Satisfaction of Social Security Services of Human Resource Management Division

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Abstract

The research on "Satisfaction of Social Security Services of Human Resource Management Division" has objectives to: 1) find out the level of satisfaction of academic and supporting personnel towards social security services provided by human resource management division, and 2) compare the level of satisfaction in social security services as classified by personal factors. This is a quantitative research. The sample size in the study included 240 people. The questionnaires were used to collect the data. The descriptive statistical data comprised of percentage, mean and standard deviation. The data were then tested by using t-test and F-test. The results prevailed that the overall value of satisfaction was at the high level ($\bar{x}$ = 4.50). The differences in personal factors had no relationship with the level of satisfaction regarding social security services provided by HRM division.

Keywords: Satisfaction, social security services, HRM division

1. Introduction

1.1 Social Security Concepts

Social security refers to the government's project established to protect and look after the income-generated-people in the country with participation in term of making co-payment with the government towards the fund though-out the designated period in order to receive benefits based on the agreement or law. However, the terms are varied in accordance to the environment and situation of each nation.

Social insurance or social security system was initiated in Germany under the administration of Chancellor Bismarck during A.D. 1883-1889. The social security regarding illness was administered by mutual aid fund was introduced in A.D. 1883. For the injury caused by working, it was handled by the employer association in the year 1889. Therefore, there were 3 parts, say, employees, employers, and the government who ran the project. The social security project managed its budget by the collection of contributions as a compulsory system from those with income and each individual, in return, would be entitled to the protection of compensation insurance (The Advance Research Group, 2017).

1.2 The Meaning of Social Security

Social Security Office is an organization that is responsible for an establishment of a collateral on living for employees and insurers by providing a protection towards employees and insurers who are in danger, ill, disable, and/or dead that are not caused by working including the childbirth, child support, old age, and unemployment in accordance with Social Security Act B.E. 2533, the 2nd amended version B.E. 2537 and the 3rd amended version B.E. 2542 together with the Decree on set period upon the collection of contributions in order to provide benefits in case of unemployment B.E. 2546 with the provision of a protection for employees who are in danger, ill, disable, or dead as a result from working for employers based on Workmen's Compensation Act B.E. 2537 (Office of Human Resource Management, 2022).

From the above aforementioned definition, it can be concluded that social security is one of the welfare projects managed by the government in order to help those with regular

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income with a guarantee in living providing that the employees, employers and the government will make a payment towards social security fund. The said amount of money will be used when the members are in trouble, for instance, illness, childbirth, disability, old age, death, and unemployment. The social security therefore is deemed as a distribution of income and mutual assistance in public responsibility (Somsak Saisri and Wijittra Srisorn, 2021).

1.3 The Importance of Service and Service User

Omeni et al. (2014) argued that in the last three decades governments across Europe and North America have placed increased emphasis on service user involvement and its role in the planning and delivery of services. User involvement has been promoted by the World Health Organization and several countries have developed legislation strengthening the influence of service users and giving them greater control over the services they receive.

Gustafsson and co-authors (2015) suggested that service researchers look beyond traditional service applications, take a multi-disciplinary approach to problem-solving and make greater strides towards connecting theory and practice. In this respect, a Model of Rigorous and Relevant Research was proposed, and called for fresh thinking across a wide range of research areas, including enhancing the customer experience, crafting innovation, integrating technology and measuring service outcomes.

Ostrom and associates (2021) proposed that transformative changes in the societal and service context call out for the service discipline to develop a coherent set of priorities for research and practice. According to Ostrom et al., there were key service research priorities that are critical to address during these turbulent times. The first two priorities –technology and the changing nature of work and technology and the customer experience—focus on leveraging technology for service provision and consumption. The next two priorities – resource and capability constraints and customer proactive for well-being –focus on responding to the changing needs of multiple stakeholders.

Customer Satisfaction

Suchanek and Kralova (2015) studied the relationship betweencustomer satisfaction and business performance. It is based on claim that customer satisfaction is formed and influenced by various factors, which in turn affect company performance. From the perspective of the company and its management, it is essential that the business can (directly or indirectly) affect (at least some) factors of customer satisfaction. It is, therefore, vital for the enterprise management to identify the factors of customer satisfaction and, when possible, to influence them so that the performance of the company may increase.

According to Calvert et al. (2019), customer satisfaction is a vital goal for all businesses because it leads to increased sales and customer re-patronage, which ultimately boosts profits. To this end, managing customer experiences across the customer-employee touchpoints plays a critical role, given that most businesses involve some level of direct contact, say, face-to-face or voice-to-voice, between employees, especially those interact with the customers, and customers. Yet, delivering high quality and effective customer service is not a straightforward or easily managed process. Customer-employee interactions have a significant emotional component that often confounds training strategies. While it is understood that positive customer service results in better marketing outcomes, much less is known about the emotional impact on those responsible for delivering that service.

When looking into the organizations that have performed consistently well over the years, such as First Direct, John Lewis, Louis Vuitton, Amazon, M&R, it is clear that there are some fundamentals they get right. That is not to say they all take the same approach, but common themes are getting things right the first time, showing genuine empathy for their customers and making it easy to contact them and in these challenging times seeking to

understand, deliver and reassure. Organizations that listen to their customers learn from them and are better at anticipating their future needs. Given the volatile external environment, this has never been more important. Those closest to the frontline are often best placed to suggest and implement changes (Research World, 2022).

Zygiaris et al. (2022) concluded that empathy, reliability, assurance, responsiveness, and tangibles have a significant positive relationship with customer satisfaction. They also suggested that it is critical for workshop to recognize the service quality factors that contribute to customer satisfaction. In this respect, empathy, assurance, reliability, responsiveness, and tangible contribute to customer satisfaction.

