

ORGANIZED BY:



BOOK OF CONFERENCE PROCEEDINGS

International Conference and Global Forum

**MULTIDISCIPLINARY
RESEARCH FOR
SUSTAINABILITY**

9-10
NOV

Official Partner: Lintas Cakra Pusaka (Scholarvein)



**International Conference and
Global Forum on
Multidisciplinary Research for
Sustainability
(MRS 2017)**

November 9-10, 2017

Seoul, South Korea



**Proceeding Book
of
International Conference and Global Forum on
Multidisciplinary Research for Sustainability
(MRS - 2017)**

*“Enhancing innovation and value creation sustainability
through academic research”*

ISBN:

978-602-50035-2-3

Chief of Editor:

Dr. Hendrati Dwi Mulyaningsih

Cover and layout:

Gina Noviana Yuniar

Publisher:

PT. Lintas Cakra Pusaka

Office Address:

Jl. Kancra No. 11, Bandung 40262, Indonesia

Contact: (+62) 8112331733

Email: mrs@scholarvein.com

First publication, November 2017

Copyright © 2017 by PT. Lintas Cakra Pusaka.

All rights reserved. No part of this publication maybe reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without permission in writing from the publisher.

CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the International Conference and Global Forum on Multidisciplinary Research for Sustainability (MRS) hosted by Research Synergy Foundation and PT. Lintas Cakra Pusaka as official partner held on November 9 – 10, 2017 at Hi Seoul Youth Hostel, Seoul, South Korea.

The theme of MRS Conference is enhancing innovation and value creation sustainability through academic research. MRS 2017 International Conference shows up as a cutting-edge multidisciplinary platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to Seoul and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Ismi Rajjani
Conference Chair of MRS 2017

TABLE OF CONTENTS

ORGANIZING COMMITTEE	V
SCIENTIFIC AND REVIEW COMMITTEE.....	VI
KEYNOTE SPEAKERS	VII
CONFERENCE PROGRAM	VIII
A: BUSINESS AND MANAGEMENT RESEARCH	1
B: ECONOMICS & FINANCE RESEARCH	140
C: SOCIAL & HUMANITIES RESEARCH.....	178
D: ISLAMIC STUDIES RESEARCH.....	247
E: ABSTRACT BUSINESS & MANAGEMENT RESEARCH	257
F: ABSTRACT SOCIAL SCIENCE & HUMANITIES RESEARCH.....	263
G: ABSTRACT TOURISM & HOSPITALITY RESEARCH.....	265
H: ABSTRACT EDUCATION & LITERATURE RESEARCH.....	267
I: FUTURE EVENT	270

ORGANIZING COMMITTEE

Conference Chair

Dr. Ismi Rajiani

Conference Coordinator

Desintha Asriani, MA

Conference Support

Gina Noviana Yuniar

Information and Technology Support by Scholarvein Team

SCIENTIFIC REVIEW COMMITTEE

Dr. Hendrati Dwi Mulyaningsih- Chief of Scientific Review Committee

Prof. Umi Narimawati - Universitas Komputer Indonesia, Indonesia

Assoc. Prof. Ahmad Rozelan Yunus - Universiti Teknikal Malaysia Melaka, Malaysia

Dr. Rosmeriany Nahana Suomela - Swedish School of Economics, Sweden,

Dr. Yusuke Suzumura - Hosei University, Japan

Andri Putra Kesmawan, M. IP - Universitas Gadjah Mada, Indonesia

Dr. Mardiani Tanjung - Padjadjaran University, Indonesia

Ani Wahyu Rachmawati, MSM – Research Synergy Foundation

Santi Rahmawati, MSM – Research Synergy Foundation

Febrialdy Hendratawan, MSM – Research Synergy Foundation

KEYNOTE SPEAKER



Arief budiman, Ph.D. is a researcher and lecture at Lambung Mangkurat University. He serves as Chief of International Service Department at his campus. Arief received Bachelor's degree from Lambung Mangkurat University and Master and his Ph.D. from University of Newcastle Australia under supervision of Professor Aron O'Cass.

His research focus are marketing Management, Consumer Behavior, International Marketing, and Consumer Behavior. He had involved in various research both national and international project. His recent research activities entitled "Service Quality in PDAM" was sponsored by Local Water Supply Utility (PDAM). He was winner of Research Higher Degree Excellence Award for the Best Dissertation from Faculty of Business and Law University of Newcastle Australia in 2008.

