

THE DEVELOPMENT PRACTICE OF ORGANIZATION LOYALTY IN THE GRADUATE SCHOOL AT SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

The Development Practice of Organization Loyalty in the Graduate School at Suan Sunandha Rajabhat University. The objective is to study problems and obstacles and provide suggestions. And solutions to problems and obstacles in developing the performance potential of academic support personnel. Under the Graduate School Suan Sunandha Rajabhat University, the information obtained can be used to plan potential development. Operation and management of graduate school work Suan Sunandha Rajabhat University to be more efficient

The population used for this study was academic support personnel of the Graduate School of Suan Sunandha Rajabhat University, a total of 20 people, divided into 3 first-level executives and 17 operational personnel. Data were collected and analyzed using document research and field research.

The results of the study found that.

1. The methods for developing the performance potential of Graduate School Personnel Suan Sunandha Rajabhat University
 - 1) Using the law as a tool for proactive work, such as applying legal knowledge to the situation that arises.
 - 2) Supporting personnel to receive training to gain knowledge and expertise in the line of work according to each individual's position.
 - 3) Rotating duties and responsibilities to create a learning process, develop skills, and develop various expertise. They can work in place of each other when another officer cannot come to work.
 - 4) Being assigned the authority to make decisions in the work for which he is fully responsible.
 - 5) Creating incentives for personnel, such as salary increases, bonuses, and outstanding personnel. Being accepted by superiors and co-workers
2. Problems and obstacles in developing the performance potential of graduate school personnel. Suan Sunandha Rajabhat University
 - 1) Personnel problem: lack of enthusiasm in learning to develop education, rules, regulations, laws, and correct work methods.
 - 2) Coordination problems between various departments without cooperation from colleagues result in a lack of sufficient information or delayed information that can be used in time to carry out work.
3. Guidelines or methods for solving problems in developing the performance potential of graduate school personnel. Suan Sunandha Rajabhat University

1) There is support for organizing training to provide knowledge about laws and regulations to create knowledge and expertise in the line of work according to each person's position annually, including creating a working manual for personnel to study and use as a guideline for practice.

2) Incentives are Created for work, such as giving awards or Certificates to Personnel whose Good Performance is recognized by Supervisors and Co-workers.

3) There is an adjustment of attitude and ideology in working. Adjusting the direction of thinking, positive thinking, creative thinking, building self-confidence, seeing the potential, performing work, and appreciating the work being done.

4) Joint activities create interaction. It promotes teamwork between co-workers to get to know friends in various work groups for ease of contact and coordination and to exchange knowledge with each other.

4. Appropriate format or method for developing the performance potential of personnel.

1) Organizing training to provide knowledge about current laws, regulations, announcements, and correct work methods. To gain knowledge and expertise in the field according to everyone's position annually.

2) Creating a work manual for personnel to study and use as a guideline for correct practice.

3) Create work incentives, such as rewards or certificates to adequate personnel. Supervisors and co-workers accept good work performance.

Keywords: Development Practice, performance

INTRODUCTION

The era of global change in the 21st century has rapidly affected the country's economy, society, environment, science, technology, and politics. As a result, organizations are paying more attention to human resource development. Specifically, the focus is on building human capital and knowledge management to gain leadership advantages. Adapting to the flow Therefore, modern government agencies must focus on developing their agencies and human resources simultaneously by setting their goals according to the needs of the people and the feelings of civil servants and workers to ensure their satisfaction in their work. Motivation and morale are also crucial to success. The most essential operational factor is personnel. Personnel management is, therefore, important in every organization. If personnel management is done correctly, it can be expected to bring success to the organization. On the other hand, if an organization does not manage personnel properly, it may cause a lack of workforce. Lack of competent people to perform tasks. They were exploiting inappropriate individuals and developing the wrong workforce.

