

Work Life Quality of Shop Front Sales Person of Singer Thailand Public Company Limited

Siwach Chotkijusorn¹, Tosaporn Mahamud²

^{1,2}Postgraduate School of Business Administration, Kasembundit University, Bangkok
Email address: ²tos-49@hotmail.com

Abstract— The research on work life quality of shop front sales person of Singer Thailand Public Co., Ltd. attempts to evaluate factors that influence work life quality of shop-front sales person and evaluate shop-front sales persons' satisfaction in their work life quality. This quantitative research was conducted by using questionnaire as a tool to collect data from 171 samples selected from employees of Singer Thailand Public Co., Ltd. Descriptive statistics applied for data analysis were frequency, percentage, mean, standard deviation, t-test, One-Way ANOVA, and Regression Analysis. The finding revealed that most of the respondents are men, graduated lower than Bachelor's degree, single, have tenure less than 6 years, working in operational level position, and earned household income on their own. The opinion that has effect on work life quality of shop-front sales person has medium level of overall mean and considering each aspect also showed medium level of mean including fair and adequate compensation, safe working condition and health friendly, employee capacity improvement, career advancement, social relation, work freedom, and social interaction. The study recommends that to improve work life quality of employees, CEO of Singer Thailand Public Co., Ltd. should: pay attention to compensation and benefit provision which need to be suitable with the current cost of living; assign a team to assure safety working condition; seriously provide training for employees; set a clear procedure of performance evaluation; regularly organize activities to tighten intra organization as well as social relationship.

Keywords— Satisfaction in work life quality, shop front sales person of singer Thailand public co., ltd.

I. BACKGROUND AND SIGNIFICANCE OF THE STUDY

Working is very important for human being. It can be said that working is the activity that human being does more than any other activities especially in industrial society. Human being spends one-third of the life time in factory or office and in the near future people tends to spend longer time related to work since it is a chance to meet and celebrate between labor and other people, place, process, stories, as well as opinions from people involved (Phajon Chalermnan, 2009: website) Quality of employees' work life is very important because it reflects relationship between job satisfaction and work life quality which varies according to different policies and budgets of organizations. Further, work life quality represents coworker relationship and controlling & supervising is a crucial factor that can lead to job satisfaction and affect work life quality in career advancement, knowledge & skills development, and personal right (Sunate Namkhotsri, 2010:1).

Singer Thailand Public Co., Ltd.'s mission is to improve quality of life by quality products and services at an affordable price. The company does not aim only at the profit, but it also focuses on maintaining good management and administration. It pays attention to human resource, therefore, employees of Singer Thailand Public Co., Ltd. have to be happy and proud to be part of the company as well as have opportunity for career growth.

From the facts mentioned above, the researcher became interested to conduct a research on work life quality of employees of Singer Thailand Public Co., Ltd. The findings would be applied as a path to enhance work life quality of the employees and applied to improve human resource of the company to achieve maximum efficiency.

Research Objectives

1. The research attempts to assess factors that have influence on work life quality of shop-front salesperson of Singer Thailand Public Co., Ltd.
2. The research aims to measure satisfaction in work life quality of shop-front salesperson of Singer Thailand Public Co., Ltd.

Conceptual Framework

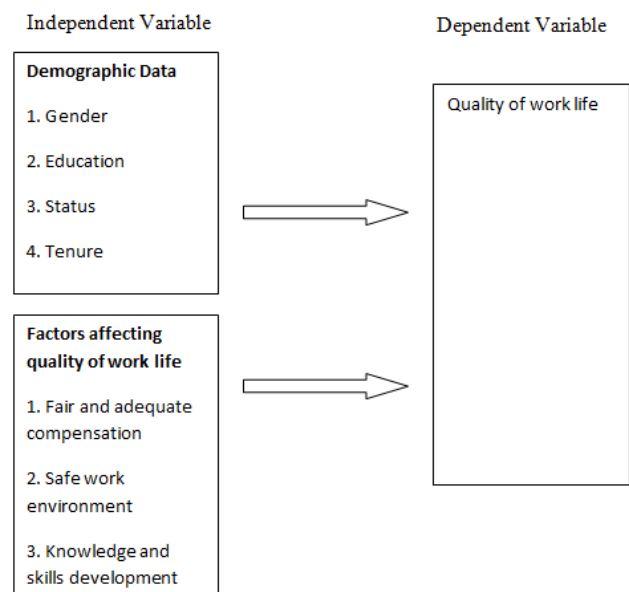


Fig. 1. Conceptual framework.

