

AFFECTING FACTORS TOWARDS THE PERFORMANCE OF THE OPERATING OFFICERS OF MAHA SARAOKHAM BEVERAGE LIMITED, KUT RANG, MAHA SARAOKHAM

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Abstract

This study aimed to explore the factors affecting the performance of operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province. The purposes of this study were to obtain general information about the operating officers, to gather their opinions on factors affecting their performance, to seek the opinions on the performance of operating officers, and to offer suggestions for improving motivation in the performance of operating officers. Regarding the general information about the operating officers, the researcher has found that most of the operating officers are male, aged 30-39, and single with a vocational certificate. Their average monthly income were 10,001-20,000 baht. They have less than 5 years of work experience and most of them were working in the production department. In terms of the operating officers' opinions, they had agreed on the factors affecting their performance and their overall performance. The operating officers of different genders, age groups, statuses, education levels, monthly income levels, years of employment and departments share the same level of opinion on the factors affecting the performance of operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province with a significant statistical difference at 0.05. To improve motivation in the performance of operating officers, the researcher had suggested 4 projects, including conducting trainings and seminars on increasing the capability of operating officers, creating a motivating and satisfying work environment, awarding best performance of the operating officers, and sport. The budget has been provided and it is expected that after the implementation there will be higher motivation among the operating officers.

Keywords: motivation, performance, operational level



Introduction

Nowadays, there are high competitions in economic of both domestic and international levels. Businesses need to be able to adapt to the changing situations in order to cope with risks and be able to compete in markets with high competitiveness by using data, communication, technology, visions of their executives, the way they manage and quality of human resources in each organization to increase effectiveness in production and increase the ability to maximize the use of their resources.

Those adaptation cause Maha Sarakham Beverage Company Limited to produces drinking water and soda of Singha brand with modern technology and fare use of natural resources. From the need to operate both days and nights continually, operating officers needs to get some training to increase their skill level. Experienced operating officers are valuable resources of the organization, so Maha Sarakham Beverage Company Limited needs to find some strategies to motivate them, to make those operating offers feel happy with their work, in order for them to be able to generate some initiation, which at the end will help the organization to fulfill their targets.

Thus, executives need to understand the mind of their human resources and be able to solve whatever problems occurred to their personnel. The management of human resources is behavioral, which could not be predicted like scientific law. Human resources management has to deal with recruiting the right man for the right job, in order to let those individuals perform with efficiency to gain effectiveness, and to keep skilled persons with the organization as long as possible, for the success and prosperity of the organization. [1]

The mention above showed that the study of the effect of motivation to the performance of operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province is very important. Besides revealing motivation affecting performance of operating officers, this study will also foster the executives during their creation of strategies and policies to sooth the needs of their employees, in order to motivate them to work better and gain better performance. This study also suggest methods of personnel developments in order to increase their performance and boost the competitive potential of the organization in the world market, and will also help keep the good and effective human resources within the organization.

Objectives

1. To study the opinion and the difference in opinion levels about the motivations effecting the performance of operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province.
2. To study the opinion about the performance of operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province.
3. To study the suggestion about the methods to boost the motivation of operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province.

Methodology

1. To study the opinion and the difference in opinion levels about the motivations affecting the performance of operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province.

This study required 73 operating officers of Maha Sarakham Beverage Company Limited to fill the questionnaires in order to find motivation factors in the area of stimulating factors and support factors [2] there were 36 questions of 5 levels of opinion using Likert's Scale methods [3] perform data analysis by statistics such as percent, mean and standard deviation and compare the difference in opinion levels about the motivations affecting the performance by using t-Test to induce the mean of 2 group of population and use ANOVA analysis to induce the mean of more than 3 group of population.

2. To study the opinion about the performance of operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province.

This study used performance appraisal criterion for operating officers of Maha Sarakham Beverage Company Limited [4] which measure the quantity of their work, the quality of their work, their cooperativeness with others, their work knowledge, their leadership, and their willing to act according to the organization's regulation and their commitment in the organization's activities to appraise the performance of operating officers. In 18 questions and measured 5 opinion levels by using Likert's Scale method [3] perform data analysis by statistics such as percent, mean and standard deviation.

3. To study the suggestion about the methods to boost the motivation of operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province.

This study used questionnaires to collect data and suggestions about methods or ways to boost the motivation of operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province and then analyzed by using statistics which is percent.

Results

General information: operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province are mainly male in the age of 30 to 39, single, post a vocational certificate or a high vocational certificate. Their average monthly income is 10,001-20,000 baht. They have less than 5 years of work experience and most of them are working in the production department.

Operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province share the same level of opinion in 2 factors

1. Stimulating factors: in the area of responsibility, showed by their willingness to stay later than their normal working hours for the sake of their job; in the area of successful in their duties, showed by their feeling proud from being recognized by their leaders from their good performance; in the area of the characteristic of their work, show by the way their unit has



clearly described their responsibilities; in the area of recognition, showed by their feeling good upon being recognized; in the area of progression, showed by their being able to attain trainings and seminars to increase their knowledge and skills.

2. Support factors: in the area of relationship with co-worker, show from their good relationships and from the fact that they always help each other; in the area of relation with their superiors in which they thought that their superiors are already being suitable for their positions; in the area of policies and administrations, they feel that their administrative had already communicate their policies well and guided them well; in the area of supervision, they thought that their superiors has already informed them about safety issues; in the area of private life, they can meet their cousins when needed; in the area of payment, they've received suitable salary; in the area of work environment, they feel that their work environment was already safe.

Operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province share the same level of opinion on the factors affecting their performance that their leaderships had power and are working inexorably hard; in the area of cooperation, they're willing to cooperate inside and outside of their units; in the area of quantity of work, they always follow up their orders; in the area of their expertise, they know their works well; in the area of quality of work, they can perform their duties without causing any problem; in the area of performing conform to the regulation and join the organization's activities, they always do everything conforming to the regulations of the organization.

Operating officers which had difference sex, age, status, education, income, time served in the organization, and units share the same level of opinion on the factors affecting the performance of operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province with a significant statistical difference at 0.05.

Operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province make some suggestion about the relationship between individuals within the organization, the methods by which the administrative use to govern the organization, and that there should be some comment boxes within the organization.

Conclusion

This study of the factors affecting the performance of operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province means to explored 1) general information of operating officers. 2) their opinions about what can motivate them in their work. 3) their opinions about their work. 4) their suggestions about the factors affecting their performance. This study reveals the general information that these operating officers were mainly male, aged 30-39, single with a vocational certificate or a high vocational certificate. Their average monthly income is 10,001-20,000 baht. They had less than 5 years of work experience and most of them were working in the production department. In terms of the operating officers' opinions, they had agreed on the factors affecting their performance and their overall performance. The operating officers of different genders, age groups, statuses, education levels, monthly income levels, years of employment and departments share the same level of opinion

on the factors affecting the performance of operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province with a significant statistical difference at 0.05. To improve motivation in the performance of operating officers, the researcher has suggested 4 projects, including conducting trainings and seminars on increasing the capability of operating officers, creating a motivating and satisfying work environment, awarding best performance of the operating officers, and sport. The budget has been provided and it is expected that after the implementation there will be higher motivation among the operating officers.

Discussion

1. Stimulating factors.

This study reveals that Operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province share the same level of opinion: in the area of responsibility, showed by their willingness to stay later than their normal working hours for the sake of their job; in the area of successful in their duties, show by their feeling proud from being recognized by their leaders from their good performance; in the area of the characteristic of their work, showed by the way their unit has clearly described their responsibilities; in the area of recognition, showed by their feeling good upon being recognized; in the area of progression, showed by their being able to attain trainings and seminars to increase their knowledge and skills; in accordance with the study of Pacharamon Hotarawaisaya. [5] affecting factors are the proud of organization's reputation, the willingness to commit for their organization, the feeling of trust and acceptance in goals of the organization, the needs to be a member of that organization. Operating officers share the same level of opinion of agreement in this factor.

2. Support factors.

This study reveal that Operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province shared the same level of opinion: in the area of relationship with co-worker, show from their good relationships and from the fact that they always help each other; in the area of relation with their superiors in which they thought that their superiors are already being suitable for their positions; in the area of policies and administrations, they feel that their administrative had already communicate their policies well and guided them well; in the area of supervision, they thought that their superiors has already informed them about safety issues; in the area of private life, they can meet their cousins when needed; in the area of payment, they've received suitable salary; in the area of work environment, they feel that their work environment is already safe; in accordance with the study of Kamolrat Bumroongsri. [6] reveal the level of agreement in the area of relationship with co-worker and work environment.

3. Performance.

This study reveal that Operating officers of Maha Sarakham Beverage Company Limited in Kut Rang District, Maha Sarakham Province share the same level of opinion: their leaderships had power and are working inexorably hard; in the area of cooperation, they're



willing to cooperate inside and outside of their units; in accordance with the study of Pacharamon Hotarawaisaya. [5] reveal the level of agreement in the area of work accomplishment, recognition, and progression.

Suggestions

Next study should be extended to cover companies in the chain of Boon Rawd Brewery Company Limited which produce Singha brand products, to gain more information about opinions of operating officers. The result of such a study will be more comprehensive, and can then be analyzed and compared, in order to adapt and use within the organization for better effectiveness and efficiency.

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