

# EFFICIENT PERFORMANCE OF EMPLOYEES OF C H D GROUP CO., LTD.

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## ARTICLE HISTORY

Received: 18 October 2024   Revised: 15 November 2024   Published: 25 November 2024

## ABSTRACT

This research aimed to 1) study the level of work efficient performance of employees of C H D Group Co., Ltd. and 2) study the factors affecting the work efficient performance of employees of C H D Group Co., Ltd. using questionnaires to collect data from 226 employees of C H D Group Co., Ltd. The statistics used for data analysis were frequency, percentage, mean, standard deviation, and multiple regression analysis. The results of the research found that 1) the overall work performance of employees of C H D Group Co., Ltd. was at a high level. When considering each aspect, it was at a high level in all aspects, namely, method, work volume and time, cost, and work quality, respectively. 2) Working life, fair compensation, a healthy and safe environment, opportunities and development of skills, and job security influenced and were able to predict the performance of C H D Group Co., Ltd. by 85.40 percent.

**Keywords:** Efficiency, Performance

**CITATION INFORMATION:** Saenpakdee, N., Aeknarajindawut, N., Somjai, S., & Somjai, A. (2024). Efficient Performance of Employees of C H D Group Co., Ltd. *Procedia of Multidisciplinary Research*, 2(11), 44.

## INTRODUCTION

Currently, technological and communication advancements have created an information society that is connected. Increasingly competitive trade, the expansion of the world market, and the movement of various production factors have resulted in the need to take into account the quality of workers, namely human resources, which will be an important variable in terms of the competitive advantage of business organizations. Because human resources are valuable resources that manage other resources until they become products to achieve the organization's goals, such human resources must be ready to make the organization successful in accordance with its goals or be individuals that the organization can create value for the management system to achieve the desired objectives (Pirincha Samansin, 2019). Human resource management takes a long time because humans are different from machines, resulting in various theories and strategies for developing people to their full potential. Organizations, whether public or private, have applied management principles to make the organization's operations efficient and effective, leading to the creation of profits for the organization. However, for the organization to achieve such goals, there must be many factors involved. One factor that is important for the organization's goal achievement is human resources, or employees, which are considered an indicator of the organization's ability level and success. Effective employees can lead the organization to success. Factors that make employees effective may include the quality of work life and welfare received from the organization, and including the compensation received (Somchai Hirankiti, 2019).

C H D Group Co., Ltd. is a company that operates a business in the categories of wholesale and retail sales, automotive and motorcycle repairs, and provides services in the retail stores of stationery and office supplies. One of the important goals that make the organization successful in accordance with its goals is employees, because the treatment of employees has a direct impact on the development of the organization. Because employees are important cogs that can generate income for the organization. Therefore, the organization's executives should always be aware of how to make employees work as efficiently as possible. It is of maximum benefit to the organization and combines the needs of employees to be consistent with the organization's goals. Therefore, it can be said that "human resources" are the most important human resources for leading the organization to its goals effectively. In particular, employees who are knowledgeable, have a good attitude, can adapt to the organization's culture, and work smoothly with others will help push the organization to progress quickly. In the present era, the organization emphasizes the development of personnel in the organization to increase people's potential so that people can participate in the development of the organization. They also receive improvements in their quality of life and welfare along with the development of the organization to have a positive effect on working in the organization normally (Thitaree Prakobkaew, 2020: 1).

Working with the organization happily and efficiently, quality of work life is very important for all employees in the organization, regardless of their position, especially drivers, which is a position with high responsibility and a poor working environment because they have to work all day or all night until the job is done. Therefore, to strengthen the organization's commitment to the freight transport drivers to be more efficient, the organization's executives should give more importance to the factors of employees' quality of work life by taking into account the quality of work life in a normal and happy way because employees working in the organization should have appropriate conditions that create happiness in both body and mind and feel secure in their physical, emotional, spiritual, and social well-being. (Labor Welfare Fund, 2019). Therefore, giving importance to the quality of working life is an essential consideration, whether it is fair compensation, a safe and healthy working condition, opportunities and development of human capacities, growth and security, social integration, personal rights, work-life balance, and social relevance (Walton, 2015: 12-16). If employees have a good

quality of working life, the organization will not waste time and money on work that does not go according to plan because these things reflect employees' lack of commitment to the organization. On the contrary, if employees are committed and think of the company as their own, they will be dedicated to making their work efficient and effective, and they will be happy with their work, which will lead to a quality life.

