THE DEVELOPMENT OF INNOVATIVE SERVICE FORM OF EMPLOYMENT OFFICE IN THE PHUKET PROVINCE

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Abstract - The objectives of this research are 1) to study the personal factors of the people using the Phuket Employment Office service, 2) to study the level of satisfaction of the people using the Phuket Employment Office service, and 3) to compare the level of satisfaction of the people using the services of the Phuket Employment Office, classified by personal factors. By using random sampling, A sample of 150 people was used by questionnaires as a tool for data collection. The study found that people using the service had a level of satisfaction with the service provided by the Phuket Provincial Employment Office. Overall is at a high level. The researchers suggested that the staff should be divided into the patient to facilitate operations and not delays, or to recruit staff from recruiting staff or migrating staff from affiliated agencies and developing modern service systems to improve the process and increase service efficiency

Keywords - Employment Office, Satisfaction, Service.

I. INTRODUCTION

From the current situation Regardless of the economic, social, political situation and the global trend of rapid change, organizations and departments There must always be preparedness and adaptation. Both the liquidity of the organization, roles, functions, work systems, including the improvement of the mission and new work goals. To work at maximum efficiency and part of being effective is Personnel in the organization Personnel is the driving force behind to lead the organization to efficiency and effectiveness.
Government agencies, therefore, want to improve and develop as well as the Department of Employment. Which is an agency with a mission to promote employment Protection of job seekers Studying and analyzing labor market conditions and labor market trends Be the center of labor market information Including developing and promoting a management system for promoting employment. So that the population has a job that is suitable for knowledge, ability, and aptitude is not deceived. As well as receiving appropriate and fair benefits, the Department has delivered various services. As mentioned above to the people/target groups, service recipients nationwide. [1]
According to the Phuket Provincial Statistical Office The survey of population working conditions in Phuket, the third quarter of 2018 (July - September) Found that Phuket has a total population of 539,763 people. [2] To have guidelines for the development of various services Of the Department of Employment as a whole Therefore conducting a survey on the satisfaction and dissatisfaction of service recipients with the services of the Department of Employment To use the information obtained as a tool for improving the quality of service for the better Including setting directions for various services To meet the needs of service recipients of the Department of Employment.
This research paper presents and focuses on the services of the Phuket Employment Office in 7 areas. These include processes, Service outside office hours, personnel personality, location and facilities, technology, economy, and service outcomes. The information obtained will lead to the study. And analyze the data to find suggestions for quality improvement and increase the efficiency of the service.

II. LITERATURE REVIEW

A. 1. Concepts and theories of satisfaction.
[3] It gave the meaning of satisfaction as human behavior, that is, an attempt to eliminate tension. Or anxiety or imbalance in the body which when humans can eliminate such things. Human beings are satisfied with what they want. Satisfaction according to the meaning of the psychological dictionary is the feeling of the person receiving the service to the place based on the experience gained from contacting the service in that establishment. Or contentment is a personal feeling that feels blessed or willing to meet the needs of the missing or something that causes imbalance Satisfaction is what defines a person's behavior. Which affects the choice to perform in any such activity?
B. Concepts and theories about employee behavior.
Work is important and necessary for humans. Because work can meet human needs, both of the necessities of life. And also responds to psychological needs that allow the person to recognize self-worth. Born of pride, Besides, work is also an indication of social acceptance.
[4] Given the meaning of the word working, behavior refers to what a person expresses in response. Or

responding to something while working which can be observed and measured exactly regardless of the expression or that response takes place either inside or outside the body.

[5] Work behavior is defined as an expression of a person in any way toward a workplace event. Which if positive behavior is preferred by the organization, On the other hand, negative behavior is not desirable by the organization.

C. Figure Concepts and theories on environmental factors.

[6] Has given a meaning in the work environment, things can be anything living, inanimate, or invisible that surrounds the worker while working. And affect the work it also affects the quality of life of workers.

D. Missions and duties of the employment office.

Agency mission.

a. Domestic employment service to encourage people to have jobs Have a reasonable income be aware of modern and fast labor market news. Help reduce unemployment and labor shortage. By providing services to all target groups.

b. Career guidance and promotion for students, students, the general public Those in the working-age and those entering the labor market have knowledge and skills. And know the professional aptitude of each person.

c. Administration of Thai workers to foreign countries to supervise the development of the efficient delivery process for Thai workers to work abroad and protect the benefits of job seekers and employees who go to work or do internships. Including promoting the expansion of the Thai labor market to foreign countries.