II. LITERATURE REVIEW

Sunate Namkhotsri (2010) Huse and Cumming (1980) have suggested 8 important elements related to quality of work life.

Adequate and fair compensation which means adequate income and compensation according to the benchmark, and the employees feel that it is fair and suitable comparing to income from other jobs.

Safe and healthy environment which means employees work in appropriate work environment and work place is not harmful or risky to their health and life.

Development of human capacities which means employees have opportunity to improve their skills from the work according to job characteristics that requires variety of knowledge and skills, challenging job that also provides feedback to the employees.

Growth which means employees are secured and have chance to grow in their occupation.

Social integration which means employees are accepted by colleagues, work place has friendly and courtesy atmosphere without differentiation of each group, and the employees are accepted to interact with the others.

Constitutionalism which means fair management and treatment of personnel in an organization. Employees are respected in their individual rights, boss listens to subordinates' opinion, and organization maintain equality and fair atmosphere.

Total life space which means the condition that the individuals feel balanced in their work hours and their free time. They have leisure time for relax from their work burden.

Social relevance which means any irresponsible activities of an organization will deteriorate employees' feeling of value toward their work.

Related Research

1. Sunate Namkhotsri (2010). The study on quality of work life of personnel in sub-district administration office in Dan Khuntod District, Nakhonratchasima Province. Overall quality of 8 aspects was in a medium level with the mean of 3.19 and standard deviation of 1.002. Further, personal factors did not find difference having the significance level of 0.05.
2. Kalayarat Meelap (2010). The study on quality of work life of employees in Krungthai Bank (Public) Co., Ltd. Pinklao District. She found that overall quality of work life of the employees was in a high level. When considered separately according to personal factor, it was found that overall quality of work life varied with gender, age, marital status, work experience, monthly income, and job position at a statistical significance level of 0.5
3. Kanyanat Phuangmalai (2010). The research on quality of work life of employees in Panasonic Electric Works (Thailand) Co., Ltd. The findings showed that the overall quality of their work life was at medium level and hypothesis test result showed that gender, age, education, marital status, and work experience at the company do not have impact on quality of work life.
4. Yuthana Pheerayut (2008). The research on quality of work life of operational level employees of R.S. Public Co., Ltd. The study found quality of work life of the employees in medium level. The factor that has highest influence on quality of work life is adequate and fair

compensation and factor that cause resignation in the highest level is career growth & security and adequate & fair compensation.

5. Komsan Sukmak (2006). The study about satisfaction in work life of commissioned police officers in human police department, Royal Thai Police. The finding revealed that samples have mean of 2.29 for satisfaction in all 7 factors which is rather low. Result of cross tabulation and Chi-square test indicated that position and affiliation has statistical significance on satisfaction in the work life quality.

III. RESEARCH METHODOLOGY

Instrument used in the research was questionnaire created by researcher according to the following steps.

1. Study from documents and related research to design structure of questionnaire
2. Questionnaire consists of 4 main parts as follows:
Part1 contains nominal scale questions on personal data including gender, education, status, tenure, work position, and salary in total 6 questions with checklist answers.
Part2 contains questions concerning factors affecting work life of shop-front salesperson of Singer Thailand Public Co., Ltd.
Part3 contains questions about opinion on work life quality of shop-front salesperson of Singer Thailand Public Co., Ltd.
Questions in part2 & part3 are 5 level rating scales according to Likert's scale.
3. The questionnaire was submitted to the advisor to prove context, language, clarity, and completeness then corrected accordingly.

Inferential statistics that were applied to test the hypothesis included Independent t-test and One-Way ANOVA.

Findings

From the study with 100 questionnaire respondents, most are male having education lower than Bachelor's degree, single, having less than 6 years of tenure, working in operational level, and earning household income on their own.

