

# RCGR<sup>8th</sup> 2021

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## PROCEEDINGS OF THE 8<sup>th</sup> REGIONAL CONFERENCE ON GRADUATE RESEARCH

**THEME "Peripheries: Research Development and Implementation"**

8 August 2021

Sripatum University, Bangkok, Thailand



**Editors:**  
Vichit U-on  
George C. Hadjinicola





**มหาวิทยาลัยศรีปทุม**  
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# GRADUATE COLLEGE OF MANAGEMENT

วิทยาลัยบัณฑิตศึกษาด้านการจัดการ



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Proceedings of  
The 8<sup>th</sup> Regional Conference on Graduate Research

**RCGR<sup>8<sup>th</sup></sup>  
2021**

Theme “Peripheries: Research Development and Implementation”  
8 August 2021  
Sripatum University, Bangkok, Thailand

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## Welcome Address from Conference Honorary Chair

It is a great pleasure and honor for me, on behalf of The 8<sup>th</sup> Regional Conference on Graduate Research 2021 to welcome you all to the world famous festival. First of all, I would like to thank the co-organizers, namely Academic Service Center, Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates) for organizing this conference, which is a major multidisciplinary regional platform and important event in the Asean region.

To support the Asean destination for international visitors, the organizers selected Bangkok as a conference venue due to its capital and most populous city of Thailand. Bangkok is a city of contrasts with action at every turn. Marvel at the gleaming temples, catch a tuk tuk along the bustling Chinatown or take a longtail boat through floating markets. Food is another Bangkok highlight, from local dishes served at humble street stalls to haute cuisine at romantic rooftop restaurants.

To conclude my address, I would like to thank Sripatum University, University of Cyprus, and University of Wollongong in Dubai that have assisted in the organization to this conference to promote a tourist destination in Bangkok to our delegates and guests.

I wish good results in your deliberations.



Dr. Rutchaneeporn Pookayaporn Phukkamarn  
President, Sripatum University, Thailand  
RCGR 2021's Honorary Chair

## Welcome Address from Conference General Chairs

On behalf of Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates), we would like to welcome you to participate in the 8<sup>th</sup> Regional Conference on Graduate Research 2021 which will take place at Sripatum University on 8 August, 2021 in Bangkok, Thailand.

The conference will be an exciting event bringing international and interdisciplinary expertise in a rapidly developing field together for one day. It will provide an opportunity for experts in business, management, marketing, accounting, communication arts, social sciences, humanities, science, and engineering from worldwide to exchange and discuss ideas and information.

In a present and future issue, we will cover more on the following topic as “Creating a Unified Foundation for the Sustainable Development”. This Conference delivers the most up-to-date issues, and also provides opportunity for CIOs, CEOs, industry leaders, managers, academics, and government officials to exchange ideas on future business co-operation trends and best practices. This one day conference is an excellent opportunity for you to meet with other professional members from all over the world, share the view of graduate research internationally.

We would also like to take this opportunity to express our sincere thanks to all the presenters, delegates, reviewers, advisory committee members, local organization committee members, and guest speakers for their interesting and valued contributions. On behalf of the organizers, we would like to personally apologize for any difficulties you might have encountered while attending this conference and wish all of you a very successful and fruitful deliberations.



Assoc. Prof. Dr. Vichit U-on  
Sripatum University, Thailand  
RCGR 2021's General Chair



Prof. Dr. George C. Hadjinicola  
Lecturer, University of Cyprus, Cyprus  
RCGR 2021's General Chair



Assoc. Prof. Dr. Ioannis Manikas  
University of Wollongong in Dubai, United Arab Emirates  
RCGR 2021's General Chair



## Welcome Address from Conference Program Chairs

Welcome to the 8<sup>th</sup> Regional Conference on Graduate Research 2021 in Bangkok, Thailand. This professional meeting is thought to provide an excellent opportunity for faculty, scholars, Ph.D. students, administrators, and practitioners to meet well-known experts from all over the world and to discuss innovative ideas, results of research, and best practices on various topics of Business, Management, Marketing, Accounting, Communication Arts, Social Sciences, Humanities, Science, and Engineering, and many other related issues.

The RCGR conference continues to be highly competitive and very well perceived by the international community, attracting excellent contributions and active participation. This year, researchers from more than 6 countries have submitted their papers to the 8<sup>th</sup> RCGR 2021 international conference. After a careful review process by members of the international program committee, 106 quality papers from 2 different countries (China and Thailand) have been accepted for presentation at the conference. We thank all authors who dedicated a particular effort to contribute to the conference.

Each submitted paper has been reviewed by several members of the international program committee and international external referees. We would like to thank all of them for their help with review process of submitted papers. We expect the RCGR 2021 international conference to be an outstanding international forum for the exchange of ideas and results on management, business, economics, tourism, transport, logistics, production, operations, and supply chain, and provide a baseline of further progress in such areas.

We wish you a pleasant stay in Bangkok, and a successful conference.



Asst. Prof. Dr. Ungul Laptaned  
Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand  
RCGR 2021's Program Chair



Prof. Dr. Andreas C. Soteriou  
Lecturer, University of Cyprus, Cyprus  
RCGR 2021's Program Co-Chair

## Speaker Background



### **Dr. Thomas Fernandez**

Dr. Fernandez is originally from Germany where he learned the trade of freight forwarding and logistics. In 1990 he came to Thailand and has covered Southeast Area as a logistician ever since. After an MBA in International Business and a Master of Science in Computing for Commerce and Industry, he completed his Ph.D. in Logistics in 2016 in a Thai-language program. Dr. Fernandez has been teaching at universities in Thailand since 2005 and has been invited as a guest lecturer, panellist and keynote speaker in Thailand, Cambodia, Laos and Myanmar, and also regularly holds lectures in Germany. He has also been invited as a reviewer by His research interest is in International Business, specifically in the fields of Supply Chain Management as well as Cross-Cultural Management.

## Committee

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## Session Schedule

**RCGR<sup>8<sup>th</sup></sup>  
2021**



**The 8<sup>th</sup> Regional Conference on Graduate Research  
Sripatum University, Bangkok, Thailand  
Theme: Peripheries: Research Development and Implementation**

Sunday (S) 8 August 21	Zoom							
	Platform	Zoom #1	Zoom #2	Zoom #3	Zoom #4	Zoom #5	Zoom #6	Zoom #7
	08:30 – 09:15							
	09:15 – 09:30	REGISTRATION						
	09:30 – 10:45	<p style="text-align: center;">WELCOME ADDRESS: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand</p> <p style="text-align: center;">KEYNOTE ADDRESS: "Data Collection in International Business Research" Dr. Thomas Fernandez Germany</p>						
	10:45 – 11:00	SUNDAY AM BREAK						
	11:00 – 12:30	SA1 Business and Marketing Management 1	SB1 Business and Marketing Management 2	SC1 Business and Marketing Management 3	SD1 Operation and Supply Chain Management 1	SE1 Organization and Human Resource Management 1	SF1 Organization and Human Resource Management 2	SG1 Accounting, Finance, and Banking
	12:30 – 13:30	SUNDAY NOON BREAK						
	13:30 – 15:00	SA2 Business and Marketing Management 4	SB2 Business and Marketing Management 5	SC2 Business and Marketing Management 6	SD2 Operation and Supply Chain Management 2	SE2 Organization and Human Resource Management 3	SF2 Organization and Human Resource Management 4	SG2 Educational Administration / Communication Arts
	15:00 – 15:15	SUNDAY PM BREAK						
	15:15 – 17:00	SA3 Business and Marketing Management 7	SB3 Business and Marketing Management 8	SC3 Business and Marketing Management 9	SD3 Operation and Supply Chain Management 3	SE3 Organization and Human Resource Management 5	-	-
	17:00 – 17:15	<p style="text-align: center;">CLOSING ADDRESS: Asst. Prof. Dr. Ungul Laptaned, Program Chair Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand</p>						