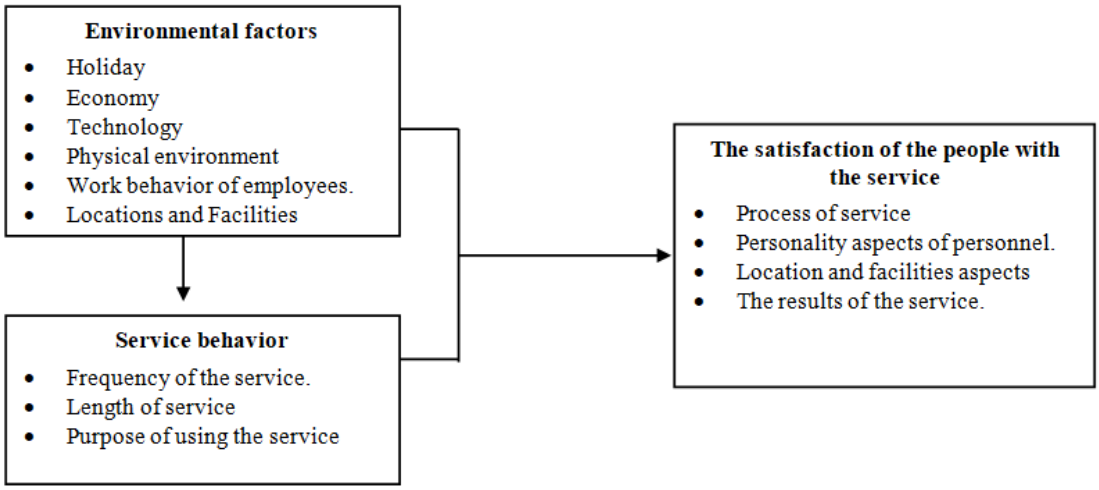
d. Jobseeker protection to protect and prevent job seekers from being scammed Being exploited by the recruiting agency/employment office and people who behave deceitful job seekers This includes taking legal measures to prevent and punish scammers who exploit job seekers.

e. Organizing the work system of aliens to supervise, inspect and control the work of foreigners in the country by the law and benefit Thailand the most including control of foreign workers fleeing into the city which has been granted temporary relief to work. [7]

Authority of the agency

Department of Employment Has a mission to promote employment. Protection of job seekers, studies and analyzes labor market conditions and labor market trends as the center of labor market information Including developing and promoting a management system for promoting employment So that the population has a job that is appropriate with the knowledge, ability, and aptitude is not deceived as well as receiving appropriate and fair benefits.[8]

III. CONCEPTUAL FRAMEWORK



IV. RESEARCH METHOD

A. Population and Sample of Research Population The population used in this research was 150 people who served at the Phuket Employment Office (data collected from 6 January 2020 - 7 February 2020 at Phuket Employment Office).

B. Tools used for data collection the researcher used questionnaires to collect data. The researcher created the questionnaire under a defined conceptual framework, there are 3 parts as follows: Part 1 Questionnaire about the respondents' general information. Part 2: Customer Satisfaction Questionnaire towards the service of the Phuket Employment Office. Which is a 5-level scale questionnaire and part 3: is an open-ended questionnaire. So that service recipients can express their opinions and suggestions continue the service of the Phuket Provincial Employment Office.

C. Data collection the researcher conducts the data collection. By coordinating with the Phuket Provincial Employment Office Notifying about researching a

bachelor's degree in which the researcher has prepared a letter requesting assistance to collect data Including 150 questionnaires. For the office to distribute to the public in service Which the Phuket Provincial Employment Office is delighted And the Phuket Provincial Employment Office provides assistance and facilitation to the researcher as well.

*D.*Data analysis all data analyzes were analyzed using a statistical package of computer programs for research. Using statistical analysis.

Thus

a. Percentage to describe the data obtained from the questionnaire, Part 1: Questionnaire on general information about the respondents.

b. Sample means to explain the mean of the data obtained from the questionnaire, Part 2: Information about the client's satisfaction towards the service of the Phuket Provincial Employment Office.

c. Standard deviation to explain the distribution of information obtained from the questionnaire, Part 2: information about the level of client's satisfaction towards the service of the Phuket Provincial Employment Office.

V. RESEARCH RESULTS AND DISCUSSION

A. Analysis of personal factors of people using the service of the Phuket Provincial Employment Office.

A total of 150 people using the service surveyed found that 76 were male. 50.7 percent. Age between 20-30 years, a total of 65 people, 43.3 percent. Bachelor's degree programs, 77 students, 51.3 percent. Be a company employee of 72 people, 48 percent. Frequency of using the service 2 times or more, 85 people, 56.7 percent. The status of unemployment is 90 people, 60 percent. Income rates between 10000 - 20000-baht, 88 people, 58.7 percent. Causes of 77 unemployment from resigning to find new jobs, 70.6 percent. Job types in private companies 119, 79.3 percent, and the purpose of using the service to report unemployment of 67 people, 44.7 percent.

