

MOTIVE AFFECTED THE EMPLOYEE'S PERSONAL PERFORMANCE OF 7-11 STORE KHON KAEN MUNICIPALITY, KHON KAEN PROVINCE

Chutima Chasee¹

Ruchirat Patanathabutr²

¹ *Student of Master of Business Administration at College of Graduate Study in Management, Khon Kaen University*

² *Assistant Professor at College of Graduate Study in Management, Khon Kaen University*

Abstract

The purpose of this independent study is to conduct a study concerning the work related Motive affected the employee's personal performance of 7-11 store Khon Kaen Municipality, Khon Kaen Province in order to guide the way to motivate employees in an appropriate manner. The survey discovered that most employees are females between the ages of 20 to 30. Most have a bachelor's degree. Moreover, most employees had the position of "store staff" which has an income ranging from 9,000 to 15,000 baht per month. The length of their employment was between 1 to 3 years. Generally the employees' opinion of their work situation was positive. When considering all the factors it was found that the Motivational Factors included the following, listed here in descending order: the work itself, responsibilities, achievement, advancement, and recognition. The Maintenance Factors listed here, also in descending order include: working conditions, company policies and the administration of those policies, growth potential, relationships with co-workers, supervisors, as well as with subordinates, one's professional status, technical supervision, job security, salaries and one's personal life. The different of 7-11 store employee's opinion's level in the Municipality of Khon Kaen, Khon Kaen Province. The data was sorted by gender, age, education level, position, monthly income and employment period. It found that employees who have different demographics had only a statistically significant higher level of 0.05 which indicated that their opinions had little difference. and had to do some brainstorming in order to guide the way to motivate employees in an appropriate manner including 3 projects 1) the "Recognition" project, 2) "planning a moment to a better life" project, 3) "Spirit of Harmony" project after proceeding, the researcher expect that the employees have high motivation at work

Keywords: Motive, store employee, 7-11



1. Introduction

C.P. ALL Company limited is the retail business that runs convenience stores which open 24 hours. The business has capability to expand itself quickly. 7-11 continually develops technologies and processes that are useful for the organization management and development. This leads to efficiency in service. Also, 7-11 has always been take the first priority over personnel development.

Korsak Chairatsamee, an Executive Chairman, said that (2543 B.E., page 1-5) “We recognize that great culture within the organization created by the personnel of cooperation can develop ideas and spirit including experimenting and devoting with full capacity. It causes the power to push the organization to move forward steadily” and these abilities can expand rapidly. 7-11 is an organization that was so successful under the fierce competition in the retail business. However, although the company runs excellently today, it is not likely to operate well if the company cannot develop continually employees and organizations in the future. This is another problem that 7-11 is currently encountering. It has a high resign number of employees, which is 45 people per month on average (Source: Human Resources Department, North region From November 1, 2014 To March 31, 2015). The high resign rate of employee is causing many consequences as the following;

1. The company must pay to hire new employees to replace the ones that have resigned, with the cost of the advertisement in the media, application paper, interview paper, etc.
2. The company must organize training programs for the development of new employees frequently. Once employees at the company have developed to work efficiently, then employees resign is not a problem. This is showing the development and quality of the organization to halt.
3. There is consequence to company because employees often resign to is making them feel apprehensive to company.
4. Employees also have more burden than before if company cannot find new employees to replace the resigned ones. This problem makes company turn to determine the cause and factors of employees’ leaving.

The motivation of employees is a driving force for the prosperity of the organization. Employees can either be motivated to perform well at work or discouraged to work well if they are not properly motivated. Because of this, organizations must create incentives for employees that would encourage employees. But creating incentives is not easy.[6] Executives must understand the needs of each individual employee because each employee has different needs and motivations. Administrators should talk with the employees and be aware in their needs and if there are any problems. A caring executive and management staff goes a long way to making employees feel they are valuable to the organization. Another major motivational factor is remuneration. Remuneration must be consistent with the dedication and efforts of each employee working at the organization because when employees feel they don’t receive proper remuneration for their contributions it creates a lack of incentive to work (JureepornSuksawaeng, 2006). [4]

In order to encourage people to work for the organization with enthusiasm and dedication the organization needs to create conditions that encourage and meets the needs of employees, giving them satisfaction in their work. Organizations must factor in the need to respond to the individual needs of their personnel besides just offering wages and salaries. The welfare of the employees has a direct relationship to their work. It is a major motivational factor. [1]

2. Objective of Research

The purpose of this research is to study general information on employee motivation, to study employees' opinion about motivational methods and to study the topic of strengthening employee motivation. The data collected is used as a guideline to improve the performance of 7-11 stores.