Track: Business and Management

Quality of Life in Working and Attachment of Lecturers under University Affiliation

Boonyada Pahasing¹, Cholpassorn Sitthiwarongchai²

^{1,2}Suan Sunandha Rajabhat University

¹boonyada.pa@ssru.ac.th

Abstract

The objective of this research work is to study the relationship between the quality of life in working and the attachment of lecturers under Suan Sunandha Rajabhat University affiliation. The sample group included 155 lecturers under Suan Sunandha Rajabhat University affiliation. The research tools were questionnaires, and data were analyzed with percentage, mean, standard deviation and Pearson correlation, along with description. The findings revealed that the quality of life in working of the lecturers was in a high level in overall ($x = 3.72$). To be specific, fair and sufficient compensation was in the highest level, followed by pride in the profession and organization. The high aspects of quality of life of the lecturers were balance between work and family, safety and health, stability and professional advancement and opportunities to improve abilities. In terms of attachment of the lecturers to the organization, all of the 3 aspects were in high levels ($x = 3.66$), ranging from emotional attachment, which was the highest, followed by attachment to social norms and attachment to continuation. In terms of relationship between the quality of life in working and the attachment to the organization, it was found that fair and sufficient compensation, safety and health, opportunities to improve abilities, stability and professional advancement were related to emotional attachment, attachment to continuation and social norm, while balance between work and family was related to attachment to continuation and social norms.

Keywords: Quality of Life, Attachment, University Affiliation

I. Introduction

The 21st century is not about personnel management, but it is about people management (Drucker, 1999 cited in Danaï Tienput, 2008:49). In the everyday society, it can be seen that communication and data transmission are convenient and quick, resulting in high competition for both public and private organizations. Therefore, it is important for organizations to prepare

for this change which “people” will be the important fundamentals that lead organizations to success.

People are crucial and valuable for existence and dissolution of organizations. There have been continuous studies on people from the past to the present, and people are the topic of interest in all ages and times. It can be seen from executive directors’ collective point of views that people are the most valuable assets (Danai Tienput, 2008:49). With this reason, every organization seeks for personnel with knowledge and ability to work in their organizations. However, organizations face the problem where some personnel cannot fulfill the expectations of the organizations or have under standard performance. However, the causes may concern the fact that organizations provide personnel unfit for the duty or the fact that the personnel do not dedicate their knowledge and ability to work with their full potential, which may be a result from the fact that the organizations lack motivation for the personnel to dedicate themselves in working.

Universities are the sources of education which can guide the society to the correct direction. Nowadays, countries around the world, including Thailand, are preparing for the new economic society and knowledge-based society by improving their potential for the competition in economy, politics, society, science, technology and education. Hence, it is necessary for Suan Sunandha Rajabhat University to quickly develop and adjust the instruction to prepare for this rapid change. The important start is to adjust the administration to be good and to use proactive strategies to administer the education to be of quality in order to meet the society’s needs and be able to compete with universities in the country and abroad (Sunandha Rajabhat University, 2014). Sunandha Rajabhat University has 6 faculties and 6 colleges which are (1) College of Nursing and Health (2) International College (3) College of Innovation and Management (4) Suan Sunandha International School of Arts (SISA) (5) College of Allied Health Sciences (6) College of Logistics and Supply Chain. These 6 colleges have separate administrations and affiliations which can administer work and manage instruction more efficiently and various than faculties.

The personnel of Sunandha Rajabhat University are categorized into 2 types: academic personnel and academic support personnel. It is apparent that the academic personnel are the important force that leads the organization to the goals. However, the performance of the personnel is crucial in driving the organization to meet the objectives which is determined by the success of work. This success may be a result of quality of work life since quality of work life of each personnel creates motivation in working. Motivation creates satisfaction in working. If the personnel are appropriately motivated, they will have good motivation in working and work with their full potential and willingness (Thongchai Santiwong and Chaiyod Santiwong, 2005: 20).

Nonetheless, the fact that the organization under affiliation has limitations in terms of personnel recruitment which cannot be permanent may result in instability in working. Therefore, the researcher would like to study about the quality of life and commitment of the lecturers under 6 university affiliations in order to provide a guideline for development of quality of life

II. Literature Review

Quality of work life is the prevalent concept in industrial countries that use English language as the official language. However, at the meantime, other countries have a concept concerning the quality of work life such a “humanization of work”, which has the similar meaning to the term “quality of work life” or “quality of working life”. Quality of work life depends on stability of work, work disciplines and personnel’s economic conditions (Puwana Noiwong, 1998: 9-13).

Huse and Cummings (1985: 198-199) defined the meaning of “quality of work life” as the concordance between individual desires and satisfaction of work and the effectiveness of organizations; in other words, quality of work life is effectiveness of organizations due to well-being of personnel as a result of perceived work experience that makes the personnel satisfied with their work.

Factors relevant to quality of work life contain 8 characteristics as follows: 1) fair and sufficient compensation, 2) safety and health, 3) opportunities to improve ability, 4) stability and professional advancement, 5) sense of belonging and cooperation, 6) characteristics of administration, 7) balance between work and family and 8) pride in the profession and organization (Huse and Cummings, 1985). Good quality of work life will affect performance in several aspects such as good feeling toward oneself and good feeling toward work.

In terms of organizational commitment, scholars have studied and defined it in different views; however, it is based on the same foundation which refers to individual expression toward engagement and certain behaviors as a result of what they have invested their time and energy into (side bet). This commitment is used to analyze individual behaviors in organizations in order to know the personality of people and groups of people.

Allen and Meyer (1990: 1-18) stated that the characteristics of organizational commitment were classified into 3 characteristics as follows.

