

# Factor Affecting of Successful in Human Resource Management at Pattaya City, Chon Buri Province

**Chanthima Boonananwong**  
Nakhonratchasima College, Thailand  
no.186@hotmail.com

**Abstract** - The objectives of this research were: 1) to study factor affecting of successful in human resource management at Pattaya City, Chon Buri Province and 2) to study the level of successful in human resource management at Pattaya City, Chon Buri Province. The samples were 380 people was official staff and employee working in pattaya Municipality. Quantitative research by questioning opinions. Data analysis using computer software to find the frequency, percentage, mean, standard deviation, and multiple regression analysis.

Conclusions found that the overall human resource management has a high level of opinion. When considering each aspect, it was found that the highest average value is the analysis and design of the work. Followed by training and development, leadership, in terms of awarding compensation and performance evaluation respectively.

Management success found that most people have opinions at a high level. When considering each aspect, it was found that the highest average value is job satisfaction. Followed by conscious mind, organizational culture and organizational support respectively.

Factor affecting of successful in human resource management at Pattaya City, Chon Buri Province. Statistically significant 0.05 there are 5 factors including to leadership, reward and job analysis and design by predicting 47.1 percent.

Multiple regression analysis results in sub dimensions of successful in human

resource management at Pattaya City, culture in the organization found that variables that can predict successful in human resource management at Pattaya City, found 3 variables including leadership, reward and job analysis and design by predicting 52.5 percent.

Multiple regression analysis results in sub dimensions of successful in human resource management at Pattaya City, culture in the organization found that variables that can predict successful in human resource management at Pattaya City, found 3 variables including reward, job analysis and design by predicting 32.5 percent.

Multiple regression analysis results in sub dimensions of successful in human resource management at Pattaya City, satisfaction found that variables that can predict successful in human resource management at Pattaya City, found 1 variables including leadership by predicting 33.8 percent.

Multiple regression analysis results in sub dimensions of successful in human resource management at Pattaya City, Consciousness found that variables that can predict successful in human resource management at Pattaya City, found 2 variables including reward and leadership by predicting 37.4 percent.

**Keywords** - Human Resource Management

## **I. INTRODUCTION**

People are valuable resources the most important administration until the people are called human resource is a valuable asset and dignity because human resources will do duty administration other resources until becoming a product which may be in the form of products or services depend on the type and purpose of the organization because even though the organization has a good selection have knowledge and ability to come to work .yes, that those people will be able to work immediately and over time, various technological advancements have evolved and grow quickly therefore the organization need to develop personnel to keep pace with changes in technology and suitable for the current situation as the saying of to develop the best person when getting someone who has knowledge and ability, attitude and good ethics work, does not mean that they will stop developing but on the other hand, personnel development needs to be appropriate for each era and each department to suit the job position and keep up with the rapid changes of globalization. Therefore, the management of human resources for maximum benefits therefore can help drive success. Because good human resource management will help create satisfaction for employees in operation (Ching Chow Yang, 2006; Alina and Rob, 2008; Lewis and Florence, 2012). When personnel are satisfied with job, it will cause motivation to work and difficult to produce quality work which can be used to improve work better processes have submitted effective work and efficiency to the organization. In

