

Title : Motivation for loyalty of personnel at a private University
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ABSTRACT

This research has the objective To study Motivation for loyalty of personnel at a private university, the level of loyalty to the organization and compare the level of motivation and loyalty to the organization. The sample for this research was 200 personnel at a private university using a questionnaire as a tool to collect data. Statistics used for analysis include percentage, mean, standard deviation, F - test, and multiple paired tests using the comparison method. Comparing the mean difference with the least significant difference (LSD), the results found that Overall work motivation is at a high level, with motivating factors being on average greater than sustaining factors. As for the bonding aspect, be loyal. Overall loyalty to the organization is also high. When testing a hypothesis It was found that the level of motivation to work is different and the loyalty to the organization is different at the statistical significance level of 0.05. Personnel who have high motivation to work on both motivating and sustaining factors will have a higher Engagement is higher than personnel performing medium and low work in every aspect. When considering the F value, it was found that personnel with different work motivations had different commitments to the organization in orders of magnitude. Go to least as follows. Nature of work In terms of interpersonal relationships, salary and compensation Operational stability Progress in work Policy and administration Supervision and technical aspects Responsibility for work Operating environment Aspects of success in work and being accepted.

Keywords: Loyalty to the organization, Educational personnel