

Independent Study Title Guidelines for Improving the Quality of Life Affecting the Competency of Mae Sai Provincial Electricity Authority Personnel in Chiang Rai

Author Thunyamon Silapasomboon

Degree Master of Business Administration (Business Administration)

Advisor Acting Sub Lt. Patipat Tunming, Ph. D.

ABSTRACT

The objectives of this research were to study personal factors and quality of life factors affecting the work competency of personnel at the Provincial Electricity Authority in Mae Sai District, Chiang Rai Province, and to develop Guidelines for Improving the Quality of Life Affecting the Competency of Mae Sai Provincial Electricity Authority Personnel in Chiang Rai. The population and sample group used in this study comprised 110 personnel working at the Provincial Electricity Authority in Mae Sai District, Chiang Rai Province, selected through purposive sampling. The research instrument was a questionnaire. The data were analyzed using descriptive statistics including mean, standard deviation, frequency, and percentage, and inferential statistics including One-way ANOVA and Multiple Regression Analysis to compare personal factors and quality of life factors that promote work competency at Provincial Electricity Authority in Mae Sai District, Chiang Rai Province.

The results showed that among personal factors and quality of life factors affecting the work competency of personnel at Provincial Electricity Authority in Mae Sai District, Chiang Rai Province, three personal factors significantly affected work competency at the 0.05 level: job position, work experience, and residence. Additionally, two quality-of-life factors significantly affected work competency at the 0.05 level: work-life balance and social contribution. Guidelines for Improving the Quality of Life Affecting the Competency of Mae Sai Provincial Electricity Authority Personnel in Chiang Rai suggested that there should be increased awareness of the

importance of work-life balance, participation in social activities, and building relationships within the organization for sustainable personnel competency.

Keywords: Personal Factors, Quality of Life, Competency, Provincial Electricity Authority

