

Efficient Work Performance of Employees in Small and Medium Sized Ptt. Gas Station Establishments in The Bangkok Area

Dr.Parkorn Chobhan¹, Dr.Teerasak Sukaboon², Dr.Prakasit Boonyarat³, Anuphan champa⁴

Graduate School, South East Asia University

Abstract: The purpose of this research is to study the level of training within the organization that pays according to competency. Quality of life at work Internal knowledge training Employee participation confidence and highly efficient operations Including the study of a model for highly efficient operations in PTT gas station establishments in the Bangkok area. Conducted quantitative and qualitative research by quantitative research The sample group used in the research was 300 operational level employees. The research tools were questionnaires with a scale of approximately 5 levels. Statistics used in data analysis included 1) descriptive statistics. Consists of mean, standard deviation. and coefficient of variation 2) Inferential statistics are used to analyze structural equation models. and second order factor reduction using factor analysis. As for the qualitative research, interviews will be conducted with 15 entrepreneurs. The results show that compensation according to ability Quality of life at work and internal knowledge training It has a combined influence on high performance operations. It is at a similar level, namely 0.352, 0.381 and 0.332 factors separating confidence. has a higher influence than employee participation Therefore, if a business establishment has management promote training Provide new knowledge to employees Innovation is introduced and technology are used to innovate in designing work characteristics. and compensation that is appropriate to work skills It will promote a higher level of efficient performance.

Keywords: Competence based compensation, Quality of life, In-House knowledge training

1. Introduction

Prosperity came from advances in science. and technology that causes the development and invention of comfortable facilities and plays a role in the basics of living very well. Technology also allows organizations to produce products. and provide various services To better meet human needs and can produce products that result in quality products as well. Entering the digital age has resulted in changes in the business world. This is because technology is a factor that results in innovation in business organizations. Businesses must therefore give importance to developing human capital potential in order to keep up with progress. Human capital potential development means Developing knowledge and the ability to use knowledge and experience from the learning that the organization has allocated to create business for progress and can create a competitive advantage for businesses in the digital age Moreover, the organization must observe the efficient performance of employees.

Objective

The purpose of this article is to synthesize the conceptual framework. These include various factors that affect the High-Performance practice.

Expected benefits

To obtain a conceptual framework for use in increasing the potential of Employee performance. This will affect the efficient work performance of employees in small and medium sized PTT gas station establishments.

Literature review

Mass Customization refers to customizing a product. To meet customers or consumers who are different individually Which affects the administrative structure and production of the business to be flexible enough to operate to get product features in both physical dimensions They are perceived as physical, such as color, product appearance, size, taste, or emotional perception. The feeling of consumption, responsiveness to many different customers or consumers. Therefore, it is difficult to manage as mentioned in the beginning Leading to the issue of applying this strategy Expanding from customized marketing to Mass Customization. The term "Mass" or mass production. It is associated with the term "Customization," a specific action or response (Salvador et al., 2009; McIntosh et al., 2010). "Mass Customization" combines manufacturing-oriented concepts with customer-oriented concepts. By finding the core consumer demand (Core Attribute), the excess demand that is different (Option Attribute) and then managing to meet the needs of different customers for a large amount of income. The importance of product customization can help consumers get the products that meet their needs. And as a result, consumers are loyal to the brand Business customization is part of the demonstration of brand value. Hence, it is a type of marketing strategy used by many businesses where customers can opt for customized services (Lusch, Vargo & O'Brien, 2006, p. 8). Factors affecting the management framework, the competitive advantage in the product customization dimension of the influencer. Participation and customer experience management in the digital age. Many scholars have the opinion that managing a competitive advantage in the product customization dimension of an influencer Participation and customer experience management in the digital age to consider as follows.

Customer engagement Started to study in the year. 1980 by Toffler (1980); Toffler (1983); Gronroos (1990); Gummesson (19991); Davidow & Malone (1992); Pine (1993). From various dimensions that the customer wants per product in response to satisfaction and building ties This way of thinking is the source of contemporary logic in doing business. To manage matters successfully, it requires cooperation from the customer in the production chain (Solveig Wikstrom, 1995, pp.6-19). With direct and indirect business both in terms of revenue and knowledge that is beneficial to the business at a minimal cost

Components of customer engagement the use of customer relationship strategies, both to deliberately see results from consumption, barriers, usage problems Including the importance of improving the product to have a characteristic that responds to consumers Classified as valuable knowledge to lead to sustainable business practice. This is an important function that marketers must contribute to making this happen. The information needed from customers in terms of attitude and behavior are all influencing the adaptation of the entire business process. Can respond effectively Some businesses still implement this strategy. And successful loyalty with customers (Wikstrom and Lundkvist, 1995) such as laundry and another example of good business success. Japanese automobile industry in the early stages, there were rewards for salespeople who did not only make sales. However, customer knowledge of the purchased vehicle can be returned to the company for analysis in response to such demand (Womack et al., 1990).