From the above rational, the researcher is deeply interested in the study of "Satisfaction of Social Security Services of Human Resource Management Division" in order to: 1) find out the level of satisfaction of academic and supporting personnel towards social security services provided by human resource management division, and 2) compare the level of satisfaction in social security services as classified by personal factors. It is hoped that the results of the study would improve service quality provided by the human resource division and, as a consequence, enhance satisfaction of those service users.

2. Research Objectives

The research on "Satisfaction of Social Security Services of Human Resource Management Division" has the following objectives:

1) To find out the level of satisfaction of academic and supporting personnel towards social security services provided by human resource management division.

2) To compare the level of satisfaction in social security services as classified by personal factors.

3. Research Methodology

The research on "Satisfaction of Social Security Services of Human Resource Management Division" is a quantitative research study. The population used in the study was 600 personnel working in the university. By using Taro Yamane's formula (1973), the sample size was derived at 240 individuals. In collecting the needed data, the questionnaires were utilized. The descriptive statistical data were percentage, mean, and standard deviation. The data were also analyzed by using t-test and Pearson correlation coefficient.

4. Research Results

The research on "Satisfaction of Social Security Services of Human Resource Management Division" showed the results that: 1) most of the respondents were females at the total of 130 persons (54.17%), aged between 30-44 years old, with a bachelor degree, most of them were married, with an average monthly income of 20,001-30,000 baht, and they lived in Bangkok and vicinity. The overall value of satisfaction towards social security services rendered by human resource management division was at the high level ($\bar{x} = 4.50$). When consider each item separately, it was found that the opening ceremony was at the highest level ($\bar{x} = 4.79$), following by health examination ($\bar{x} = 4.63$), and accommodation and service provision ($\bar{x} = 4.62$), respectively. 2) From the analysis, it was discovered that the different personal factors produced no relationship with the level of satisfaction in social security services provided by the human resource department. For the suggestions, the respondents perceived and understood that the social security services rendered by the human resource division was very useful for the personnel, especially the health and physical check-up project should be organized on a regular basis.

5. Research Discussion

The research on "Satisfaction of Social Security Services of Human Resource Management Division" showed the results that:

1) most of the respondents were females at the total of 130 persons (54.17%), aged between 30-44 years old, with a bachelor degree, most of them were married, with an average monthly income of 20,001-30,000 baht, and they lived in Bangkok and vicinity. The overall value of satisfaction towards social security services rendered by human resource management division was at the high level ($\bar{x} = 4.50$). When consider each item separately, it was found that the opening ceremony was at the highest level ($\bar{x} = 4.79$), following by health examination level ($\bar{x} = 4.63$), and accommodation and service provision level ($\bar{x} = 4.62$), respectively. These findings were in line with the research work undertaken by Kankanit Chuwongapichat and Saowaluck Luksameejarankul (2010) on "Factors Related to the Non-Using Medical Services in Insured Persons" in which it claimed that most of the service users were females and they were married. However, this study found that the overall value of attitude towards medical service quality was at the moderate level. The research entitles "Satisfaction of Lecturers and Support Staff in Curriculum Development Services of the Office of Education Management and Student Affairs, Faculty of Public Health, Mahidol University" by Saithorn Booncharoen (2560) claimed that most of the respondents were females and they were satisfied with the knowledge and capability, the provision of service of service, management system of service providers. The overall value of satisfaction towards the provision of service was at the high level ($\bar{x} = 4.54$). Finally, this study found no relationship between personal factors and the level of satisfaction upon the provision of services.

2) From the analysis, it was discovered that the different personal factors produced no relationship with the level of satisfaction in social security services provided by the human resource department. However, the respondents felt that the social security services rendered by the human resource division was very useful and it should organize the physical check-up project on a regular basis. This conclusion was in congruence with the research called "The Satisfaction of Social Security Service of Hospitals in Bangkok Metropolis and its Peripheries" conducted by Chorpaga Rakyong and Kittipan Kongsawatkiat (2017) in which it proclaimed that personal factors of users have no relationship with the satisfaction of social security services provided by hospitals in Bangkok and its conjugated areas. It was also in the same pattern with research work of Sukhoom Phunnarong and Pimonpun Boonyasana (2018) on "The research on factors affecting service satisfaction of the Social Security Office (SSO) in 2018" that explained about service as an assistance or operation for the benefits of service users in which it must have a practical outline and it is not performed on an arbitrary basis. The general principles of service provision included: 1) to be in response to users' needs, 2) to create satisfaction among users, 3) to provide compressive service, 4) to be suitable with the context, and 5) not to cause any damage to anyone.

6. Conclusion and Suggestion

At present, technology is rapidly paging creating an elevation of Internet into a Blockchain revolution. An analysis of huge data is changed into an artificial intelligence. These phenomena connect the whole world together that lift up towards value exchange, automatic system, and token economy. At the same time, these incidents provide opportunities for various novel business models, better education for people, as well as economic, social, and political awareness. This development is happening at the accelerating speed that produces an impact on every organization whether they are public or private entities in which they must be ready to correspond with these gigantic changes by heading into 4 directions. First, in providing services, there would be an integration of seamless organization where people are the center of operation. Second, in order to develop a new way of providing services, the experiment and

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crowdsourcing services may be used. This method allows ordinary people and other related units to propose and to try service innovation. Third, data driven services refer to the utilization of big data in management. And fourth, democratic innovation and open organization where people can participate in management and operation of the firm, such as a participatory budgeting. The service providers must understand every detail of their work, including process and step in giving services. They must be able to answer the questions concerning their work. These attempts are expected to provide a better service and, as a result, to increase level of satisfaction among the service-users.

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