From the table, hypothesis test with regression analysis at significance level of .05 indicates that development of human capacities in the sense that an organization encourages employees to take challenging works has relationship with the satisfaction at .031. This result can be explained that an organization plays important role in encouraging employees to utilize their capacity in work and consequently employees are content with such opportunity. Social integration regarding an organization having activities to tighten relationship among workers is shown to have relationship with the satisfaction at .003 meaning that an organization should promote more activities to build work life satisfaction. Social integration regarding respect of everyone's ideas has relationship with the satisfaction at .007 meaning that employees honor and respect each other is part of work life satisfaction. Total life space regarding relaxing atmosphere showed .030 value of

relationship with the satisfaction meaning organization should allow employees to have more freedom to relax during their break so that they can be content in work life. Total life space regarding balance in working hours and allow punctual clock

off has relationship with the satisfaction at .015 which means freedom to clock off as scheduled has effect on work life quality of employees.

TABLE I. indicating that factors involving quality of life have positive relationship with satisfaction in quality of work life of the shop-front salesperson.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Result
	B	Std. Error	Beta			
(Constant)	.437	.130		3.360	.001*	Related
-Your organization encourages employees to take challenging works.	.105	.048	.157	2.176	.031*	Related
-Your organization has activities to tighten relationship among workers.	.221	.074	.310	3.006	.003*	Related
-Your organization honor and respect ideas of everyone.	.119	.043	.150	2.732	.007*	Related
-Your organization has relaxing atmosphere	.089	.040	.143	2.199	.030*	Related
-CEO maintains balance in working hours and allows you to clock off accordingly.	.154	.062	.198	2.466	.015*	Related

*Significance level of .05

IV. CONCLUSION ON FACTORS THAT INFLUENCE SATISFACTION IN QUALITY OF WORK LIFE

The study found overall opinion in medium level as per the following order: Total life space, safe and healthy environment, adequate and fair compensation, development of human capacities, social integration, growth, constitutionalism, and social relevance which can be concluded in the figure below.

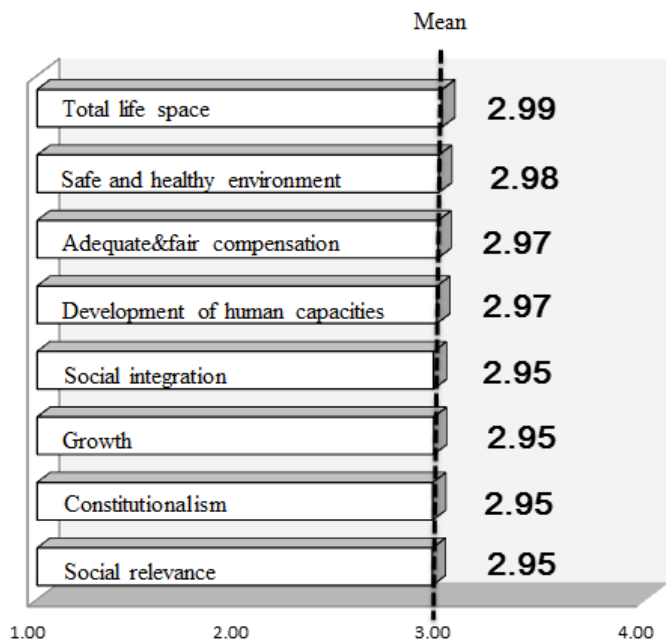


Fig. 2. Indicating opinions on factors affecting work life quality satisfaction in 8 aspects.

V. CONCLUSION ON WORK LIFE QUALITY SATISFACTION OF SHOP-FRONT SALESPERSON

The study found shop-front salespersons' satisfaction in work life quality to be in medium level.

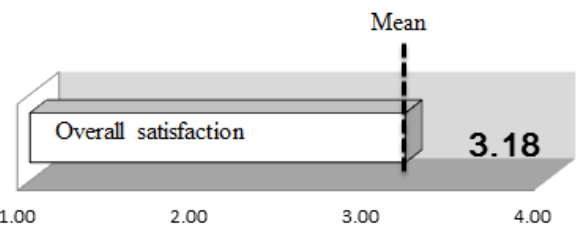


Fig. 3. indicating satisfaction level of shop-front salespersons.

Recommendation

From the study with an attempt to improve quality of work life of shop-front salespersons, CEO is recommended to focus on adequate & fair compensation suitable with the current cost of living; assign a team to assure safety working condition; seriously provide training for employees; set a clear procedure of performance evaluation; regularly organize activities to tighten intra organization as well as social relationship.

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