Customer experience management refers to business ideas that can help a business be a customer-first organization. And deliver outstanding and personalized customer experiences. In today's digital world When customers have multiple channels and touchpoints to access products Providing the first customer experience in every Interaction becomes more important. By covering the physical experience and not physical like Brand awareness. The presence of new discoveries in the product. Emphasizing the brand in a sense Loyalty to a customer's brand (Randall, 2000) requires an element of the 3 aspects of the brand image are the symbolic

image. Image of use and emotional image. By the perception it can be positive or negative. Due to the image of the product being managed by the business owner (Verhoef et al., 2009), having a positive image will benefit the owner of the product. When so Therefore a marketing concept called Customer experience management, which is the process of converting the business strategy of managing the relevant customer experience with the product in order to benefit the business in fostering relationships. To lead product loyalty (Schmitt, 2010, p24), Frow and Payne (2007), a technology expert, explains that businesses must have the ability to understand customer needs by creating products. That was beyond expectations until the customer became the target 'Brand advocacy', Gentile et al. (2007). The importance of managing the customer experience from historical research data on the issue of marketing management, it was found that the topic of customer experience management. A study of 362 companies in the United States (Rajgopal, 2000) was studied, with 80 percent of them convinced they managed to deliver a "Superior experience" experience to their clients. Which influence the persistence of the customer Customer experience from participating in marketing strategies to make products with different attributes to meet customer needs. Until the effect on both physical perception and the emotional state of consumers (Gentile et al., 2007). Cooperation management with customers (Collaborative Management) The definition of managing cooperation with customers. (Collaborative Management) Cooperation management with customers It is developed by taking the concept that is customer oriented (Customer Oriented) by looking to meet the needs of customers up to the internal level (Customer Insight). Collaboration with customers is developed from the perception of the customer needs and the Customer. Coproducer In the past, customer coproducer was considered passive management (Solveig Wikström, 1995, p. 14-15). Suggestions will be developed or designed as suggested by the customer. But nowadays, cooperation management with customers (Collaborative Management) It is the duty of the marketer to support and promote through all forms of communication, including the use of computer technology, so that customers can help them design products that meet their needs. With customers It is therefore something that has been used to solve the problem of customer needs in many organizations. To meet customer satisfaction in products / services by agranoff & McGuire (2003, p. 4) defined as collaborating with customers means "building a relationship between a company that owns a product with a customer, with the aim of obtaining a message that expresses the need to design the product to meet the needs of the customer, which will lead to the need for a product to be designed. A feeling of satisfaction in the product later when it receives the desired updates Taking this point of view in a strategic marketing by Thomson & Perry (2006) defines customer collaboration: Marketing strategies used in response to the main customers or target groups. The importance of managing a partnership with clients is to balance the investment of the business and the needs of the customer. The importance of management factors in cooperation with customers Studying the importance of customer collaboration, Schierholz, Kolbe & Brenner (2007) scholars have discussed the importance of customer collaboration: Balancing corporate investments and customer needs There is something important.

Competitive advantages, meaning strategies to create competitive advantages. In ways that result in the best product quality to provide services to consumers at a lower cost than competitors. There is a better suitable location. Or any other that can be compared to competitors There must be a difference in three areas: a lowcost leadership strategy, a differentiation strategy. (Differentiation strategy) and market focus strategy. Or only part (Focus or niche strategy) and marketing strategy or only part (Focus or niche strategy), Dunn, Norburn & Burley (1994, p.131-141) define a competitive advantage. Abilities resulting from obtaining valuable resources with such a high performance innovation ability. There is a special identity that is different from others. Cannot be imitated. It is a business strategy based on a competitive advantage. When does the business have a competitive advantage? Will be able to compete with competitors and retain customers. There are many ways to gain a competitive advantage, such as creating the highest quality products and services. In providing excellent customer service Achieving lower costs than competitors Providing a more suitable location. It's better to design branded products and services here. For the value Finances paid by the buyer Success in creating a competitive advantage. The organization must strive to provide the best for the customer. From the customer's point of view or consumers see it as something that is worthwhile and is willing to pay Whether in terms of product quality Cheaper price (John Collins, 2003, p. 102)

The conceptual framework gained from the study

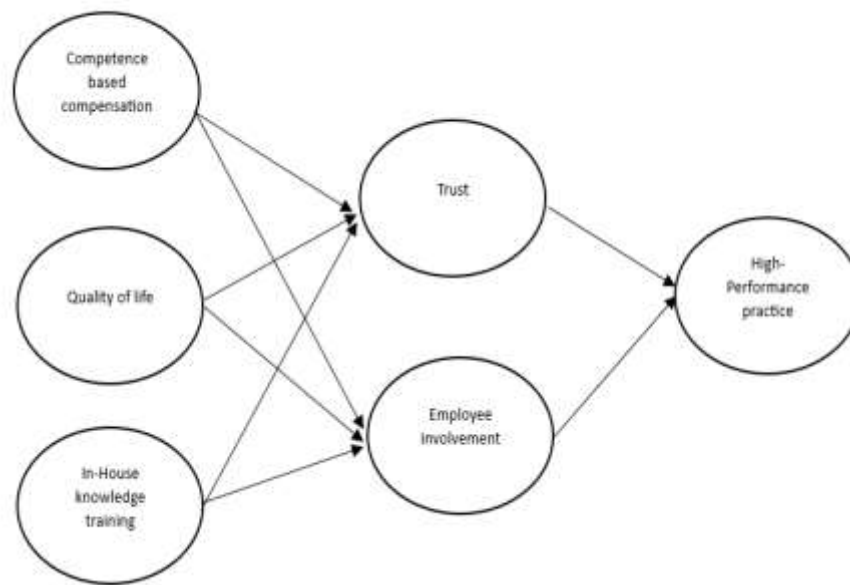


Figure 1 Conceptual framework for effective work performance of employees in small and medium sized PTT companies. Gas station establishments in Bangkok