**Sunday, 8 August 2021**

Code	Session	Chair	Platform	Start	Finish
SRE	Registration Sunday	Khotchaporn Moothichan	Zoom	08:30	09:15

Code	Session	Chair	Platform	Start	Finish
SOA	Opening Addresses	Asst. Prof. Dr. Uthairat Muangsan	Zoom	09:15	09:30
	09:15	09:30	<b>Welcome Address:</b> Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand		

Code	Session	Master of Ceremonies	Platform	Start	Finish
SKA	Keynote Addresses	Asst. Prof. Dr. Uthairat Muangsan	Zoom	09:30	10:45
	09:30	10:45	<b>Data Collection in International Business Research</b>		

Code	Session	Platform	Start	Finish
SAB	Sunday AM Break	Zoom	10.45	11:00

Code	Session	Chair	Platform	Start	Finish
SA1	Business and Marketing Management 1	Asst. Prof. Dr. Nilubon Sivabrovornvatana	Zoom	11:00	12:30
0007	11:00	11:15	Personal Factors Affecting The Retention of Registered Nurses in A Hospital in Thonburi District, Bangkok <i>Sansanee Junwisat and Vichit U-on</i>		
0008	11:15	11:30	A Study of Demographic Factors That Influence Decision-Making on Choosing a Public Servant Career of New Public Servants under Office of The Basic Education Commission <i>Pimnattha Saitipwadee and Vichit U-on</i>		
0009	11:30	11:45	The Study of Management Conditions and Development Guidance Followed the Standard of the National Child Development Center B.E. 2562 of the Child Development Center under the Local Government Organization in Non-Sila District, Khon Kaen <i>Kemmanat Kemarachun and Chakkaphan Chanchareon</i>		
0010	11:45	12:00	Modeling of Destination Branding Affecting Customer Performance in Thailand <i>Thanaporn Kariyapol and Vichit U-on</i>		
0011	12:00	12:15	Modified Class of Exponential Estimator for Estimating the Population Mean in the Presence of Non-Response <i>Napattchan Dansawad</i>		
0018	12:15	12:30	Psychological Factors Influencing Consumer Buying Behavior of Buddhist Amulets and Sacred Objects in Bangkok Metropolitan Region <i>Wanraya Phermamraj and Nontipan Prayurhong</i>		

Code	Session	Chair	Platform	Start	Finish
SB1	Business and Marketing Management 2	Asst. Prof. Dr. Natsapun Paopun	Zoom	11:00	12:30
0023	11:00	11:15	Factors Influence Online Purchase Intention for OTOP Products of Consumers in The Greater Mekong Subregion <i>Nattachai Udomvittayaratne</i>		



0024	11:15	11:30	Factor of Affect The Decision Making of Consumers on Purchasing Products From the Online <i>Penpitchaya Laisuwanchai and Vichit U-on</i>
0029	11:30	11:45	Service Quality Affecting the Satisfaction of Service Recipients in Sangklaburi Customs House <i>Chaowalit Eiamtrakul and Vichit U-On</i>
0031	11:45	12:00	A Study of Demographic Factors that Influence Decision-Making on Choosing a Public Servant Career of New Public Servants under Office of The Basic Education Commission <i>Pimnattha Saitipwadee and Vichit U-on</i>
0036	12:00	12:15	Digital Marketing Factors Influencing on Building Customer Satisfaction and Loyalty in Dealer Business in Bangkok Metropolis and Vicinity <i>Monticha Maneecham and Vichit U-on</i>
0039	12:15	12:30	Factors Influencing Consumers' Decision to Use Fitness Centers in Bangkok and Vicinity <i>Wassana Khamhom and Nontipan Prayurhong</i>

Code	Session	Chair	Platform	Start	Finish
SC1	Business and Marketing Management 3	Asst. Prof. Dr. Uthairat Muangsan	Zoom	11:00	12:30
0040	11:00	11:15	Relationship of Marketing Mix Factors and Consumer Behavior of Fried Chicken Fast Food of the Population in Bangkok <i>Chutchatanan Wattakapat and Nilubon Sivabrovornvatana</i>		
0044	11:15	11:30	Behaviors of Consumers in Nonthaburi towards Café Inthanin Coffee <i>Kittipat Suwannapong and Nilubon Sivabrovornvatana</i>		
0045	11:30	11:45	A Study of the Online Service Quality that Affects Customer Satisfaction Using Financial Service Purchasing Mercedes Benz Cars in Bangkok <i>Wirinya Aekwattanasate and Sukunya Thipha</i>		
0046	11:45	12:00	Success Factors for Restaurant Businesses in the Digital Age <i>Thidadome Thanomboon and Nilubon Sivabrovornvatana</i>		
0048	12:00	12:15	Factors Affecting Consumers' Satisfaction in Using Shabu-type Restaurants in Bangkok <i>Noppakao Kojaremkit and Uthairat Muangsan</i>		
0051	12:15	12:30	Causal Factors Related to the Performance of the Textile Industry <i>Sugunya Tungpiriyathip and Uthairat Muangsan</i>		

Code	Session	Chair	Platform	Start	Finish
SD1	Operation and Supply Chain Management 1	Asst. Prof. Dr. Ungul Laptaned	Zoom	11:00	12:30
0012	11:00	11:15	The Logistics Management of Chicken Meat Entrepreneurs in Yala Province <i>Wutthichai Khongyoung</i>		
0013	11:15	11:30	Perceived Factors Affecting the Purchasing Decision of Frozen Seafood of Customers in Bangkok <i>Rungthip Sawatklang and Uthairat Muangsan</i>		
0015	11:30	11:45	Factor to the Efficiency of the Performance Domestic Freight Business <i>Varinda Borwonsuk, Vichit U-on, Supin Chaisiripaibool, and Sasithorn Kocharoen</i>		
0043	11:45	12:00	The Consumer Purchase Decision for Skincare Product from Mobile Application Stores <i>Anuson Nguanprasert and Natsapan Paopun</i>		
0050	12:00	12:15	Factors Affecting Operations Competency of the Airport Security Officer under the Airport of Thailand Company Limited <i>Nares Anantatho and Chaiwut Chanma</i>		
0056	12:15	12:30	Improving the Efficiency of Passenger Services Inside the Passenger Terminal of Airports in Thailand <i>Nattaya Yaicharoen and Kietchai Veerayannon</i>		