B. Analysis of the level of public satisfaction towards the services of the Phuket Provincial Employment Office.

The analysis of the level of public satisfaction towards the services of the Phuket Provincial Employment Office in 7 areas. Details are shown as follows.

a. Process

People who used the service had an overall satisfaction in the process of the Phuket Employment Office at a high level (average = 4.18 and S.D. = 0.76). The service is on a first-come,first-served basis, the service duration is reasonable, the service is error-free and accurate, the service process is simple, the service process is reasonable and fast, and the amount. Staff who provide adequate services to service recipients.

b. Service outside office hours.

People who used the service had an overall satisfaction in the service outside the office hours of the Phuket Provincial Employment Office at a high level (average = 3.82 and SD = 0.92). Satisfaction was as follows. For service, recipients to be able to access and there is the staff working or serving during lunch break.

c. Personality aspects of personnel

People who used the service had an overall satisfaction with the personality of the personnel of the Phuket Provincial Employment Office. At the highest level (average = 4.27 and S.D. = 0.75), satisfaction was sorted as follows. Staff to provide services with equality Equal and fair, staff advising and caring users, enthusiastic and attentive service staff, efficient workforce, modest dress code, able to service and resolve any problems Knowledge can answer questions clearly, the staff speaks politely. And the staff gave a very friendly welcome.

d. Location and facilities

People who used the service had an overall satisfaction with the location and facilities of the Phuket Provincial Employment Office at a high level (average = 4.12 and S.D. = 0.76). The location of the office is suitable. It is convenient and quick to travel, providing all services nearby. For convenience and service is completed at one point, bathrooms are clean enough, the office is beautiful, clean, tidy, has a clear document transfer service point, a convenient and spacious building, has a location sign, and a service point. There are adequate seating areas for people waiting to receive services, amenities for guests such as drinking water, newspaper seats, television, and enough parking spaces for visitors to use.

e. Technology

People who used the service had an overall satisfaction with the technology of the Phuket Employment Office at a high level (average = 4.15 and S.D. = 0.78). There is an official website providing information, a web page on Facebook that provides news information that has an application with easy access to official information and There is modern service equipment.

f. Economic

People who used the service had an overall economic satisfaction of the Phuket Provincial Employment Office at a high level (average = 4.02 and S.D. = 0.78). Get a new job that pays off on demand, and Receiving unemployment compensation while looking for a new job.

g. The result of receiving services

People who used the service had an overall satisfaction in terms of the results of receiving the services of the Phuket Employment Office at a high level (average = 4.20 and S.D. = 0.71). Service overview, quick response/response to requests, transparent and fair service, receiving value-added service and beneficial, service expectation, continuous service until mission completion, convenient and fast in receiving service, and service that meets the needs and correctness.

In conclusion, it was found that the level of public satisfaction towards the services of the Phuket Provincial Employment Office. Overall, the overall level of satisfaction was at a high level (average = 4.11 and S.D. = 0.78). At the highest level. The other side at the high level.

VI. SUMMARIZE THE RESEARCH RESULTS, DISCUSS THE RESULTS

A. Process aspect People who used the service had a level of satisfaction with the service of the Phuket Provincial Office. Very level the average of the aforementioned aspect was 4.18, when sorted in order of satisfaction, it was found that the people had the highest level of satisfaction in the first 3 levels, which was the service that was in the first - after order. Length of service and the service was error-free and correct, respectively, and the level of satisfaction with the lowest average of 3 was the number of staff who provided adequate services to clients the service process is reasonable and fast and the process of receiving the service is easy and simple. It may be because the Phuket Provincial Employment Office has many people who use the service. Which makes the service staff not thorough and not enough for the people who use the service and this resulted in a delay in the service process as well.

B. In the field of service outside office hours, People who used the service had a level of satisfaction with the service of the Phuket Provincial Office. Very level The average in the aforementioned aspects was 3.82, which, in order of satisfaction, showed that having Job Fair activities accessible to service clients. It is something that people give a higher level of satisfaction than service during lunch break. It could be that the Phuket Employment Office has organized Job Fair events in places that the public can access, such as the Job Fair events held at universities. Most of the people using the service have an education level. Or currently studying at the bachelor's degree level.