The Constitution of the Kingdom of Thailand Section 258 B (4) provides for improving and developing public personnel management to attract truly competent people to work in government agencies and progress according to the ability and achievement of everyone's work. Be honest and courageous, make decisions, and do the right thing with the common good in mind rather than personal benefit. Be creative and innovative to ensure efficient public service and public administration and have measures to protect government personnel from unfair use of power by supervisors. In addition, the Civil

Service Regulation Act B.E. 2551 (2008), Section 72 provides: "The government department shall be responsible for increasing the efficiency and motivation of civil servants so that ordinary civil servants have quality, morality, ethics, quality of life. At the same time, individuals who work for the organization when they are satisfied with their work and happy quality. A good life is characterized by loyalty to the organization and willingness to perform tasks efficiently and effectively. In administration, whether public or private. Every executive has a need. People who are constantly improving themselves will be ready to compete and will be prepared to deal with changes all the time. Any department or organization where personnel develop themselves will inevitably contribute to work efficiency and bring about organizational progress. The personal development of personnel also affects their success or career advancement. Warangkana Kongsin and Thanasuwit Tubhiranrak (2018) [9] Suan Sunandha Rajabhat University is divided into 2 types of personnel:

1) Academic Staff 2) Academic Support Staff It can be seen that academic support personnel are an important force in leading the organization to achieve its goals. The performance of personnel is an important part of driving the organization towards the objectives by measuring success from performance.

The researcher, as a practitioner in the position of Head of the General Administration Department, is therefore interested in studying the potential performance development of academic support personnel under the Graduate School, Suan Sunandha Rajabhat University, to use the information obtained for operational capacity development and planning human resource management in the department to be efficient and maximize benefits for the organization and the university.

RESEARCH OBJECTIVES

1. To study the development of performance potential of academic support personnel affiliated with the Graduate School, Suan Sunandha Rajabhat University
2. To study problems and obstacles, including suggestions. To develop the performance potential of academic support personnel affiliated with the Graduate School, Suan Sunandha Rajabhat University
3. To study solutions to problems and obstacles in developing the performance potential of personnel. Academic Support Division under the Graduate School, Suan Sunandha Rajabhat University

METHODOLOGY

Performance Development of Academic Support Personnel, Office of the Graduate School Suan Sunandha Rajabhat University has defined the research methods as follows:

1. Document research collects information from academic papers, journals, research, and theories related to factors that affect personnel motivation.
2. Field research: The researcher interviewed the sample with an interview. Structured or formal interviews

Population used in the research

Academic Support Staff of the Office of the Graduate School, Suan Sunandha Rajabhat University By selective sampling, which is the selection of samples by determining the characteristics of the population to be studied, the method of collecting data from informants and academic support personnel of 20 people is as follows:

1. Types of junior executives: three persons (Head of Office, Head of General Administration, Head of Educational Services)
2. National budget type 7 persons (operational level)
3. Budget type, money, income, ten people (operational level)

Research tools

We used questionnaires in structured or formal interviews. The nature of the interview is one with fixed questions and requirements. Anyone will be interviewed using the same questions and will be conducted individually. Schedule an interview date by notifying the interviewer in advance. In the interview, the interviewer arranges audio recordings. Before the interview, the interviewee will be asked for permission to record the conversation.

Data Collection Methods

1. The method of collecting information from documents is a method of researching and gathering general information by gathering documents that have already been recorded by others, such as research, theses, concepts, and theories related to this research, which is the work that the researcher has thoroughly studied on that subject.

2. Methods for collecting data from the field: The researcher will collect data using an interview form. The interview method was selected according to the purpose of the study, which provides a structured interview method in which the researcher must conduct an interview based on the questions set out in the interview format. The researcher will only conduct the interview according to the specified requirements, and the researcher will use the interview form, which is an interview question, and take notes and record the information and audio recordings according to the interviewee.

Data analysis

Data analysis is the analysis of qualitative data. By steps to analyze data

1. The accuracy and completeness of the information has been verified. The researcher will analyze the data using the
2. Use the information obtained from the interview to separate the questions and compare the similarities or differences of each interviewee.
3. Use the data obtained from the interview to separate the questions and compare them with the data. Use theory and related research results to determine the data's similarities and differences before analyzing it.
4. Use the data obtained from comparison to analyze the data together. Summarize the research results on the development of the operational potential of personnel of the Din Daeng District Office, Bangkok, and various recommendations on the development of the operational potential of personnel.

