

WORK EFFICIENCY IMPROVEMENT FOR EMPLOYEES IN PROJECT DEPARTMENT OF BANGKOK DEC-CON PUBLIC CO., LTD

Mr. Prasit Niyomrach, MBA

Dr. Tossaporn Mahamad, Ph.D

Researcher,

Advisor,

Graduate School of Business Administration
Kasembundit University, Bangkok

Graduate School of Business Administration
Kasembundit University, Bangkok

ABSTRACT

The research on work efficiency improvement for employees in project department of Bangkok Dec-Con Public Co., Ltd. was aimed at studying factors related to work efficiency of employees in project department of Bangkok Dec-Con Public Co., Ltd. Population of this study was 56 employees in project department of Bangkok Dec-Con Public Co., Ltd. Questionnaires were used as data collecting instrument; data was analyzed using Percentage, Mean, and Standard Deviation to explain demographic factors of questionnaire respondents and variables; Hypothesis test was conducted by applying T-test, F-test (One-way ANOVA) and Regression Analysis. The motivation factors affecting work efficiency of employees in project department of Bangkok Dec-Con Public Co., Ltd. at a medium level in overall. The highest level was work characteristic, work achievement, and supervisor and control respectively. Hypothesis test result showed that demographic factors including gender, education, monthly income, marital status, and work experience did not affect work efficiency. Motivation factors related to work efficiency of employees in project department of Bangkok Dec-Con Public Co., Ltd. in the aspect of progress showed Sig. value 0.015; while the aspect of acceptance had Sig. value of 0.05. Recommendation from the research was that the CEO should pay attention to confidence building for employees in order for them to see that capability, diligence, and being a good person can lead to their career development. CEO should listen to employees' suggestions in policy making and administration. All these efforts shall result in increasing work efficiency of employees in project department of Bangkok Dec-Con Public Co., Ltd.

Keywords: *Employee satisfaction, Job Motivation, Construction Industry.*

Introduction:

Industry professionals predict that Thailand's residential property market could see up to 10% growth on the back of the country's improving economic fundamentals (Roxanne James, 2015). Due to expansion of real estate business, the overall economic growth conditions tends to be in a better condition. Further, there is a sharp decrease found in oil price since November 2014 which has been a positive sign for construction and related business (EPPO, 2016)

Most employees need motivation to feel good about their jobs and perform optimally. Some employees are

money motivated while others find recognition and rewards personally motivating. Motivation levels within the workplace have a direct impact on employee productivity. Workers who are motivated and excited about their jobs carry out their responsibilities to the best of their ability and production numbers increase as a result (Ganta, V.C. 2014). Motivation levels within the workplace have a direct impact on employee productivity. Motivation and productivity are twin concepts in organization development (Prashanth, 2013)

Deck BANGKOK - Thailand Ltd i.e., Bangkok Dec-Con Public Company Limited was established in 2535

with business offerings in Interior decoration by Deck BANGKOK Thailand Public Company Limited specializes in providing a full range of interior design. Condominiums, hotels, offices, public and private, and the basic principles of the company. The company is under a need to recruit employees all the time under various departments for the designations such as Project Administrator, Architect, Interior Decorator, and Coordinator in addition to existing personnel. The employees working project department have to control interior decoration and construction works in order to assure consistency with customers' need and the agreement. They are responsible for the problems to get sorted out due to which they face a lot of problems such as unclear architectural drawings; pathetic work environments and dangerous on-site duties. In such scenario, the current study is focused on the factors that affect work efficiency of employees in project department whose attrition rate is high.

The current study is initiated to investigate the factors that affect work efficiency of employees in project department of Bangkok Dec-Con Public Co., Ltd in order to apply the findings to improve work efficiency and maintain employees in project department of Bangkok Dec-Con Public Co., Ltd.

Research Objectives:

To study the factors affecting work efficiency of employees in project department, Bangkok Dec-Con Public Co., Ltd.

Literature Review:

In the research on work efficiency improvement for employees in project department of Bangkok Dec-Con Public Co., Ltd. researcher studied related concepts, theories, articles, and writings including Herzberg's Two Factor Theory and theory about work efficiency by mentioning 12 persuasive factors as follows. 1) work characteristics 2) work achievement 3) responsibility 4) progress 5) acceptance 6) policy and administration 7) supervisor and control 8) interpersonal relation 9) job position 10) job security 11) working environment 12) compensation and fringe benefit.