Code	Session		Chair	Platform	Start	Finish
SE1	Organization and Human Resource Management 1		Asst. Prof. Niwat Chantharat	Zoom	11:00	12:30
0005	11:00	11:15	The Association between The People's Behavior Factors and The People's Decision to Use Food Delivery Platforms in Bangkok, Thailand <i>Nuttapon Naiyanet, Vichit U-on, Supin Chaisiripaibool, and Tassanee Meesiri</i>			
0006	11:15	11:30	Satisfaction of Government Workers in Regards to Services Provided by The Bureau of Information Officers under The Permanent Secretary of Ministry of Public Health (MOPH) <i>Doungthida Kulpraphatsara and Sukunya Thipha</i>			
0014	11:30	11:45	Factors Influencing Actor Depression <i>Krisnattika Jutai and Uthairat Muangsan</i>			
0017	11:45	12:00	Good Leadership Leads to Happiness at Work For Employees of T Leasing Co., Ltd. Back Office <i>Katesuchar Sakjirapong and Uthairat Muangsan</i>			
0020	12:00	12:15	Motivation Affecting The Performance of Employees of The Governments Savings Bank Regional Office Center 14 <i>Pimolpan Luangklang and Vichit U-on</i>			
0021	12:15	12:30	Work Motivation Factors Related to The Decision to Quit of The Five-Star Hotel Staff in Bangkok <i>Preena Bagga and Uthairat Muangsan</i>			

Code	Session		Chair	Platform	Start	Finish
SF1	Organization and Human Resource Management 2		Dr. Nontipan Prayurhong	Zoom	11:00	12:30
0026	11:00	11:15	Employee Management in the New Normal Era that Relates with the Performance of Beauty Business in the Area Ramintra, Bangkok <i>Onanong Termjerm and Uthairat Muangsan</i>			
0027	11:15	11:30	Factors That Affect the Performance of the Queen Sirikit Department of Sericulture Personnel <i>Wanthana Sawegwung and Uthairat Muangsan</i>			
0030	11:30	11:45	Motivation Factor Influencing to Work Satisfaction in Healthcare Industry <i>Linda Victorine Ndoli, Anupong Avirutha, and Natsapan Paopun</i>			
0032	11:45	12:00	The Impact of Human Resource Management on World United Logistics Thailand Company Employees' Performance <i>Songphol Promliphonkul and Nilubon Sivaborvornvatana</i>			
0034	12:00	12:15	Human Resource Management Affecting Performance Efficiency of International Logistics Service Business Employee in Samut Prakan Province <i>Netitat Namuang and Vichit U-on</i>			
0035	12:15	12:30	Demographic Factors Influencing Working Behavior of Generation Y Government Officers at the Office of the Basic Education Commission <i>Araya Darasrisak and Vichit U-on</i>			

Code	Session		Chair	Platform	Start	Finish
SG1	Accounting, Finance, and Banking		Dr. Sumana Chantharat	Zoom	11:00	12:00
0003	11:00	11:15	Research on the Relationship between Thailand Commercial Bank and the Third-Party Payment <i>Yating Zhang Vichit U-on, and Nilubon Sivaborvornvatana</i>			
0052	11:15	11:30	A Study of User Satisfaction with Accounting Software Packages: The Case of Accounting Staff in the Navanakorn Industrial Estate, Pathum Thani <i>Kittiporn Panturat and Natsapan Paopun</i>			
0061	11:30	11:45	A Comparative Analysis of Risk and Return between Investment in the Foreign Mutual Fund and the Stock Exchange of Thailand <i>Pitak Namsao, Praphan Chaikidurajai, and Natsapan Paopun</i>			

0117	11:45	12:00	Factors Influencing the Decision to Use Delivery Food Service in Bangkok <i>Wantanee Sangmanee, Nilubon Sivabrovornvatana, and Kingkeaw Pornpiraksakul</i>
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Code	Session		Platform	Start	Finish
SNB	Sunday Noon Break		Zoom	12:30	13:30

Code	Session	Chair	Platform	Start	Finish
SA2	Business and Marketing Management 4	Assoc. Prof. Dr. Vichit U-on	Zoom	13:30	15:00
0053	13:30	13:45	Satisfaction of GSB Customers towards Using the Application MyMo, Khlong Chan Branch <i>Chotika Tamthong and Sukunya Thipha</i>		
0054	13:45	14:00	Factors Affecting the Decision of Customers in Choosing the GSB Housing Loan <i>Yossagorn Nukrarueang and Sukunya Thipha</i>		
0055	14:00	14:15	Marketing Mix Factors Influencing Chocolate Purchase Decisions <i>Worraya Rungruang and Nilubon Sivabrovornvatana</i>		
0057	14:15	14:30	Factors Affecting Consumers' Decision to Purchase Organic Products in Kalasin Province <i>Suthamat Khunurat and Uthairat Muangsan</i>		
0058	14:30	14:45	Factors Affecting the Success of Online Food Business (Traditional Thai Food) during and after the COVID-19 Situation <i>Warit Dinakara Soongsatitanon and Vichit U-on</i>		
0059	14:45	15:00	Fruit Shop Management that Affects Purchasing Decisions in the Lak Si Area <i>Somsak Fuengsuk and Uthairat Muangsan</i>		

Code	Session	Chair	Platform	Start	Finish
SB2	Business and Marketing Management 5	Asst. Prof. Dr. Nilubon Sivabrovornvatana	Zoom	13:30	15:00
0062	13:30	13:45	People's Relationship Affecting Decision to Use Social Media in an Election Campaign Bangkok <i>Tawatchai Dontree and Sukunya Thipha</i>		
0064	13:45	14:00	The Marketing Mix Factors Affecting the Decision-Making Using Food Delivery Service via Electronic Media in Muang District, Khon Kaen <i>Yongyut Homthong and Supin Chaisiripaibool</i>		
0065	14:00	14:15	A Study of Behaviors that Affect Fast Food Decisions in Bangkok <i>Chunattida Chamkrachang and Sukunya Thipha</i>		
0069	14:15	14:30	Personal Factor Influencing Purchasing Decision Electrical Appliances Through E-Marketplace <i>Danu Sri-utai and Natsapan Paopun</i>		
0071	14:30	14:45	Marketing Mix Factors Related to Consumer's Decision to Buy Ready-To-Drink Fruit Juices for Health in Bangkok <i>Jarudech Hunsuwan and Nontipan Prayurhong</i>		
0072	14:45	15:00	The Relationship between Marketing Mix and Decision to Use Private Companies' Domestic Parcel Shipping Services in the Bangkok Metropolitan Area <i>Tanaporn Boontham, Vichit U-on, Supin Chaisiripaibool, and Phanumas Thongsukdee</i>		

Code	Session	Chair	Platform	Start	Finish
SC2	Business and Marketing Management 6	Asst. Prof. Dr. Natsapan Paopun	Zoom	13:30	15:00
0073	13:30	13:45	Marketing Mix Factors of Organic Products <i>Matthanavee Pengmanee and Nontipan Prayurhong</i>		
0074	13:45	14:00	Perceptions towards Participation in Mangrove Forest Restoration Project in Samut Prakan <i>Nuttsuporn Somna and Natsapan Paopun</i>		

0075	14:00	14:15	Factors Affecting Consumer Satisfaction with National Telecom Public Company Limited <i>Natthapon Phaiwan and Natsapan Paopun</i>
0076	14:15	14:30	Factors Affecting Decision to Buy Smart Watch on the (Shopee) Platform of Consumers in Bangkok <i>Thanyapat Rungwannaphong and Nilubon Sivabrovornvatana</i>
0078	14:30	14:45	Marketing Mix for Food Delivery Applications <i>Nuttachai Waiyasutra and Nontipan Prayurhong</i>
0079	14:45	15:00	Factors Affecting Users' Satisfactions of Government Data Center and Cloud Services in the Government Agencies <i>Phurith Mitrsonwang and Natsapan Paopun</i>