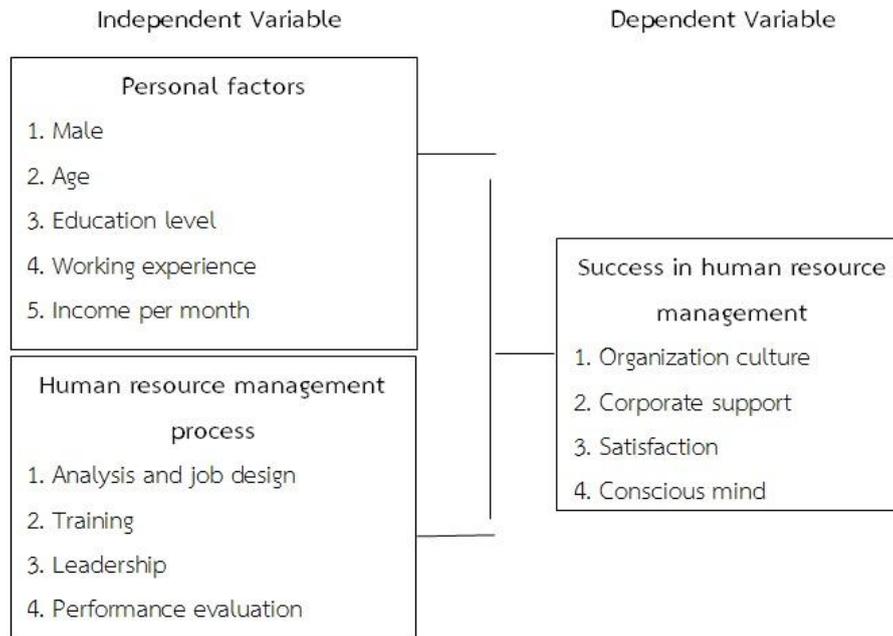
addition, effective human resource management also affects consciousness. Quality for employees. (Ching Chow Yang, 2006) When personnel are conscious will work by considering the quality of work and cooperation in various functions of the organization. Create quality to improve performance to productive productions and efficiency for the organization as a result in the organization can achieve the goal.

Pattaya still has problems with human resource management with Suchart Siangchim (2017) said that the weakness in personnel in service is still lacking standards and language skills in communication. Management at Pattaya City has caused many problems. Therefore making the researcher interested in research “factor affecting of successful in human resource management at Pattaya City, Chon Buri Province” by this research to bring research results offer by the district office used to improve and develop with personnel management of Pattaya City, Chon Buri Province. For maximum benefit and success in the organization.

## **II. RESEARCH OBJECTIVES**

- 1) To study the level of success in human resource management of Pattaya City, Chon Buri Province.
- 2) To study factor affecting of successful in human resource management at Pattaya City, Chon Buri Province.

### III. CONCEPTUAL FRAMEWORK FOR RESEARCH



#### IV. THE SCOPE OF RESEARCH

1) The population used in the research is official, staff, employee working in Pattaya Municipality Chonburi province the total population is 9,236 people.

2) The sample group is official, staff, employee working in Pattaya Municipality Chonburi province the total population is 380 people by using the formula of Taro Yamane.

#### V. METHOD

This research is a survey research. The sample group used in this study was official, staff, employee working in Pattaya Municipality Chonburi province the total population is 380 people by using a convenient sampling and use questionnaires as instrumental research. For statistics used to analyze data, including Frequency, percentage, mean ( $\bar{x}$ ), standard deviation (S.D), and stepwise regression analysis.

#### VI. RESEARCH RESULT

1) Human resource management found that in the overall, most personnel have opinions on human resource management. At a high level when considering each aspect found that the highest average value is analysis and design work, followed by training and development, Leadership, reward, and performance evaluation respectively.

2) Success in human resource management a high level when considering each aspect was found that the highest mean value is job satisfaction, conscious, Organization culture and organizational support respectively.

3) The analysis of factors influencing the success of human resource management of Pattaya Chonburi province.

**TABLE I**  
**SHOWING FACTORS INFLUENCING PREDICTIONS OF HUMAN RESOURCE MANAGEMENT**  
**SUCCESS IN PATTAYA CHONBURI PROVINCE**

| Equation | Variable                                                                                              | R     | R <sup>2</sup> | F        | Sig.  |
|----------|-------------------------------------------------------------------------------------------------------|-------|----------------|----------|-------|
| 1        | Leadership (X <sub>3</sub> )                                                                          | 0.663 | 0.439          | 295.781* | 0.000 |
| 2        | Leadership (X <sub>3</sub> ), Reward (X <sub>5</sub> )                                                | 0.681 | 0.464          | 163.360* | 0.000 |
| 3        | Leadership (X <sub>3</sub> ), Reward (X <sub>5</sub> ),<br>Analysis and design work (X <sub>1</sub> ) | 0.686 | 0.471          | 111.484* | 0.000 |

\* Statistical significance at level 0.05

In the overall picture, it was found that Variables that can predict success in human resource management was leadership, reward and analysis and design work which can predict 47.1 percent. When considered individual found that:

- Cultural organizations found that the variables that can predict success in human resource management 3 variables was leadership, reward and analysis and design work which can predict 52.5 percent.
- Corporate Support found that the variables that can predict success in human resource management 2 variables was reward and analysis and design work which can predict 52.5 percent.
- Satisfaction found that the variables that can predict success in human resource management 1 variable was leadership which can predict 52.5 percent.
- Conscious mind found that the variables that can predict success in human resource management 2 variables was reward and leadership which can predict 37.4 percent.