Herzberg's Two-Factor theory: According to Herzberg (1959: 3), job satisfaction is caused by what he called "motivators". These motivators include: achievement, recognition, work itself, responsibility, advancement, and growth. On the contrary, dissatisfaction is caused by problems with factors that Herzberg called "hygiene factors". These factors include: company policy and administration, supervision, relationship with supervisor, work conditions, salary, relationships with peers, personal life, and relationships with subordinates, status, and security

Table 1: Herzberg's Two-factor Theory

Hygiene Factors	Motivators
<ul style="list-style-type: none"> • Salary • Job Security • Working Conditions, • Level and Quality of Supervision • Company Policy and Administration • Interpersonal Relations 	<ul style="list-style-type: none"> • Nature of Work • Sense of Achievement • Recognition • Responsibility • Personal Growth and Advancement

Source: Herzberg (1959: 3)

Kanyanan Phattarasornsiri (2011) conducted a case study research on the factors that influence the work efficiency of personnel at Pathumwan Institute of Technology. The study indicated that progress and information technology had influences on work efficiency of personnel at a statistically significance level of 0.05. In the other study conducted by Aphichai Chatupornwathee (2014) the factors affecting work efficiency of volunteer probation officers in Nakhonsawan province was investigated. The results of relationship between demographic factor and work efficiency of volunteer probation officers in Nakhonsawan province showed that demographic factor of volunteer probation officers had no relationship with their work efficiency. In 2013, Methee Phaichit did a research on factors that affect the work efficiency of employees in Suthanee Co., Ltd. The study indicated that acceptance factor had effect on work efficiency of the employees in general at a medium level of significance; interpersonal relation was also at a medium level of significance; and training and development was at a low level of significance.

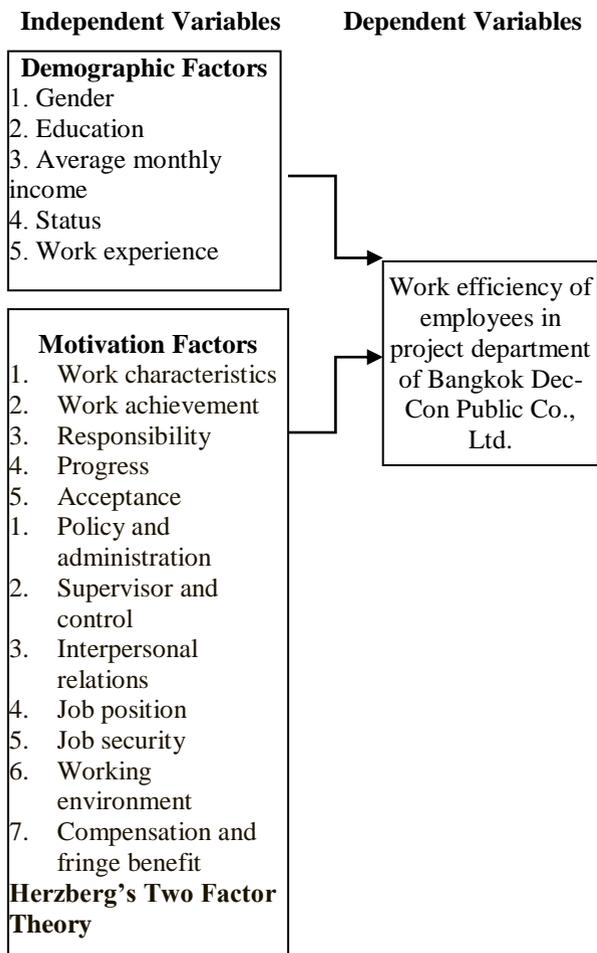
Research Methodology:

Based on the previous studies, the methodology was confirmed as quantitative one in which the questionnaire was designed with three parts

- Part 1. Demographic data of questionnaire respondents including gender, education, monthly income, marital status, and work experience
- Part 2. Questions of opinion on motivation factors affecting work efficiency of employees in project department of Bangkok Dec-Con Public Co., Ltd. designed in 5 level rating scales
- Part 3. Suggestions and recommendations of the respondents. It consisted of open-ended questions to allow respondents to express their useful opinions.