Code	Session		Chair	Platform	Start	Finish
SD2	Operation and Supply Chain Management 2		Asst. Prof. Dr. Ungul Laptaned	Zoom	13:30	15:00
0067	13:30	13:45	The Critical Success Factors of Logistics Processes on Organizational Competencies in the Palm Oil Industry in the Upper Northeast <i>Vannapattarisa Meunpromphai and Natsapan Paopun</i>			
0068	13:45	14:00	Factors Affecting the Decision to Choose a Parcel Delivery Service of a Private Company in Trat Province <i>Chinnapak Suvimontammakun, Vichit U-on, and Bhanarunn Youngsook</i>			
0081	14:00	14:15	The Logistics Costs Analysis of Basil Growers Group by Using Activity Base Costing <i>Patcharaporn Techasiithiphon, Vichit U-on, Supin Chaisiripaibool, and Matee Vicheansan</i>			
0088	14:15	14:30	Productivity Improvement for Banana Processing: A Case Study of Banana Drying Group in Chachoengsao Province <i>Koms Saksriwattana and Tharinee Manisri</i>			
0101	14:30	14:45	The Study of Between Warehouse Management and Service Efficiency in Thailand <i>Aticha Liew, Vichit U-on, Supin Chaisiripaibool, and Wanwisa Duantraloonsil</i>			
0102	14:45	15:00	The Satisfaction of the People on the Road (Projects Highway Intersection Road No.7 (Km. 107 +200) - Laem Chabang Port, Sriracha District, Chonburi Province) <i>Pimsiri Yossundara, Vichit U-on, Supin Chaisiripaibool, and Chatchai Raka</i>			

Code	Session		Chair	Platform	Start	Finish
SE2	Organization and Human Resource Management 3		Asst. Prof. Niwat Chantharat	Zoom	13:30	15:00
0037	13:30	13:45	Job Motivation Affecting Performance Efficiency of Officers: Government Officer the Thai Provost Marshal General Department <i>Wasana Palaka and Praphan Chaikidurajai</i>			
0038	13:45	14:00	Factors Related to Organization Commitment of and Employee of Bank of Ayudhya (PLC) Ploenchit Head Office IT Department <i>Pasit Sanchompoo and Sukunya Thipha</i>			
0042	14:00	14:15	A Study of Happiness at Work that Affects Working Efficiency of Department of Industrial Promotion Officials <i>Chayanin Sridaranop and Praphan Chaikidurajai</i>			
0060	14:15	14:30	Human Resource Development Affecting Performance Efficiency of Employees in Airports of Thailand Public Company Limited <i>Napatchaya Anantatho and Praphan Chaikidurajai</i>			
0063	14:30	14:45	Effects on Personnel Happiness Working in Private Schools in Saimai District <i>Benjawan Khrutsuea and Sukunya Thipha</i>			
0066	14:45	15:00	A Comparison of Organizational Engagement of Government Officials in the Office of the Court of Justice by Personal Factors <i>Alisa Prompanat and Natsapan Paopun</i>			

Code	Session		Chair	Platform	Start	Finish
SF2	Organization and Human Resource Management 4		Dr. Nontipan Prayurhong	Zoom	13:30	15:00
0070	13:30	13:45	The Study of Motivation to Work and Work Efficiency of Personnel in Office of the Judiciary <i>Habeebah Chaisanit and Natsapan Paopun</i>			
0077	13:45	14:00	Core Competencies Affecting Performance Efficiency of Personnel in Nikhom Phatthana Sub District Administrative Organization, Rayong Province <i>Nishanun Sunda and Praphan Chaikidurajai</i>			
0080	14:00	14:15	Quality of Work Life Affecting Performance Efficiency of Employees in TTB Bank Public Company Limited <i>Pathaimas Saelim and Praphan Chaikidurajai</i>			
0087	14:15	14:30	The Study of Environmental Factor, Motivation Factor, and Work Efficiency of Specialized Court Personnel in Bangkok <i>Suphannee Phan-in and Natsapan Paopun</i>			
0090	14:30	14:45	Factors Affecting the Decision to Enter the Work of Thai Workers in Metal Processing Industry in Nakhon Si Thammarat Province <i>Teerapong Rapeepongpattana and Vichit U-on</i>			
0091	14:45	15:00	A Study of the Level of Factors Affecting the Personnel Management of Online Stores <i>Nutthamont Thirathanapaiboon and Sukunya Thipha</i>			

Code	Session		Chair	Platform	Start	Finish
SG2	Educational Administration / Communication Arts		Dr. Sumana Chantharat	Zoom	13:30	14:15
0025	13:30	13:45	Exploring Benefits of Extracurricular Activities Used in English Language Learning among Thai Undergraduate Students <i>Sutharat Puangsing and Pimpaporn Dechvijankit</i>			
0004	13:45	14:00	The Design of Thai Northeastern Identities based Graphic Arts Usage Manual : A Case Study of Khon Kaen Province <i>Monchaya Sabuar and Thairoj Phoungmanee</i>			
0033	14:00	14:15	Satisfaction with Learning Hybrid System of Bachelor's Degree Students in the School of Communication Arts, Sripatum University, Bangkok <i>Panitan Tubsang and Sukunya Thipha</i>			

Code	Session		Chair	Platform	Start	Finish
SPB	Sunday PM Break			Zoom	15:00	15:15

Code	Session		Chair	Platform	Start	Finish
SA3	Business and Marketing Management 7		Asst. Prof. Dr. Uthairat Muangsan	Zoom	15:15	16:45
0082	15:15	15:30	The Influence of Marketing Mix on Consumer's Decision of Choosing Shabu-Shabu Restaurant Service in NakhonPathom <i>Pichamon Kaiket, Natsapan Paopun, and Kingkeaw Pornpiraksakul</i>			
0083	15:30	15:45	Brand Value Affecting Decision to Buy Facial Care Products of Consumers in Bangkok <i>Phakadet Cheuwong and Praphan Chaikidurajai</i>			
0084	15:45	16:00	Shopping Behavior Factors Affecting the Decision to Buy Second-Hand Clothes in Bangkok <i>Nilobon Pongphai and Nontipan Prayurhong</i>			
0085	16:00	16:15	Customer Satisfaction of the Government Savings Bank <i>Sirawit Kaewsard and Nontipan Prayurhong</i>			
0086	16:15	16:30	Factors Effecting Purchasing Decision to Buy Thai Cosmetic Brands in Bangkok <i>Rathana Sukawin and Nontipan Prayurhong</i>			