Therefore, the origin of the study is the problem of high business competition and the need to develop the organization to be efficient in achieving the organization's goals. The important factor is the development of human resources. Therefore, the researcher, as an employee of the organization, sees the importance of the aforementioned problem. He is interested in studying "the efficiency of work performance of employees of C H D Group Co., Ltd." to use the data obtained from the study as a guideline for setting policies to develop the quality of life of employees in the organization to develop work performance to create maximum benefits in the future.

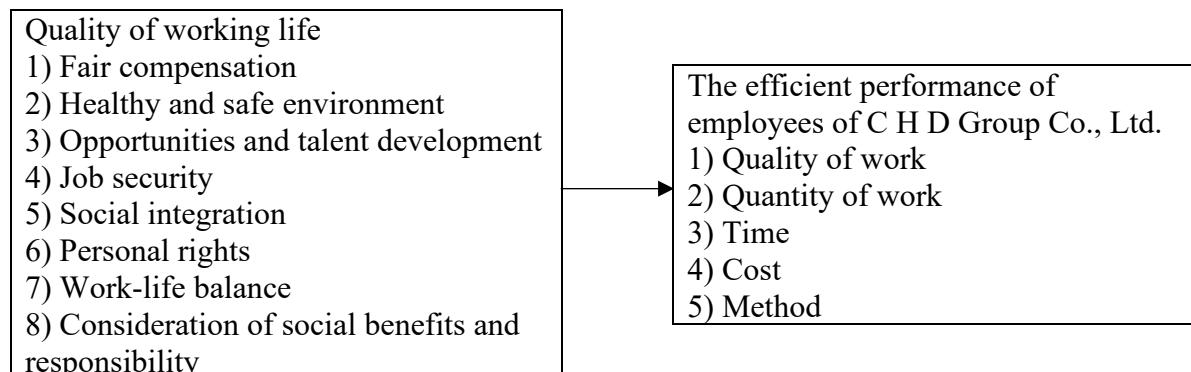
### **Research Objectives**

- 1) To study the efficient performance level of employees of C H D Group Co., Ltd.
- 2) To study the factors affecting the efficient performance of employees of C H D Group Co., Ltd.

## **LITERATURE REVIEWS**

H1 Quality of working life, including fair compensation, a healthy and safe environment, opportunities and skill development, job security and advancement, social integration, personal rights, work-life balance, and consideration of social benefits and responsibility, influence the work efficient performance of employees at C H D Group Co., Ltd.

From the literature review, the conceptual framework can be drawn as shown in Figure 1.



**Figure 1** Conceptual Framework

## **RESEARCH METHODOLOGY**

The population in this study consisted of 520 employees of C H D Group Co., Ltd. and the sample of 226 persons was obtained from the Yamane's sampling formula (Taro Yamane, 1973) with a reliability value at 95 percent using the stratified sampling method.

The research instrument is a questionnaire consisting of Part 1: Personal factors of the respondents: gender, age, education level, average monthly income, and length of employment. The questionnaire is a multiple-choice type. Part 2: Quality of work life. The questionnaire is a Likert scale with 5 levels of scoring: the highest equal to 5 points, the high equal to 4 points, the moderate equal to 3 points, the slight equal to 2 points, and the least equal to 1 point. Part 3: Work performance of employees of C H D Group Co., Ltd. The questionnaire is a Likert scale with 5 levels of scoring: the highest equal to 5 points, the high equal to 4 points, the moderate equal to 3 points, the slight equal to 2 points, and the least equal to 1 point.

Before using the data collection instrument, the objective consistency test (IOC) and the questionnaire reliability test via Cronbach's alpha were systematically conducted. The examination found that the IOC value was 0.839 and the Cronbach's alpha value was 0.932, indicating that the research instrument had sufficient quality (Polit & Beck, 2006; Hair et al., 2012). To obtain data, this study sent questionnaires to the employees of C H D Group Co., Ltd. The descriptive statistics were used for data analysis, including frequency, percentage, mean, standard deviation, and multiple regression analysis.