C. Personality aspects of personnel People who used the service had a level of satisfaction with the service of the Phuket Provincial Office. At the highest level, the average of the above level was 4.27, which, in order of satisfaction, found that the population had the highest level of satisfaction in the top 3, namely, service staff with equality. Equal and fair, not discriminating the staff provide advice and care for the service users. And with enthusiasm, attentive, and willing service This may be because the employment office is a government organization. Therefore, there is strictness in serving the people Which is in line with the value of the recruitment office that STRONG

S = Service Mind: Service mind, focus on serving people of all ages who come to receive services.

T = Team Work: Working together as a team to achieve the goals of the organization.

R = Response: Respond to every mission quickly received.

O = Owner: Have a strong sense of ownership of the organization. And proud to be part of the organization

N = Network: Build a network for internal and external integration.

G = Goal: To aim for the people. [9]

D. Location and facilities People who used the service had a level of satisfaction with the service of the Phuket Provincial Office. Very level the average in the aforementioned aspects was 4.12, which, in order of satisfaction, found that the population had the highest level of satisfaction in the top 3, which was the location of the office with a suitable location. It is convenient and quick to travel, toilets are clean enough and all services are nearby. For convenience and service is completed at one point, probably because the office location is far from downtown. And not many traffic jams There is also a housekeeping staff on duty all the time for convenience. And providing services that are convenient Able to use the service at only one service point. This makes the service simple and difficult so that the people are satisfied.

E. Technology People who used the service had a level of satisfaction with the service of the Phuket Provincial Office. Very level The average of the above level was 4.15, which, in order of satisfaction, found that the public had the highest satisfaction level in 2 items, namely the website of the recruitment office for information and the web page on Facebook that provided information. Which at present technology has advanced Moreover, most people can easily access information via the Internet. And more convenient Thus making the public the highest level of satisfaction in doing such work. Also, the Facebook page of the Phuket Employment Office is always moving.

F. In terms of economy, the people who used the service had a level of satisfaction with the service of the Phuket Provincial Office. Very level the average value of the aforementioned aspect was 4.02, which, in order of satisfaction, found that getting a new job with remuneration meets the needs It is something that people give a higher level of satisfaction than receiving unemployment compensation while looking for a new job. This may be because the Phuket Provincial Employment Office has access to all types of organizations. All forms of work Make people get new jobs as they expected.

G. The result of receiving services People who used the service had a level of satisfaction with the service of the Phuket Provincial Office. Very level the average value of the aforementioned aspects was 4.20, which, in order of satisfaction, found that the population had the highest level of satisfaction. Notifying/responding to service requests and the service is transparent and fair This work involves the staff in the Phuket Provincial Employment Office. This is linked to the

personality of the personnel in which the employment office has focused on the work of the personnel to have the values of service mind.

CORPORATE VALUES	GUIDELINES FOR LEADING TO CORPORATE VALUES
S = SERVICE MIND Have service mind, focus on serving people of all ages who come to receive the service.	Staff serve people equally and fairly and work with enthusiasm, caring, and willingness.
T = TEAM WORK Working together as a team to achieve the goals of the organization.	Staff work systematically It is a step by step process. To suit and success in work.
R = RESPONSE Responds to every mission that is given quickly.	Work with enthusiasm and thoroughness.
O = OWNER Have a consciousness of ownership of the organization. And proud to be part of the organization.	Working with organization in mind Do not spoil the reputation of the organization by working properly and properly.

CORPORATE VALUES	GUIDELINES FOR LEADING TO CORPORATE VALUES
N = NETWORK Build networks for internal and external integration.	Perform tasks or missions with accuracy and suitability according to the procedures to build on a broader network.
G = GOAL For the purpose of the people.	Work by step and processes to achieve the needs of the people who receive services.

VII. SUGGESTION

A. Process There should be a division of staff to be evenly distributed with service visitors. To make the operation convenient and without delays or should recruit officers from the opening of recruiting officers or transfer staff from affiliated agencies, for example, from the nearby Provincial Employment Office to work in the Phuket Employment Office For efficient service and more thorough.

B. In terms of service outside office hours, it was found that the lowest average was the staff working or serving during the lunch break. It may be because the measure for the lunch break service of the Phuket Provincial Employment Office has recently been enforced. Causing the process to be inconsistent as it should be Therefore, appropriate service planning should be planned and will not cause any delay to the recipient.

C. Personality aspects of the personnel were found that the lowest average was that the staff were very welcoming it may be because the number of staff members is not enough Therefore causing the reception to not do well and not thoroughly Therefore, it is wise to recruit employees. Or relocate employees according to recommendation *A.*

D. In terms of location and facilities, it was found that the lowest average was that there was enough parking space for visitors to use. Should allocate more parking space for serving guests.

E. In terms of technology, it was found that the lowest average was having modern service equipment. Should develop a service system to be more modern, such as the service through the website. To create convenience for the user.

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