0089	16:30	16:45	Demographic Factors Affecting the Purchasing Decisions of Advice Brad Pad for the Customers in Bangkok Area <i>Thatchawat Aekwattansate and Sukunya Thipha</i>
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Code	Session		Chair	Platform	Start	Finish
SB3	Business and Marketing Management 8		Assoc. Prof. Dr. Vichit U-on	Zoom	15:15	16:45
0093	15:15	15:30	Motivation Factors Affecting the Decision to Become Influencer of Generation Z <i>Panthipa Suksirisorn and Sukanya Thipha</i>			
0096	15:30	15:45	The Study of Service Offering and Purchasing Decision of Logistics Business in Thailand <i>Komchak Seknanthakorn, Tharinee Manisri, Supin Chaisiripaibool, and Vichit U-on</i>			
0098	15:45	16:00	A Comparison the Satisfaction of Food Ordering Customers on Onechat Application Separated by Personal Factors <i>Kunthida Homnan and Nilubon Sivabrovornvatana</i>			
0099	16:00	16:15	Factors Related to Each Type of Chicken Meat Consumption in Kanchanaburi Province <i>Kittisak Kaewjan and Nilubon Sivabrovornvatana</i>			
0103	16:15	16:30	The Relationship between Quality of Services and Customer Satisfaction of Air Cargo Transportation <i>Jirayu Angcheewanont, Vichit U-on, Supin Chaisiripaibool, and Sorapol Buranakul</i>			
0105	16:30	16:45	A Study on Corporate Public Relations and Marketing Strategies in Thailand <i>Pingzu Sun, Vichit U-on, and Supin Chaisiripaibool</i>			

Code	Session		Chair	Platform	Start	Finish
SC3	Business and Marketing Management 9		Asst. Prof. Dr. Nilubon Sivabrovornvatana	Zoom	15:15	16:30
0107	15:15	15:30	Factors Affecting on Purchase Intention of Plant-Based Food Products among Consumers in Bangkok and Suburb Area <i>Natthapol Bootkaew and Nilubon Sivabrovornvatana</i>			
0108	15:30	15:45	The Relationship between Quality of Services and Customer Satisfaction of Transportation Business <i>Nattapong Peeramongkonpitak, Vichit U-on, Supin Chaisiripaibool, and Suwat Janyapoon</i>			
0112	15:45	16:00	Trust Factors Related To Thai Herb Consumption Behavior <i>Pattamavadee Valentine and Uthairat Muangsan</i>			
0120	16:00	16:15	Factors Influencing the Decision to Choose a Design Company Exterior Decoration in Bangkok <i>Pawarisa Sinthanaviengthong and Vichit U-on</i>			
0121	16:15	16:30	Marketing Mix Factors That Influence Decision Making Buy Curtains in Bangkok <i>Rattima Treankarn and Uthairat Muangsan</i>			

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SD3	Operation and Supply Chain Management 3		Asst. Prof. Dr. Ungul Laptaned	Zoom	15:15	16:00
0116	15:15	15:30	Suitable Production Quantity of Rubber Products Using Linear Programming Case Study: Inthanin Farmer Group in Nakhon Si Thammarat, Thailand <i>Piphatpong Thapmanee and Tharinee Maneesri</i>			
0118	15:30	15:45	Design of Decision Support: A Case Study of Distribution Centers of Chaixi Bamee Kiao Thai Noodle Co., Ltd. <i>Kanjana Wongsumalee and Tharinee Maneesri</i>			
0119	15:45	16:00	Consumer Behavior Affecting Decision-Making on Choosing Food Delivery Services through Applications of Customers in the Area of Bang Yai District <i>Samati Taesuwan and Uthairat Muangsan</i>			

Code	Session		Chair	Platform	Start	Finish
SE3	Organization and Human Resource Management 5		Asst. Prof. Niwat Chantharat	Zoom	15:15	17:00
0095	15:15	15:30	The Online Business Entrepreneurs Behavior and Satisfaction Towards Parcel Delivery Services <i>Asamaporn Sangtaklo, Vichit U-on, Supin Chaisiripaibool, and Worrapon Wangkananon</i>			
0097	15:30	15:45	Job Motivation Affecting Organizational Commitment of Employees at Bsk International Co., Ltd. <i>Chutirat ngamkaew and Praphan Chaikidurajai</i>			
0100	15:45	16:00	Work From Home Factors Affecting Performance Efficiency in Pattern of Work From Home at Covid-19 Crisis of Ayudhya Bank's Employees <i>Wanaporn Memook and Praphan Chaikidurajai</i>			
0104	16:00	16:15	Code of Conduct for Internal Auditing Affecting Performance Efficiency of Local Government Organizations' Internal Auditors in Thailand <i>Prakaipet Saichon and Praphan Chaikidurajai</i>			
0106	16:15	16:30	Human Resource Development Affecting Performance Efficiency of Employees in Airports of Thailand Public Company Limited <i>Napatchaya Anantatho and Praphan Chaikidurajai</i>			
0109	16:30	16:45	Research on Work Motivation that Affects Employee Performance of the Bank for Agriculture and Agricultural Cooperatives Headquarters <i>Kamolchanok Subsombat and Praphan Chaikidurajai</i>			
0113	16:45	17:00	Welfare Study Affecting Employee Satisfaction a Private Company in the Leasing Business <i>Sriamporn Butta and Vichit U-on</i>			



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**Work Motivation Factors Related to The Decision  
to Quit of The Five-Star Hotel Staff in Bangkok**



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### **Abstract**

This research aims to study the motivational factors related to resignation among five-star hotel staffs in Bangkok, to study the resignation decision from five-star hotel staff in Bangkok and to study the relationship between work motivational factors and the decision to resign among five-star hotel staff in Bangkok. The sample group used in this study were: 400 five-star hotel staffs in Bangkok. The researcher used a questionnaire as a research instrument and the statistics used in this research were mean and standard deviation. The hypothesis was tested using statistical t-test for Independent Sample, One-Way Anova, Pearson's Correlation and Stepwise Multiple Regression Analysis. The research found that 1) Work motivation factors related to the decision to resign among five-star hotel employees in Bangkok overall, is at a high level. 2) The decision to resign for employees of a five-star hotel in Bangkok is overall moderate. 3) The results of the hypothesis test of the study from sample groups with different gender, age, work age, decision to resign from five-star hotel staff in Bangkok. The difference was statistically significant at the .05 level. The difference in level of decision to resign from five star hotel staffs in Bangkok was statistically significant at the 0.1 considering the level of average monthly income of a five star hotel staff. Work motivational factors was positively correlated with the employee's decision to leave, statistically significant at the .01 level. Work motivational factor can also predict employee resignation decisions, statistically significant at the .01 level (71.1%).

**Keywords:** Motivational, Decision to Leave, Five-Star Hotel

## **1. Introduction**

### **1.1 Background and Importance of the Problem**

Human Resources is a person/department that is ready, sincere and able to work towards the goals of the organization or a person in an organization that can create value in the management system to achieve the desired objectives. So, the organization has a responsibility to manage human resources, to work until the organization's objectives are achieved which requires strategic planning in human resource management. The organization will carry out the main mission to achieve the objectives. To achieve efficiency, organizations need to have quality personnel in the right amount for the right job. Therefore, human resource management is classified as one of the important factors in a company/organization. If the organization starts with having good personnel with abilities, other factors such as Monetaries, Materials, Equipments and Effective management will follow. Personnels also serve as the supplier and use other administrative resources which could incur a cost to the overall organization. Therefore, human resource management is extremely crucial for the maintenance and development of the organization. It is the duty of executives at all levels to be responsible for human resource management. (Oumpeng, 2015, p.1)

Resigning from an organization is a burden and cost to the company because the company has invested in developing that person over a certain period of time, only to leave at a more costly point before receiving the results. The company ends up having a high turnover rate alongside affecting the corporate image with the lost investment. This takes a toll on the employee's confidence in the organization, questioning the stability and the decision to stick with the company in the long run. It also affects the morale of the employees working in the organization.

