaluation 3) Job motivation in the whole had the positive relationship with performance of teacher in term of internal quality assurance had statistical significant level 0.05 which could be ranked in descending order as follow the responsibilities of teacher, job characteristic and recognition working condition in the school

3. Relationship in organization and effectiveness of government organizations

Lawan Tonsakulroongreang (2016) studied model of causal relationship, organizational effectiveness of private hospital in Wattana District, Bangkok. The objective of this research were 1). To study competency characteristic of employee, organizational commitment, management and organizational effectiveness of private hospital in Wattana District, Bangkok 2). Develop relationship model caused organizational effectiveness of private hospital in Wattana District, Bangkok 3) Consistency check to align with causal relationship model of effectiveness organization with empirical data. Study result found that 1) Factor affected the organizational effectiveness was competency, characteristic of employee, relationship with organization and management and 2) Organizational effectiveness Indicator was personalized result, to meet target, high achievement performance and satisfaction of service recipients. Effective analysis result of causal relationship model of organizational private hospital in Wattana District, Bangkok shown that causal relationship model to reverse influence to align with the empirical data by all variables had relationship of statistical significant level .01, empirical variable caused organizational effectiveness prediction 65.3 percent

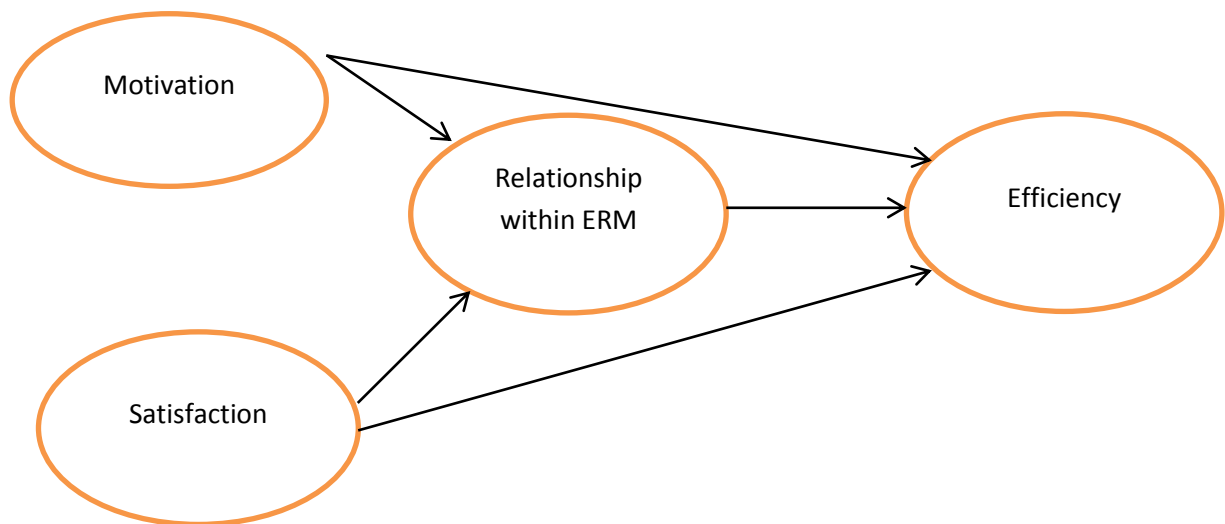
Piyanart Budrat and Chiocharn Arsuwattanakul (2017) studied relationship to organization with performance efficiency of Bangkok Bank PCL employee in 3rd Central region. The objectives in this research studied were 1). Organization relationship with performance efficiency of Bangkok Bank PCL employee in 3rd Central region 2) Relationship factor with engagement of Bangkok Bank PCL employee in 3rd Central region and 3) Relationship between corporate commitment with performance efficiency of Bangkok Bank PCL employee in 3rd Central Region 3. Research result found that corporate commitment and performance efficiency of Bangkok Bank PCL employee was high level. The hypothesis testing found that relationship factor and corporate commitment of employee were working satisfaction, atmosphere in organization, leadership transformation, and core value of organization besides found that commitment had relationship and performance efficiency of employee had statistical significant level 0.05

Mongkol Ekpan and Jutarat Jittanom (2017) studied the quality of working life result affecting the corporate commitment of employee that supported Rajabhat University. The objectives in this research were 1). To study the quality of working life affecting the satisfaction with successful in career and organization intention and 2) To study the satisfaction with job and successful in career result. Research result found that 1) The quality of working life affecting the positive result to job satisfaction with successful in career and corporate commitment in statistical significant level .01 and 2) Satisfaction with job and successful in career affecting positive to corporate commitment at the statistical significant level .01; therefore, research result could be applied human resource management in university that affected the casual performance efficiency development to be good of supported by employees of university

Tanawat wisetsomphat and Titima Chaiyakul (2018) studied the result of satisfaction motivation and corporate commitment affected performance of employee in automotive industry in Southern Seaboard of Industry Estate 1 in Rayong Province. The objectives in this research was to study the result of satisfied motivation and intention to organization could predict the employee performance in automotive industry of Eastern Seaboard Estate 1, Rayong Province. Research result found that the result of satisfied motivation and organization intention could be predicted the performance of employee 77.9 percent effected the satisfied motivation and corporate commitment to performance result of automotive industry employee in Eastern Seaboard Estate 1 in Rayong at significant level .05

RESULT

Study result found that factors affected the organization effectiveness in Southern provincial group on Andaman Coast had 3 factors which were consisted motivate, satisfaction and organization relationship illustration as follow



Summarize

Factor affecting the organizational effectiveness in Southern provincial group on Andaman Coast for 3 factors which were consisted motivation, satisfaction and corporate commitment to align with idea of Rawinporn Suwannarat and Bangon Soros studied (2017). Nuttapon Sankeaw and Panita Surachaikulwattana (2018). Kesara Rojananon and Phusadee Palasarum (2018) Rongarun Kaseasin (2017), Kritames Lekavijit (2018), Sukarang Arayapatmongkol and Tepporn Rupan (2018), Mongkol and Jutarat Jittanom (2018)

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