RESULTS

This study uses qualitative research methods, such as documentary and field research, to find ways to improve the performance potential of academic support personnel in graduate school. Suan Sunandha Rajabhat University has divided the analysis Kunnited, N., & Somjai, S.,[1], and interpretation into two parts as follows:

Documentary findings

From the results of studying books, literature, theses, academic texts, and related theories, it was found that personnel potential development is the process of increasing the operational ability of personnel, both in terms of opinions on the work and the results of personnel performance to be better

than before, by developing each aspect of the potential component to be able to operate efficiently and achieve the objectives.

The development of "people" is the most important thing. Influential people will make the organization's operations successful, whether it is a government organization or a private organization. Therefore, the development of personnel to become more efficient workers. Consequently, it is always necessary for the organization.

Therefore, it can be said that personnel potential development is the process of increasing the knowledge and ability of personnel to perform both in terms of opinions on the work and the results of the performance of personnel to be better than before by developing each aspect of the personnel potential component. Work experience, including training and development, and the performance potential of personnel in all aspects. A process occurs by providing knowledge, training, or enhancing knowledge, understanding, skills, and attitudes. This will help personnel have higher performance capability and use motivational methods to work so that workers can work happily. Have job satisfaction and perform work willingly because personnel will devote their energy and abilities to performing their work to the fullest and continue to explore the policies and goals of the organization effectively.

Field findings

The data obtained from interviews with the sample can be analyzed separately.

1. Forms and methods of developing the performance potential of graduate school personnel Suan Sunandha Rajabhat University

1) Using the law as a tool for proactive work, such as applying legal knowledge to the situation that arises.

2) Encouraging personnel to undergo training to gain knowledge and expertise in the line of work according to the individual's position.

3) Rotation of duties and responsibilities to achieve the process. Learn Born skills. They have a wide range of expertise and can work interchangeably when another officer cannot perform their duties.

4) Being assigned decision-making authority in the work for which they are fully responsible.

5) Motivating personnel, such as salary promotions, bonuses, and outstanding personnel.

Recognition by superiors and colleagues

2. Problems and obstacles in developing the performance potential of graduate school personnel Suan Sunandha Rajabhat University

1) Personnel problems still lack enthusiasm for learning to improve education. Rules, regulations, laws

2) Coordination problems between departments without the cooperation of colleagues result in insufficient or delayed information that can be used to perform tasks on time.

3. Approaches or solutions to problems of developing the performance potential of graduate school personnel Suan Sunandha Rajabhat University

1) There is support for organizing training to educate about the law. This includes preparing an operational manual for personnel to study and use as a guideline for practice.

2) There is motivation for performance, such as awarding awards or certificates to personnel with good performance recognized by superiors and colleagues.

3) There is an adjustment of attitudes and ideologies at work to adjust the direction of thinking, positive thinking, and creativity. Build self-confidence

4) Organize joint activities to create interaction between colleagues in the organization and get to know a variety of work groups for ease of contact, coordination, promotion of teamwork, and knowledge exchange.

4. Appropriate forms or methods for developing the performance potential of personnel

1) Organizing training to educate about up-to-date laws, regulations, and announcements and correct working methods to gain knowledge and expertise in the field according to each individual's position annually.

2) Prepare operational manuals for personnel to study and use as guidelines for correct practice.

3) Motivation for performance, such as awarding awards or certificates to personnel with good performance recognized by superiors and colleagues.

