

CRUCIAL FACTORS INFLUENCING ORGANIZATION COMMITMENT: A STUDY OF TRIPLE I LOGISTICS COMPANY LIMITED

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ABSTRACT

The qualitative research objectives represented 1) to study the organizational commitment in employees of Triple I Logistics Company Limited. 2) to examine the factors that influenced to the organizational commitment in employees of Triple I Logistics Company Limited. The samplers were the supervisors of Triple I Logistics Company Limited. The purposive sampling of ten supervisors who joined with the company not less than five years. The researcher constructed the questionnaire in forms for in-depth interviewing, collected data on the sampling group according with the forms, the finding found that the samples which were the supervisors obtained the organizational commitment on the high statistical level and implied that the factors affected the organizational commitment were the quality of work life and remunerations.

Keyword: Organizational Commitment

INTRODUCTION

At the present day, every business entrepreneur provided the stability and sustainability to the company first in the present, the organizational resources represented the importance to the existence and stability of business. The resources were consisted of the qualified personal, money, operational equipment and managerial skills of the entrepreneurs. The organization who maintained the readiness in resources, the success was not difficult, but the lack of any readiness that caused the less of efficiency. One of the successful organizations represented with promoting organizational engagement. The engagement effected from the various attractions to employees which represented the quality of work life and good compensation. Every organization should perform the pattern of attractions that meet employee needs so that employees were satisfied and engaged with the organization.

Objectives

1. To study the organizational commitment in employees of Triple I Logistics Company Limited.
2. To study the factors that influenced to the organizational commitment in employees of Triple I Logistics Company Limited.

LITURATURE REVIEWS

The organizational commitment represented the attitude or feeling of operators toward the organization such as organizational loyalty, goals acceptance, value and organizational culture and organizational unity. The organizational commitment was the only feeling that influenced the individual in some day and may not influenced the next day that depended on the emotion and returns. Commitment meant feeling, desire to live and unwanted gone from the organization, not only the increasing salary, income or other incentives also willing to work with the organization that consideration on amount of commitment depended on these obvious indicators as following; (Banko, 2015 Chaisaengduean, 2019; Herzberg, 1959; Buapeng, 2011)

1. The organizational loyalty represented the feeling of love, unwanted gone from the organization, probably because of the organizational incentive.

2. The unity with the organization made the commitment among the workers and organization with the according to the organizational values.

3. The feelings on work represented the work satisfaction and achieving desire on the job. (Chaisaengduean, 2019; Herzberg, 1959; Buapeng, 2011)

The commitment created the mutual bond of virtue value. Any activities provided the motivation to enthusiastic people on the assigned duties, successful awareness and the organizational advancement that meant the organizational adhesive on personnel commitment that affected to the overall performance as following; 1) enhancing the encouragement in organizational operations 2) providing the faith and trust in working for the organization 3) providing the unity and teamwork for the success of the organization 4) creating loyalty and sacrifice for the organization 5) setting the standard performance and efficiency 6) providing the good environment of works and 7) reducing conflicts that occurred during work. (Chaisaengduean, 2019; Herzberg, 1959; Buapeng, 2011)

The quality of Life had a broad meaning that had no definite definitions by the scholars, religious leaders and scholars in various fields who mentioned the good life and well-being which meant having a good quality of life for a long time on centuries, according to the background of the disciplines and life philosophy of each person, the quality of life assessment criteria comprised of 1) healthy and welfare 2) communication with each other in environment 3) being the human resources 4) ability to contact anyone 5) having intelligence, physical and mental health 6) having economic development 7. Having stability in securities (Herzberg, 1959; Sheldom Mary 1971; Siraphatthada and Thitivesa 2019)

World Health Organization determined the crucial elements and indicators of quality of life as following (Kitikorn Meesub,1993, 64-65);

1. The physical Health represented the abilities of pain, sleep, movement ability, etc.

2. The mental Health represented the pleasure, thoughts, memory and emotions, etc.

3. The level of Independence represented the ability on daily life, the dependence, medical treatment or working abilities, etc.

4. The social relationship represented the social interaction, family supporting, family caring ability, religion, etc.

5. The environment represented the independence, physical security and stability, the environment of the housing quality, economic status, etc.

In summary, from the basic concept, the quality of life should consist of the happiness, healthy on body, mind, as well as the environment, society and daily life these were individually satisfying.

Conceptual framework

Literatures reviewing contributed the conceptual framework as bellow.

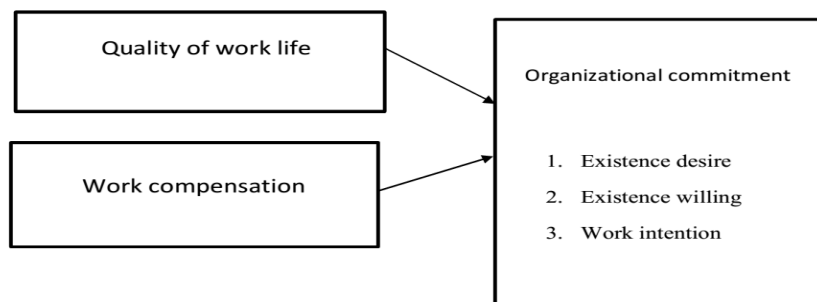


Figure 1 Conceptual framework

METHODOLOGY

This research represented the qualitative approach through the in-depth interviewing for findings. The population represented the employees of Triple I Logistics Company Limited. The ten samplers were developed by the purposive sampling that were the supervisors who had been entering the company not less than five years and never being punished in the various departments of company. The instrument was the opened-end questionnaire and selected the data from the selected supervisor and interviewing by the formatted form. The data analysis represented the sequencing of the relevant data, irrelevant data removing and after that interpretation of the analyzed results and words reviewing to reply the research questions.

RESULTS

1. The research findings found that the organizational commitment possessed three elements of 1) existence desire 2) existence willing and 3) work intention. The employees of Triple I Logistics Company Limited represented organizational commitment to organization in the middle of statistical level.

2. The factors that influenced to the organizational commitment were comprised of two key factors as following 1) the satisfactory quality of work life 2) the working compensation. The two factors positively influenced to organization that meant the employees retained the organizational commitment and desired to work in organization.

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