## RESEARCH RESULTS

- 1) Personal factors of the questionnaire, most of the respondents were aged between 41-50 years, equals to 33.19 percent, most of them had completed lower secondary education, equals to 37.17 percent, most of them had an average monthly income between 20,001-25,000 baht or more, equals to 33.18 percent, and most of them had worked for 11 years or more, equals to 86 percent, respectively.
- 2) The overall efficient performance of the employees of C H D Group Co., Ltd. was at a high level (mean of 3.78). When considering each aspect, it was found to be at a high level in every aspect, namely, method aspect (mean of 3.90), work quantity and time aspect (mean of 3.81), cost aspect (mean of 3.72), and work quality aspect (mean of 3.65), respectively. The details are shown in Table 1.

**Table 1** Overall the efficient performance of employees of C H D Group Co., Ltd.

Overall the efficient performance of employees of C H D Group Co., Ltd.	$\bar{X}$	SD	Result
1) Quality of work	3.65	0.53	Much
2) Quantity of work	3.81	0.49	Much
3) Time	3.81	0.54	Much
4) Cost	3.72	0.47	Much
5) Method	3.90	0.48	Much
Total average	3.78	0.42	Much

- 3) Quality of working life, fair compensation, hygienic and safe environment, opportunities and skill development, job security and advancement affect the efficient performance of employees of C H D Group Co., Ltd. and can predict the efficient performance of employees of C H D Group Co., Ltd. by 85.40 percent (Table 2).

**Table 2** Multiple regression analysis of factors influencing the efficient performance of employees of C H D Group Co., Ltd.

Quality of life at work	Unstandardized (b)	SE	Standardized t ( $\beta$ )	Sig.
Fixed value (Constant)	0.505	0.108	4.685	0.000
Fair compensation	0.103	0.027	3.787*	0.000
Healthy and safe environment	0.187	0.030	6.214*	0.000
Opportunities and talent development	0.312	0.039	8.036*	0.000
Job security	0.153	0.025	6.148*	0.000
Social integration	0.065	0.045	1.464	0.145
Personal rights	0.024	0.031	0.781	0.435
Work-life balance	0.026	0.025	1.036	0.301
Consideration of social benefits and responsibility	0.046	0.027	1.663	0.100

R = 0.927      Adjusted R<sup>2</sup> = 0.854      R<sup>2</sup> = 0.859      SE = 0.151

\* Statistical significance at the 0.05 level

## DISCUSSION & CONCLUSION

In the study of the efficient performance of employees of C H D Group Co., Ltd., the researcher has discussed the important issues according to the research objectives as follows:

- 1) The overall efficient performance of the employees of C H D Group Co., Ltd. was at a high level. When considering each aspect, it was found that it was at a high level in all aspects, namely, method, quantity and time, cost, and quality of work, respectively. This was because the employees were aware of the regulations related to transportation and received more development in their work quality, which resulted in an increase in the work efficiency of freight transport drivers. This was consistent with the research results of Chakrit Srikhao (2018) who studied opinions on the work efficiency of employees of Mizkan (Thailand) Co., Ltd. The results of the study found that the employees had opinions on overall work efficiency at a high level in terms of quality, quantity, time, cost, and method.
- 2) Quality of work life, in terms of fair compensation, healthy environment and safety, opportunities and development of skills, job security and advancement affect the efficient performance of employees of C H D Group Co., Ltd. and can predict the efficient performance of employees of C H D Group Co., Ltd. by 85.40 percent. This may be due to the reason that the executives of the freight transport company give importance to the quality of work life of their employees. Because driving a freight transport job is a job with high responsibility. Therefore, the executives are aware and have a policy for developing the quality of work life of employees to motivate employees to meet the basic needs of employees and make employees efficient in their work. Achieve the goals of the organization in all aspects Consistent with Al-Mekhlafi, A. B. A., Isha, A. S. N., Al-Tahitah, A. N., Kineber, A. F., Al-Dhawi, B. N. S., & Ajmal, M., (2023) studied the modeling of the impact of the quality of work life of drivers on the driving performance of heavy oil and gas vehicles. The results of the study found that the quality of work life on driving efficiency had an impact of 63%.

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**Data Availability Statement:** The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

**Conflicts of Interest:** The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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