Since the impact of resignation is clearly visible in monetary terms, it is of a great interest to the management. The organizations try their level best to maintain the personnel in the organization by quickly identifying the problems and fixing them on the spot without leading to a resignation. Being able to retain the employees also allows for a less cost wastage in recruiting, hiring, training and development. In addition, it will also allow employees to have opportunities to be promoted to higher positions, creating a balance within the organization. This will result in the achievement of goals within the overall organization, and enable the organization to remain in a highly competitive business world. (Lohitpura, & Somsri, 2018, p.169).

Employees resign from organizations from various factors i.e. to work for other organizations, to move forward etc. As mentioned, this study aims to study the factors that causes organization's loss of personnel and how to find a way to prevent it. It aims to be beneficial to the management of human resources within the organization.

### **1.2 Research Question**

1. What is the average level of work motivation factors related to the decision to resign from five-star hotel staff in Bangkok?
2. What is the average level of employee decision to resign from five-star hotel in Bangkok?
3. Is work motivation factor related to the decision to resign among five-star hotel staff in Bangkok or not?

### 1.3 Research Objective

1. To study the factors of motivation for work related decision to resign among five-star hotel staff in Bangkok.
2. To study the decision to resign from five-star hotel staff in Bangkok.
3. To study the relationship between work motivation factors and the decision to resign among five-star hotel staff in Bangkok.

## 2. Literature Review

### 2.1 Related Concepts and Theories

The concept of motivation for work are

Pengwonplug (2017, p.30 – 31) Addressing the ERG theory, Clayton Alderfer proposes a theory of motivation related to needs that is similar to Maslow's theory but reclassifies needs to three levels, represented by the following abbreviations:

1) Existence Needs (E = Existence Needs), which are needs that meet material factors, are therefore similar to Maslow's 1st and 2nd level needs, which are physical needs and needs. Security, which responds with material conditions such as food, housing, money, wages and work safety.

2) Relationship needs (R = Relatedness Needs), which are needs that can be met through open communication and exchange of ideas and feelings with other members of the organization, therefore the level of need is close. with the need to be a member of society and some of the stages of need are respected according to Maslow's theory. Rather, Alderfer emphasizes meeting relationship needs through open, accurate, and honest interactions rather than looking at less-than-impressive likes.

3) Growth Needs (G = Growth Needs) are individual needs to use one's knowledge, skills and skills to work to the fullest potential and have the opportunity to use their talents to create something new. This theoretical need for growth is therefore consistent with Maslow's theory in regard to the desire for fulfillment, with some of the desire being regarded in the sense of obtaining. success and responsibility.

#### 2. Concept of resignation factor.

Herzberg et al., (1959, p. 113 – 119) stated that there are two factors of motivation in working in relation to the decision to leave employees:

1) Motivation Factor is a factor that is directly related to the job it is a motivating factor to work. make work more efficient enabling individuals to make efforts to achieve results and perform tasks with satisfaction, consisting of Achievement, Recognition, Work it Self, Responsibility, Advancement and Growth.

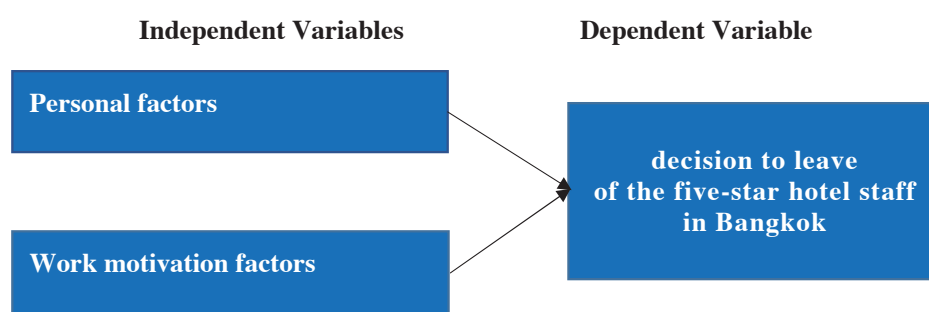
2) Sustaining factor or Hygiene Factor is a factor that prevents a person from feeling dissatisfied at work a person will be dissatisfied and unhappy at work if no response from these

factors which will be related to the work environment, consisting of Organization Policies, Supervision, Working Condition, Base Wage or Salary, Relations with Supervision, Relationships with Peers, Status, Security and Personal Life.

### 3) Concept of resignation decision

Oumpeng (2015, p. 18) said that resignation means termination of employment. or resignation of employees in the organization it also includes expulsion. or dismissed due to absence from work for more than 7 consecutive days without permission which can be concluded that Resignation is voluntary. and involuntary resignation in another sense a resignation is the voluntary termination or termination of an employee's membership in the organization who is paid by the organization. This does not include the relocation or rotation of departments within the organization an involuntary turnover is an employee's resignation that is not personally elected by him or her outside of the employee's control. from being fired when an employee is insufficiently competent or has behavior that is not acceptable to the organization.

## 2.2 Conceptual Framework



## 2.3 Research Hypothesis

1. Different personal factors affects the decision to resign from five-star hotel staff different in Bangkok.
2. Work motivation factors are related to the decision to resign from five-star hotel staff in Bangkok.
3. Influence of work motivation factors in relation to the decision to resign among five-star hotel staff in Bangkok.

### **3. Research Methodology**

#### **3.1 Research Pattern**

This research uses a quantitative research model using a survey research model.

#### **3.2 Population and Sample**

1. The population used in this study were: five star hotel staff in Bangkok population unknown.

2. The sample group used in this study were: five star hotel staff in Bangkok The researcher calculated the sample size from the ready-made formula. Based on the Taro Yamane formula, the confidence level was 95% at a significance level of .05 or at an acceptable level of tolerance of not less than 5%. a sample of 400 subjects was obtained. (Wiratchai, 2012, p. 69)

#### **3.3 Research Instruments**

Research Instruments the researcher used a questionnaire on Work motivation factors related to the decision to resign among five-star hotel staff in Bangkok.

#### **3.4 Data Collection**

The students used questionnaires as a tool to collect data. Make a request for cooperation from the staff of a five-star hotel. in Bangkok The students collected the questionnaires through the online system. By creating a questionnaire created in a Google Form in Google Drive, then send the questionnaire link to the sample group to create a questionnaire online.

#### **3.5 Statistics Used for Data Analysis**

The statistics used in this research were mean, standard deviation. The hypothesis was tested using statistical t-test for Independent Sample, One-Way ANOVA, Pearson's Correlation and Stepwise Multiple Regression Analysis.

### **4. Data Analysis and Findings**

#### **4.1 The results of the analysis**

**4.1.1 The level of work motivation factors in relation to the decision to resign among five-star hotel staff in Bangkok.**

**Table 1** Analysis of the level of work motivation factors in relation to the decision to resign among five-star hotel staff in Bangkok

Work motivation factors	$\bar{X}$	S.D.	Interpret
1. Management style.	3.71	0.84	high level
2. Base Wage or Salary and income.	3.29	0.96	Moderate
3. Work it Self.	3.73	0.75	high level
4. Growth and Advancement.	3.44	0.87	Moderate
5. Relations with Supervision/ Peers.	3.71	0.87	high level
6. Working Condition.	3.73	0.79	high level
<b>Total</b>	<b>3.60</b>	<b>0.70</b>	<b>high level</b>

From Table 1, it was found that work motivation factors related to the decision to resign among five-star hotel employees in Bangkok overall, it was at a high level ( $\bar{X} = 3.60$ , S.D. = 0.70). Considering each aspect in descending order, it was found that work it self at a high level ( $\bar{X} = 3.73$ , S.D. = 0.75), followed by working condition at a high level ( $\bar{X} = 3.73$ , S.D. = 0.79) and management style at a high level ( $\bar{X} = 3.71$ , S.D.=0.84), respectively.