3. Research Method

Research will be conducted by studying existing documents, journals, books, and thesis related to the subject. A field studies, using questionnaires to collect data and then after that analyzing the research. Descriptive research is used in this research. The researcher used the interpretation, analysis, processing and presentation of descriptive-analytical method for this paper. Descriptive statistics were used to describe the distribution of data, the frequency, the average of variables and the difference from other variables. Inferential statistics were used to describe the link of data between the assumptions and inferences to be representative of the population studied. [2]

3.1 Conceptual Framework

The researchers studied the general information along with the input from 7-11 store employees in the Municipality of Khon Kaen, Khon Kaen Province including store managers, assistant of managers, assistant manager trainees, and employees. This data was sorted by gender, age, education level, position, monthly income and employment period. The questionnaire corresponds to theories of motivation [4] (SuraponPhayomyaem, 2002), and theories of opinion (ChanoksudaPhetthai, 2008). Satisfaction levels were measured using Likert's scale (Somsak Srisunti, 1993) and the reliability of the questionnaire was checked by using quality testing of research tools theory, finding the index of consistency (SomnukPhatthiyathani, 2005), and the reliability testing theory of Cronbach's Alpha Method (BoonchomSrisa-art, 1995). The result is this study, Motive at Work of 7-11 Store Employees, KhonKaen Municipality, KhonKaen Province

3.2 Research hypothesis

7-11 Store employees have many differences such as gender, age, education level, position, monthly income and the length of employment, however their opinions concerning motivational factors were not all that different.

3.3 Scope of study (Target group)

The target group of this research was the 7-11 Store employees of Khon Kaen Municipality in the Khon Kaen Province. There were a total of 30 branches and 243 employees surveyed. In this research, the researcher was assigned the population since the scope of the study has 30 branches of 7-11 stores and 243 employees surveyed.



3.4 The research instrument and quality analyzing

The instrument used in the study was a questionnaire which applied the Herzberg theory in determining the motivating factors of performance employees.

The researcher analyzed the quality of the questionnaire to discover the validity of the content. A human resource expert checked, reviewed, and edited it in March 2015. An Index of Consistency (IOC) was also used to analyze the questionnaire with a result of an objective congruence of 1. Thus, it was determined to be used as a research instrument.

The Cronbach's Alpha Coefficient Finding Reliability Coefficient was 0.85 and the corrected item total correlation (r) ranged from 0.7 to 0.9 which shows that this questionnaire has a high level of reliability and can therefore be used in research.

3.5 The data collection

This researcher collected the data from a sampling of 7-11 Store employees, such as a store manager, an assistant of manager, an assistant manager trainee and 7-11 store employees in the Municipality of KhonKaen in the KhonKaen Province on March 2015. The total research populates—ions was 243.

After the questionnaires were completed, researchers checked them for accuracy. The Statistical Package for the Social Sciences (SPSS) for Windows Version 17.0 was employed to analyze the data in order to provide statistical analysis. The statistics used to analyze the data were: percentage (%), mean, standard deviation (S.D.), and t-test for dependent samples and ANOVA. [3]

3.6 Determine the Condition of the research

In determining the condition of the hypothesis being studied, it must be determined if the hypothesis has a marked significance greater than a Null Hypothesis (H_0). A computed significance equal or greater than 0.05 shows the hypothesis is valid while a computed significance that is less than 0.05 should be ignored.

4. Results

4.1 General Information

General information from the survey. It was discovered that most employees are females between the ages of 20 to 30. Most have a bachelor's degree. Moreover, most employees had the position of "store staff" which has an income ranging from 9,000 to 15,000 baht per month and the length of their employment was between 1 to 3 years.

4.2 The Opinion Level of the Motive affected the employee's personal performance of 7-11 stores

The Opinion Level of the Motive affected the employee's personal performance of 7-11 store in the Municipality of KhonKaen in KhonKaen Province was mostly positive and seemed to have two major groups of factors.

Group one: The Motivational Factors.

The motivational factors included: the Work itself, where the employees had a clear understanding of their duties; Responsibilities, where the employees were had the time to

perform their tasks well; Achievement, where the employees who were acknowledged by a supervisor for work done well showed greater satisfaction in your work; Advancement, where the employees were encouraged to develop their skills and to further their training; Recognition, where the employees who were recognized by their co-workers felt greater satisfaction.

Group two: The Maintenance Factors

The maintenance factors included: Working Conditions, where the employee had a comfortable climate, lighting, and ventilation; Policies and the administration of those policies, which when done properly allowed the employees to take pride in the organization; Growth potential, where supervisors would gather information on their store's performance; Relationships with co-workers, who are friendly and help each other; Relationships with supervisor, employees think that their supervisor should be suitable for the position; Relationships with subordinates, employees should have a good relationships with these newcomers; One's professional status, when being honored would bring dignity to the employees; Technical supervision, where supervisors would oversee the employees without overlooking or discriminating against anyone; Job Security, employees feel their work is the most stable; Salaries, which if the employees felt was sufficient would discourage them from changing jobs; lastly, One's personal life, employees would be satisfied if the store and their accommodation is not clash to their journey.