CONCLUSION AND FUTURE WORK

Research Results on Performance Development of Academic Support Personnel of the Graduate School Suan Sunandha Rajabhat University Some issues can be summarized in the development of personnel performance as follows:

Problems and obstacles in developing the performance potential of graduate school Personnel Suan Sunandha Rajabhat University The results can be discussed as follows:

1) Personnel problems still lack enthusiasm for learning to improve education. Rules, regulations, laws The correct way of working is in line with the concept of Chalida Srommanee [2], has mentioned the elements of personnel development in terms of behavioral groups or habits in the workplace, namely forms of expression or Desirable expression depend on three factors: values, tendencies of expression, and motivation. Patience and diligence in work Values of acceptance, listening to constructive opinions for the creation of innovations and continuous improvement of work

2) Coordination problems between departments without colleagues, resulting in insufficient information or delays that can be used to perform tasks on time by the company's research. Pimlak Yuwattana [3]. studied the guidelines for developing the potential of support personnel. Samut Songkhram Public Health Service Network The findings concluded what was needed to establish the work was What creates knowledge and skills necessary for human resource development is communication coordination skills-the ability to collaborate with others and work as a team. In addition, it was found that most practitioners think management is towards excellence. Coordination and communication techniques Human Relations Teamwork and planning, analyzing, correcting, and thinking systematically are necessary to develop the work.

Approaches or solutions to problems of developing the performance potential of graduate school personnel. Suan Sunandha Rajabhat University The results can be discussed as follows:

1) There is support for training to educate about the law. This includes preparing an operational manual for personnel to study and use as a guideline for practice, in line with Palida Chetkhuntod and Kanokrat Promchan's [4]. research to study the development of personnel potential at all levels. The results concluded that the development of working capacity in training employees agreed, especially the development in line with the operation, and training in the use of technology was promoted to assist in operations.

2) Motivation for performance, such as awarding awards or certificates to personnel with good performance recognized by superiors and colleagues, in line with Spaulding's concept (cited in Radi

Ekmarong, 2013), concludes that external motivation is something that drives outside the person, which encourages behavior.

3) There is a change in attitude and ideology at work to orient the mindset, positive thinking, and creativity. Building self-confidence: Seeing the potential of work and appreciating the work at hand is in line with the concept of Kittiya Thitikunrat [5]. Individuals are at the heart of improving work efficiency: philosophy, attitude, and ideology to overcome obstacles at work as well as building self-confidence.

4) Organize joint activities to create interaction between colleagues in the organization and get to know a variety of work groups for ease of contact, coordination, encouragement of teamwork, and exchange of knowledge with each other (cited in Chalida Srommanee, 2019). Mention personnel development activities. Types of joint activities between employees: There are many activities in which the organization may encourage employees to act together as a group to develop their work jointly.

Appropriate forms or methods for developing the performance potential of personnel. The results can be discussed as follows:

1) Organizing training to educate about laws, regulations, and announcements that are up-to-date with correct working methods to create knowledge and expertise in the field according to the position of each individual annually in line with the concept of Suttayan Obom [6], who concluded that training or personnel development is to enhance knowledge, understanding, and expertise for employees in the organization until it can bring about change. Behaviors and attitudes that are relatively permanent will benefit employees to perform their work effectively. More efficient

2) Preparing an operational manual for personnel to use as a guideline for proper practice, in line with the research of Juthamas Saengarma and Pornnipa Jinda [7]. Guidelines for developing the potential of support personnel, Prince of Songkla University, Surat Campus The research concluded that problems in developing operational potential include insufficient people and support budget, no manual to study, and a lack of instructors.

3) Motivation for performance, such as awarding awards or certificates to adequate personnel. Superiors and colleagues recognize good performance as being in line with the concept of Tanya Pholanan [8]. What is job security? How likely is it to work and gain advancement or decision-making power

Recommendations derived from the research

1. Organize training to educate about rules, announcements, and regulations. Create knowledge and expertise in the field according to each individual's position annually in order to create a new learning process in other related laws and bring it back to work effectively.

2. An up-to-date and up-to-date operating manual should be prepared for personnel to study and use as a guideline for proper practice. This will help reduce coaching time, build confidence in the workplace, and professionalize the practice.

3. There should be motivation for performance, such as awarding awards or certificates to personnel with outstanding performance. Perform good work and be accepted by superiors and colleagues to motivate personnel. Inspired to work more efficiently

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