#### 4.1.2 The data on the decision to resign from five-star hotel employees in Bangkok by five-star hotel staff in Bangkok

**Table 2** Results of the analysis of data on the decision to resign from five-star hotel employees in Bangkok by five-star hotel staff in Bangkok

The decision to resign from five-star hotel employees in Bangkok by five-star hotel staff in Bangkok	$\bar{X}$	S.D.	Interpret
1. Resigned to pursue higher education for career advancement.	3.09	1.28	Moderate
2. Resigned to work elsewhere with higher benefits and salary.	4.22	0.92	high level
3. If you quit your job to work elsewhere, it's often more successful than your previous job.	3.91	0.93	high level
4. Resigned due to personal problems family problems.	2.65	1.28	Moderate
5. Resigned because of health problems.	2.60	1.31	Moderate
6. Resigned due to relocation problems.	2.60	1.28	Moderate
7. Resigned due to other problems.	2.81	1.31	Moderate
<b>Total</b>	<b>3.12</b>	<b>0.73</b>	<b>Moderate</b>

From Table 2, it is found that the decision to resign from the staff of a five-star hotel in Bangkok Overall, it was at a moderate level ( $\bar{X} = 3.12$ , S.D. = 0.73) when considering each item in descending order, it was found that resigned to work elsewhere with higher benefits and salary at a high level ( $\bar{X} = 4.22$ , S.D. = 0.92), followed by if you quit your job to work elsewhere, it's often more successful than your previous job at a high level ( $\bar{X} = 3.91$ , S.D. = 0.93) and resigned to study at a higher level for career advancement at the moderate level ( $\bar{X} = 3.09$ , S.D.=1.08), respectively.

## 4.2 Summary the results

The hypothesis testing of the study revealed that gender, age, age of employment were different. Different statistically at the .05 level, the average monthly income was different. Level of decision to resign from five-star hotel staff in Bangkok differed statistically at the .01 level. All 6 work motivation factors were positively correlated with the decision to resign among five-star hotel employees in Bangkok, statistically significant at the .01 level. Base Wage or Salary and income Factors ( $X_2$ ) and Working Condition Factors ( $X_6$ ) can predict the retirement decisions of five-star hotel employees in Bangkok, with statistical significance at the .01 level (71.1%). The equation can be created as follows: Unstandardized Score  $Y' = 1.1458 + .284(X_2) + .174(X_6)$  and Standardized Score  $Z = .177(X_2) + .131(X_6)$ .

## 5. Conclusion, Discussion, and Recommendation

### 5.1 Conclusion

1. Work motivation factors related to the decision to resign among five-star hotel employees in Bangkok overall, was at a high level ( $\bar{X} = 3.60$ , S.D. = 0.70). Considering each aspect in descending order, it was found that work it self was at a high level ( $\bar{X} = 3.73$ , S.D. = 0.75), followed by working conditions, at a high level ( $\bar{X} = 3.73$ , S.D. = 0.79) and management style, also at a high level ( $\bar{X} = 3.71$ , S.D.=0.84), respectively.

2. The decision to resign from the staff of a five-star hotel in Bangkok overall, was at a moderate level ( $\bar{X} = 3.12$ , S.D. = 0.73) when considering each item in descending order, it was found that resign to work elsewhere with higher benefits and salary was at a high level ( $\bar{X} = 4.22$ , S.D. = 0.92), followed by if you quit your job to work elsewhere that is often more successful than your previous job, was at a high level ( $\bar{X} = 3.91$ , S.D. = 0.93) and resigned to study at a higher level for career advancement, was at a moderate level ( $\bar{X} = 3.09$ , S.D.=1.08), respectively.

3. The hypothesis testing of the study revealed that gender, age, age of employment were different. Different statistically at the .05 level, the average monthly income was different. Level of decision to resign from five-star hotel staff in Bangkok differed statistically at the .01 level. all 6 work motivation factors were positively correlated with the decision to resign among five-star hotel employees in Bangkok. statistically significant at the .01 level. Base Wage or Salary and income Factors ( $X_2$ ) and Working Condition Factors ( $X_6$ ) can predict the retirement decisions of five-star hotel employees in Bangkok. with statistical significance at the .01 level (71.1%). The equation can be created as follows: Unstandardized Score  $Y' = 1.1458 + .284(X_2) + .174(X_6)$  and Standardized Score  $Z = .177(X_2) + .131(X_6)$ .

### 5.2 Discussion

Work motivation factors related to the decision to resign among five-star hotel employees in Bangkok is at a high level. When considering each aspect in descending order, it was found that the behavioral aspect, working environment and management style is at a high level, respectively. The highest mean behavior is like this because the work that the employees have, and their aptitude for the nature of the job responsibilities correspond to the knowledge and abilities. This is consistent with the idea of Frederick Herzberg et al. (1959: 113–119) that the nature of work (Work it Self) is a challenging job. Interested, valuable, important to the organization independent to work

corresponding to the knowledge and ability and meet the needs consistent with research Sansanit (2013) The Study Factors Affectings the Decision of Employees to Resign from Prachakij Group. The results showed that The factor affecting the decision to resign from the job of Prachakij Group employees is the job characteristics factor (Lohitpura & Somsri, 2018) The study factors affecting the resignation of private employee companies in Lampang showed that the factor that affects the employee's resignation the most is the nature of the job.

The decision to resign from the staff of a five-star hotel in Bangkok overall, is moderate. When considering item by item in descending order, it was found that they resigned to work elsewhere with higher benefits and salary and if you quit your job to work elsewhere, it is often more successful than your previous job was at a high level and resigned to pursue higher education for career advancement was at a moderate level, respectively. Because employee resignation problems are partly the result of personal qualities or inefficiencies of supervisors, for example, from having to work in close contact with employees every day, supervisors may overlook changes and develop themselves in a good way in practice, the foreman must understand the employee's expectations and needs regarding, acceptance and should find a way for the employee to feel accepted whether formally accepted or not such as; giving credit, issuing compliments etc. Not realizing that every employee is different may cause some employees to become dissatisfied with their work. In addition, supervisors should be involved in decision-making and let employees feel inclusive.

In addition to the duties of supervisors, they are also required to treat workers fairly, such as taking immediate action on workers' complaints, fair evaluation and attention to the abilities of workers assignments etc. (Hickman & Silva, 1984), consistent with the research of Sriworachatpatorn & Phasunon (2015). The Study Factors Affecting Turnover Intentions of Supply Chain Staff: A Case Study of A Consumer Goods Company in Bangkok. The results showed that unclear work perception of politics in the organization and the salary and welfare rates affect the employee's intention to quit the job the most. Oumpeng (2015) The Study Factors Affecting Supervisor Turnover in The Corporate Accounting Division of The Siam Cement Group, Bangkok, Thailand. The results of the research revealed that there are 3 factors influencing the employee's intention to resign at the supervisory level, arranged in descending order according to the influence that affects the employee's intention to quit. Compensation and Welfare Factors and relationship factors with supervisors, respectively. Lohitpura & Somsri (2018) The Study Factors Affecting The Resignation of Private Employee Companies in Lampang. The results showed that Factors affecting the resignation of employees of private companies in Muang District, Lampang Province were the nature of work, yes, and the management policy. and compensation and benefits.