Source: from literature review Related theories and synthetic as a conceptual framework

Sum up

Important concepts for employees at PTT gas station establishments to have a certain size and scale in Bangkok include compensation based on ability, quality of life, and internal knowledge training. that emphasizes highly effective practices Another key area of focus for marketers is competitive advantage in the digital age. This is especially true if the product cannot be identified. making the products not much different Branding It can make a difference in consumer perception because there are many competitors and it has production technology capabilities. Resulting in product characteristics Physics can be similar or the same. (Epstein, 2007; Varian, 2006) Therefore, it is difficult to physically differentiate the products. The fact that the product can be easily copied This causes problems in creating uniqueness and intangible differences. Therefore, the next developed approach is to create Emotional uniqueness of the product for customers, such as Perceived Value, Brand Awareness and Brand Recognition (Fader & Hardie, 2007; Epstein & Yuthas), 2007) for customers/consumers to keep these things which becomes buying behavior for that brand

2. Reference

1. Cohen, M., Agrawal, N., and Agrawal, V. (2006). Achieving Breakthrough Service Delivery through Dynamic Asset Deployment Strategies. *Interfaces*, 36(3), pp. 259-271.
2. Dennis M. J. & Kambil A. (2003). Service Management: Building Profits after the Sale. *Supply Chain Management Review*, (1), 42-49.
3. Epstein M. J., & Yuthas K. (2007). Managing customer value. In *Management Accounting Guideline*. The Society of Management Accountants of Canada, The American Institute of Certified Public Accountants and The Chartered Institute of Management Accountants: Mississauga, ON.
4. Fader P & Hardie, B. (2007). How to project customer retention? *Journal of Interactive Marketing*, 21(1), pp.76–90.
5. Gentile, C., Spiller, N. & Noci, G. (2007). How to Sustain the Customer Experience: An Overview of Experience components that Co-create Value with the Customer? *European Management Journal*, [e- Journal] 25(5), 395-410.

6. Lusch, R. P., Vargo, S. L., & O'Brien, M. (2006). Competing through service: Insights from service-dominant logic. *Journal of Retailing*, 83(1), pp. 5-18.
7. Perrey, Jesko & Spillecke, Dennis. (2013). *Retail Marketing and Branding: A Definite guide to Maximizing ROI*. 399 pages.
8. Rajgopal, S., Venkatachalam, M. & Kotha, S. (2000). Does the Quality of Online Customer Experience Create a Sustainable Competitive Advantage for E-commerce Firms? Retrieved 24 January,2019 from <http://dx.doi.org/10.2139/ssrn.242774>
9. Randall, Geoffrey. (2000). *English, Book, Illustrated edition: Branding: a practical guide to Planning your strategy*. 2nd Edition. Published London: kogan Page.
10. Perrey, Jesko & Spillecke, Dennis. (2013). *Retail Marketing and Branding: A Definite guide to Maximizing ROI*. 399 pages.
11. Salvador, F., de Holan, P. M., & Piller, F. (2009). Cracking the code of mass customization. *MIT Sloan Management Review*, 50(3), pp.71–78.
12. Solveig Wikstrom. (1995). the customer as co-producer. *European Journal of Marketing*, 30(4), 6-19. <https://doi.org/10.1108/03090569610118803>
13. Verhoef, P.C., Lemon, K.N., Parasuraman, A., Roggeveen, A., Tsiros, M. & Schlesinger, L.A. (2009). Customer Experience Creation: Determinants, Dynamics, and Management Strategies. *Journal of Retailing*, 85(1), 31-41.
14. Wikstrom, S. & Lundkvist, A. (1995). *The Role of Information Technology in Interactive Business Development*, Book manuscript in Swedish.
15. Womack, J.P., Jones, D.T. & Roos, D.(1990). *The Machine that Changed the World*, Macmillan, New York, NY.

INFO

Corresponding Author: **Dr.Parkorn Chobhan**, Graduate School, South East Asia University.

How to cite/reference this article: **Dr.Parkorn Chobhan, Dr.Teerasak Sukaboon, Dr.Prakasit Boonyarat, Anuphan champa**, Efficient Work Performance of Employees in Small and Medium Sized Ptt. Gas Station Establishments in The Bangkok Area, *Asian. Jour. Social. Scie. Mgmt. Tech.* 2025; 7(1): 87-91.