The target population was employees from project department. In collecting the data, the researcher distributed questionnaires to 56 employees of project department. Statistics applied in data analysis were frequency, percentage, and standard deviation.

Figure 1: Conceptual Framework



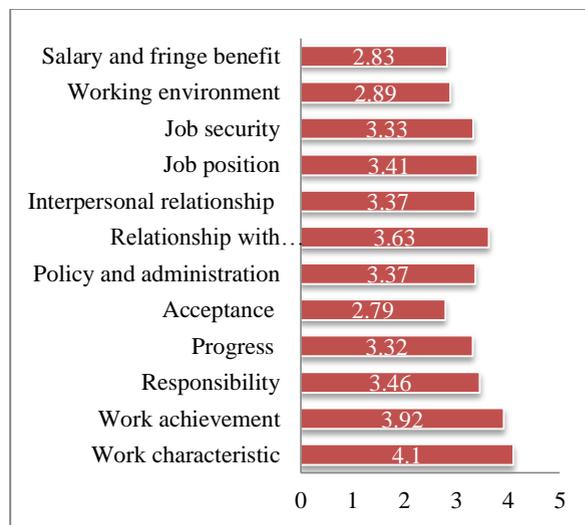
Research Findings and Discussion:

The research found that most of the questionnaire respondents were male, graduated with bachelor degree, earned 10,000-20,000 Baht monthly income, being single, and had 5-10 years' of work experience. The research of work efficiency improvement for employees in project department of Bangkok Dec-Con Public Co., Ltd. found that demographic factors including gender, education, monthly income, marital status, and work experience did not have influence on work efficiency which was in accordance with Aphichai Chatupornwathee (2014).

He studied factors affecting work efficiency of volunteer probation officers in Nakhonsawan province. The study found that demographic factor of the volunteer probation officers had no relationship with their work efficiency. Motivation factor in progress aspect was shown to be related to work efficiency of employees in project department of Bangkok Dec-Con Public Co., Ltd. The similar result was found in the research of Kanyanan Phattarasornsiri (2011). She studied factors influencing work efficiency of personnel: Case study of Pathumwan Institute of Technology. The study found that career progress had

influences on work efficiency of personnel at a statistically significance level of 0.05. The figure. 2 projected on opinion toward motivation factors affecting work efficiency of employees in project department of Bangkok Dec-Con Public Co., Ltd. had medium level of significance in overall with the mean of 3.37. The table 2 indicates the relationship between motivation factors and work efficiency of employees using regression analysis

Figure 2: Motivation factors affecting work efficiency of employees



Conclusion and recommendations:

From the results, it can be inferred that the motivation factor in job characteristic aspect had the highest level of significance, job achievement, supervisor, and control respectively. In such cases, the management or the CEO should pay attention towards building confidence among the employees about their skills, diligence and also guide them that their goodness will lead them to the highest career progression. The CEO should also listen to employees' suggestions regarding policy and administration in order to improve work efficiency for employees in project department of Bangkok Dec-Con Public Co., Ltd.

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Table 2: Relation between motivation factors and work efficiency of employees

Model	Unstandard Coefficients		Standard Coefficients	t	Sig.
	B	Std. Error	Beta		
Fixed Value	1.09	0.693		1.573	0.124
Work achievement	0.014	0.109	0.019	0.131	0.896
Work characteristic	-.031	0.147	0.036	0.213	0.832
Responsibility	0.025	0.128	0.035	0.197	0.845
Progress aspect					
- Opportunity for career growth	0.305	0.12	0.446	2.547	0.015
Acceptance aspect					
- Participation in policy making and management	0.228	0.113	0.459	2.017	0.05
Policy and administration					
Relationship with supervisor	0.095	0.204	-0.123	-0.468	0.643
Relationship with colleagues	0.211	0.281	0.254	0.75	0.459
Job position	0.034	0.293	0.052	0.115	0.909
Job security	-0.319	0.326	-0.313	-0.978	0.335
Working environment	0.287	0.25	0.288	1.148	0.259
Compensation (Salary/ Fringe benefit)	0.297	0.248	0.279	1.198	0.239
	0.143	0.407	0.077	0.352	0.727

Independent variables are supporting factors
 Dependent variable is work efficiency

* Statistical significance level of .05