The hypothesis testing of the study revealed that gender, age, age of employment were different. Different statistically at the .05 level, the average monthly income was different. Level of decision to resign from five-star hotel staff in Bangkok differed statistically at the .01 level. all 6 work motivation factors were positively correlated with the decision to resign among five-star hotel employees in Bangkok. statistically significant at the .01 level. Base Wage or Salary and income Factors ( $X_2$ ) and Working Condition Factors ( $X_6$ ) can predict the retirement decisions of five-star hotel employees in Bangkok. with statistical significance at the .01 level (71.1%). The equation can be created as follows: Unstandardized Score  $Y' = 1.1458 + .284(X_2) + .174(X_6)$  and Standardized Score  $Z = .177(X_2) + .131(X_6)$ , consistent with the research of Thumrongsakunvong (2014) The Study Factors Influencing Employee Resignation Tendency in Tanning Industry: A Study of Interhides Public Company The results showed that The operational factor is policy and administration. supervisor Colleagues The nature of the work performed working environment in terms of return and income Opportunity and progress in work fairness in work and the opportunity to develop human competence There was a statistically significant correlation with the tendency to



resign from Interhike Public Company Limited's employees at the 0.05 level (Sig. = 0.00). Lohitpura & Somsri (2018) The Study Factors Affecting The Resignation of Private Employee Companies in Lampang. The results showed that Factors affecting the resignation of employees of private companies in general The correlation coefficient was between 0.061 and 0.757. Factors affecting the resignation of employees of private companies overall were statistically significant at the .01 level in all aspects except management policy factors and colleagues. work and supervisor factors and working environment in addition, the influence of work motivation factors in relation to the decision to leave five-star hotel staff in Bangkok. Chantramo & Phasunon (2014) The Study on Factors Affecting Decision Making for Resignation of The staff of The Office of The Energy Regulatory Commission (Oerc). The results showed that job clarity factor, Factors of political sentiment in the organization and the factors of comparison with the labor market all affect the intention to resign from the job of the ERPC's office staff. Sriworachapattorn & Phasunon (2015) The Study Factors Affecting Turnover Intentions of Supply Chain Staff: A Case Study of A Consumer Goods Company in Bangkok. The results of the research revealed that the three variables were 1) job ambiguity, 2) perceived politics in the organization, and 3) salary rate. These three factors affect the willingness to quit for all supply chain employees, with salary and benefits being the most important predictors. Oumpeng (2015) The Study Factors Affecting Supervisor Turnover in The Corporate Accounting Division of The Siam Cement Group, Bangkok, Thailand. The results showed that The attractiveness factor of the job Compensation and Welfare Factors and the relationship factor to the supervisor, respectively, which all 3 factors are influencing factors in the opposite direction of the employee's intention to resign. Khwanthong & Kritjaroen (2015) A Study on Factors Affecting Turnover Intention of Generation Y Employees. The results showed that driving factor and attracting factors it was found that the influence on the intention of leaving Generation Y employees was statistically significant at the 0.05 level, with coefficients of 0.241 and 0.302, respectively it was concluded that the attraction factor influenced the intention of leaving Generation Y employees. more than the driving factor Pipatiamthong & Jadesadalug (2018) Factors Affecting Turnover Intentions of Siam Commercial Bank's Employees in Nakhon Pathom. The results showed that Factors that are unclear in their roles and duties Role conflict emotional exhaustion job satisfaction and willingness to quit Affects employees' intentions to quit their jobs Assawarungruang (2018) Factors influencing intention to quit of physician from healthcare facility in Bangkok. The results showed that 1) job stress wage satisfaction and career advancement Influence on doctor's intention to resign 2) job stress wage satisfaction and career advancement 3) Job satisfaction influenced physicians' willingness to quit; 4) Influence of job stress. wage satisfaction Professional advancement towards resignation intentions It was influenced by the interstitial variable, ie job satisfaction of physicians.

### **5.3 Recommendation**

#### **5.3.1 Suggestions from the study**

1.1 Management style, Work assignments should be distributed equally, suitable for the person and is clear in communication.

1.2 Remuneration and income compensation should be sufficient to support the life of the employee so that they do not have to find another job.

1.3 Functional aspects of the work should be assigned to employees to be responsible in a way that gives them the opportunity to use creativity.

1.4 Opportunity and progress at work. Support and promote employees fairly.

1.5 Supervisors and colleagues should provide fairness and equality to all subordinates.

1.6 In terms of working environment, there should be adequate equipment, tools, and facilities suitable for work.

## **2. Suggestions for the next study**

2.1 There should be research on about other factors affecting the decision to resign from five-star hotel staff in Bangkok.

2.2 There should be research on the needs or affiliations of five-star hotel staff in Bangkok.

2.3 Conduct qualitative and quantitative research, for example, more in-depth interviews on job motivation factors associated with the decision to leave five-star hotel staff in Bangkok to gain insights, resulting in a more advanced research.

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## **Sripatum University, Thailand**

Sripatum University is one of the oldest and most prestigious private universities in Bangkok, Thailand. Dr. Sook Pookayaporn established the university in 1970 under the name of "Thai Suriya College" in order to create opportunities for Thai youths to develop their potential. In 1987, the college was promoted to university status by the Ministry of University Affairs, and has since been known as Sripatum University. "Sripatum" means the "Source of Knowledge Blooming Like a Lotus" and was graciously conferred on the college by Her Royal Highness, the late Princess Mother Srinagarindra (Somdet Phra Srinagarindra Baromarajajanan). She presided over the official opening ceremony of SPU and awarded vocational certificates to the first three graduating classes. Sripatum University is therefore one of the first five private universities of Thailand. The university's main goal is to create well-rounded students who can develop themselves to their chosen fields of study and to instill students with correct attitudes towards education so that they are enthusiastic in their pursuit of knowledge and self-development. This will provide students with a firm foundation for the future after graduation. The university's philosophy is "Education develops human resources who enrich the nation" which focuses on characteristics of Wisdom, Skills, Cheerfulness and Morality.

## **University of Cyprus, Cyprus**

The University of Cyprus was established in 1989 and admitted its first students in 1992. It was founded in response to the growing intellectual needs of the Cypriot people, and is well placed to fulfill several aspirations of the country. The University is a vigorous community of scholars engaged in the generation and diffusion of knowledge. Despite its brief history, the University of Cyprus has earned the appreciation of Cypriot society. Admission for the majority of undergraduate students is by entrance examinations organized by the Ministry of Education and Culture of the Republic of Cyprus.

## **University of Wollongong in Dubai, United Arab Emirates**

The University of Wollongong in Dubai, abbreviated as UOWD, is a private university located in Dubai, United Arab Emirates. The University is one of the UAE's oldest universities, having been founded in 1993. The Campus has over 3,500 students from more than 108 countries. UOWD is one of the UAE's oldest and most prestigious universities. Established in 1993 by the University of Wollongong in Australia - currently ranked in the top 2% of universities in the world (QS World University Rankings 2018) – UOW in Dubai represents a pioneering Australian initiative in the Gulf region.

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