**VII. DISCUSSIONS**

1) The analysis and design work found that in the overall, most personnel had opinions at a high level. Which corresponds to Noppadon Watsri (2010) studied the human resource management factors that influence the success of Kaizen, a case study of companies in Laem Chabang Industrial Estate. And Ivan cevich, 2007 Requiring all employees in the factory, from the head level to the operational level, at least 1 per person per month to improve work

processes to be more efficient By specifying in the job description, other assignment topics.

2) Training and development found that in the overall, most personnel had opinions a high level. Which corresponds to Frances et al., 2007 Conducted human resource management practices (HRMP).

3) Leadership found that in the overall, most personnel had opinions at a high level. Which corresponds to Frances et al., 2007.

4) Performance evaluation found that in the overall, most personnel had opinions a high level. In accordance with Somchai Hirankitti (1999), said that human resource management is an activity that helps design work functions by using human resources for maximum benefits efficiently.

5) Award found that in the overall, most personnel had opinions at a high level. Which corresponds to Frances Chase and the faculty (Frances et al., 2007) conducted human resource management practices (HRMP) which resulted in continuous improvement activities: CI) Success.

Management success Found that most personnel have opinions about the success in human resource management a high level When considering each aspect, it was found that the success in human resource management.

1) Culture in the organization found that which corresponds of Sunthorn Wong Waitsaiwan (1997: 11), that the corporate culture is something that consists of inventions Behavioral pattern Norms, beliefs, values, ideals, understanding and basic assumptions of

a number of people, or mostly within the organization organizational culture.

2) Support of the organization Found that a high level which corresponds to Eisenberger (Eisenberger, Hunting, Hutchison, and Sowa, 1986) Explain that individuals in the organization recognize the support of the organization. With the basis of mutual exchange, that is, when someone gives him something He must repay him as well.

3) Job satisfaction Found that a high level which corresponds to the Sorajittrakul (Tiyayanon), Atta Mana (1999: 137-139), said that people with high education levels tend to work at a high level And tend to expect high job satisfaction as well, resulting in job satisfaction as desired, consistent with the research of Phrathai Tangsawadtrakul (1998: Abstract) on the study of factors that influence customer satisfaction Satisfied with the practice The job of an engineer in a private company.

4) Consciousness found that a high level which corresponds to the commitment Sak Sophit (2011) conducted a study of the relationship between consciousness on quality and good membership behavior for the organization of employees in the production line of industrial plants in Saraburi province. The results of the study showed that the quality consciousness had a positive correlation with good organizational membership behavior of employees on behavioral assistance.

## VIII. SUGGESTION

### A. *Suggestions for Applying Research Results*

Factor affecting of successful in human resource management at Pattaya City, Chon Buri Province. The overall at a high level. When classified by individual, it was found that the highest average value is in analyzing and designing work, followed by training and development Followed by another Leadership in terms of awarding compensation and performance evaluation. Which results from receiving compensation according to performance and organization, using the results of performance evaluation in considering paying

more compensation to personnel. Therefore, the management should evaluate the actual performance of the employees. By comparing actual works with the specified standards and feedback to employees (Feedback), allowing employees to know their strengths and weaknesses bring weaknesses to develop to be able to perform better. And the award of compensation is set to pay the reward from the work.

### B. *Suggestions for Further Research*

1) Study the factors that affect human resource management. To bring the results to improve the way better management of people.

2) Study the satisfaction in human resource management to problems and barrier in human resource management and use the result as guidelines for fixing and improve personnel management.

3) Study in relevant variables both factors that are related to the successful development of personnel in the development to achieve maximum results and should have more qualitative research to be used in an in-depth study for effective development.

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