4.3 The significance level of the opinions of the Motive affected the employee's personal performance of 7-11 stores

The data was sorted by gender, age, education level, position, monthly income and employment period. It found that employees who have different demographics had only a statistically significant higher level of 0.05 which indicated that their opinions had little difference.

5. Conclusion Discussion and suggestion

5.1 Conclusion

The result found that the Motive affected the employee's personal performance of 7-11 stores Khon Kaen municipality, Khon Kaen province. The data was sorted into 2 factors: Motivational Factors and The Maintenance Factors. The both factors found generally the employees' opinion of their work situation was positive in congruence with high hygiene and high motivation. It is the ideal working conditions and the employees have high motivated performance and quite satisfied with the job.

The results of the study both objective and with discussion concerning the theory of the motivating factors is divided into 2 parts.

Concerning the various motivating factors, it was the Work Itself that was the highest concern of the employees. At issue was being able to accomplish goals, pride in their work and be successful in problem solving.

Concerning Maintenance Factors, employees were most concerned about working conditions. This includes the workplace having proper tools and material, being well ventilated, well lit, being at a comfortable temperature and being safe (from robbery or assault).



5.2 Discussion

The conclusion discovered that most employees who were divided by gender, age, education level, position, monthly income and employment period. Both motivational factors and maintenance factor are in generally the employees' opinion of their work situation was positive. The result is congruent with research following

5.2.1 Motivational factors

The result discovered: the Work itself, where the employees had a clear understanding of their duties. Responsibilities, in congruence with Sayaporn Meesaengkaew (2012) studied the motivation factors affected the employee's personal performance of 7-11 store Saraburi province. It found that the employee's opinion with work itself was high positive. When considering, it found that the job has assigned to challenge, knowledge and ability. Job duties are suitable with aptitude, knowledge and abilities. The amount is suited with position. The job is promoted to creative thinking with being honored would bring dignity to the employee.

5.2.2 Maintenance factors

The result found: Working Conditions, where the employee had a comfortable climate, lighting, and ventilation, in congruence with Ratre Yoddamnoen (2005) and to study the satisfaction in employee's working of C.P. All Company Limited. It found that the employee's opinion with working conditions were the highest positive. This includes the workplace having proper tools and material, being well ventilated, well lit, being at a comfortable temperature and being safe (from robbery or assault).

5.3 Recommendation

5.3.1 Recommendation to organization

5.3.1.1 The background of the "Recognition" project is the result the motivating factors in which recognition was the least. It's average was the lowest. Employees rarely get the praised or acknowledged by their supervisor. This researcher had to do some brainstorming to come up with possible solutions to this. One suggestion is to provide the supervisors and managers an in-store training course to help these supervisors and managers to build better relationships with their employees and to know how to encourage them.

5.3.1.2 The background of "planning a moment to a better life" project is the result of the maintenance factors in which one's personal life was the least. It's average was the lowest. They were concerned that their vacation time each year could not be scheduled and that they would lose such benefits. The researcher suggests that vacations be scheduled on a by month basis in order to provide enough manpower while staff are on vacation leave. If done well, everyone would get their vacations.

5.3.1.3 The "Spirit of Harmony" is from the feedback from employees about the transfer of employees to help other branches. For example, where stores had a higher turnover rate and were unable to provide service and support for the customer. Transferring staff from nearby stores could help. However this also creates a lack of man-power in the stores that send staff to the needy store. The researcher has some suggestions on how to keep the employees who have the longer employment period and thus lowering the turn-over rate. Then each store would have sufficient manpower and the need for transferring staff would decrease.

5.3.2. The recommendation for further research

Since this is an independent study and is only considering the issues related to Motivating Factors it is suggested that further research be conducted with a larger sampling area. Perhaps a sampling come from every district in Khon Kaen Province. By doing this 7-11 would have a better idea of these motivating factors and can better adapt their strategies in order to be more effective.

6. Acknowledgement

This independent study was successfully conducted due to the kindness of Assist. Professor Dr. Ruchirat Patanathabuttr acting as an advisor for this study. These counsel and suggestions are highly valued and this researcher would like to say, "Thank you very much."

7. Reference

- [1] Anun Boosanong.(2014). **Haman Resource Management: Theory getting to do:** Bangkok. T.S. Limited (Thailand).
- [2] Boonchom Srisaart. (2010). **Basic research.** 8th ed. Bangkok : Suweewiyasan
- [3] Kanya Wanichbancha. (2006). **Statistic analyzing: Determine statistic.** 8th ed. Bangkok: Chulalongkorn university printing office.
- [4] Nutthapun Khajenenun. (2013). **Organize Behavior :** Bangkok : SE-EDUCATION Public Company Limited