1. Affective commitment: the commitment formed by feelings. It is the commitment and sense of belonging which result in dedication and devotion for organizations.
2. Continuance commitment: the commitment formed by individual thoughts based on the capital that a person provides to an organization. It

- involves choices of and compensation that a person will receive from an organization that determines if one should continue working or relocate.
3. Normative commitment: the commitment formed by values, cultures or social norms. It is the commitment formed to fulfil a person's needs toward an organization, which is expressed through loyalty toward an organization.

Chutikan Anukanchana (2005: 97) stated that commitment was related to effectiveness of organization because:

1. Personnel with the true commitment toward organizations' goals and values were likely to participate in organizations' activities in a high level (according to Mach & Simon's opinions in 1958).
2. Personnel with high commitment were likely to have a strong desire to continue working with organizations in order to achieve their goals that they respect (Koch & Steers, 1997: Porter, Steers, Mowday and Boulin, 1974).
3. With the commitment toward organizations and admiration toward organizations' goals, people will have strong commitment toward their work because they see their work is a way to benefit organizations in order to achieve the goals.

III. Objectives and Research Methodology

This research aims to study the relationship between quality of work life and commitment of the lecturers under Suan Sunandha Rajabhat University affiliation. The methodology is as follows.

The population and sample group included 260 lecturers under Suan Sunandha Rajabhat University affiliation, and the samples were determined by the approach of Krejcie and Morgan (1970), which resulted in 155 samples in order to obtain an appropriate size of sample group representing the entire population. Therefore, there was a quota for the proportion of the lecturers from the following bodies: 30 samples from College of Nursing and Health, 22 samples from International College, 27 samples from College of Innovation and Management, 4 samples from Suan Sunandha International School of Arts (SISA), 24 samples from College of Health Sciences and 33 samples from College of Logistics and Supply Chain.

The research tool was the open-ended questionnaire consisting of 4 parts: 1) general information which was a check list with single answer, 2) questions about quality of work life, 3) questions about commitment to the organization and 4) questions about the relationship between quality of work life and commitment to the organization. The questionnaire used Likert Scale as a measurer (Prasobchai Pasunon, 2012: 213) consisting of 5 degrees from 1 equivalent to Strongly Disagree to 5 equivalent to Strongly Agree.

Content validity was applied to validate the research tool, along with the index of item – objective congruence. It was found that the validity index of the questions were between 0.50 - 1.00, indicating that the questions were relevant to the research objectives. In addition, reliability was measured by Cronbach’s Alpha Coefficient. It was found that the coefficient of the questions in each aspect was between 0.76 – 0.90, which was more than 0.70 indicating high reliability level (Prasobchai Pasunon, 2012: 239)

Data Analysis: descriptive statistics were used in this research work which consisted of percentage, mean, standard deviation, Pearson correlation and description.

IV. Results

Section 1: In terms of general information, it was found that most of the samples were female, which were 119 persons (76.77%) aged during 31 – 40 years, which were 76 persons (49.03%). In terms of education, 102 of them (65.81%) had a master degree, and 62 of them (40%) earned 30001-40000 baht per month. In terms of marital status, 77 of them (49.68%) were single, and 86 of them (55.48%) were temporary employees. In addition, 76 of them (50.97%) had worked for 3-5 years.

Section 2: In terms of quality of work life, it was found that:

Factors for Quality of Work Life	\bar{x}	S.D.	Significance
Fair and sufficient compensation	3.37	0.79	Moderate
1. The compensation is sufficient for the expenses.	3.28	0.84	Moderate
2. The compensation is appropriate to the workload.	3.49	0.75	High
3. The compensation is appropriate to the knowledge and ability.	3.22	0.73	Moderate
4. The compensation is fair compared to the colleagues’.	3.47	0.84	High
Safety and health	3.55	0.72	High
5. The office supplies are suitable for work.	3.49	0.64	High
6. The workplace has enough life and good ventilation.	3.66	0.72	High
7. There are facilities at the workplace that facilitate the work with safety.	3.71	0.65	High
8. There are sufficient facilities such as restrooms, parking space, etc.	3.46	0.86	High
Opportunity to improve ability	3.25	0.78	Moderate
9. There is an opportunity for knowledge improvement such as training, field trip, etc.	3.35	0.73	Moderate
10. The knowledge and ability are optimized in working.	3.37	0.74	Moderate
11. There are compliments and rewards for work.	3.04	0.89	Moderate
Stability and professional advancement	3.55	0.78	High
12. You are certain that you have the ability to perform the assigned tasks.	4.03	0.73	High
13. There is an opportunity to be promoted.	3.05	0.74	Moderate

14. There is justice and fairness in the work.	3.54	0.82	High
15. There is support for professional advancement.	3.57	0.83	High
Sense of belonging and cooperation	3.98	0.77	High
16. You receive assistance from your colleagues.	4.07	0.76	High
17. There are activities to strengthen the good relationship.	3.95	0.82	High
18. The heads and colleagues exchange knowledge.	3.87	0.69	High
Administrative characteristics	3.38	0.70	Moderate
19. If you are complained, you will be judged based on a justice basis.	3.35	0.66	Moderate
20. The organization has clear operational plans and processes.	3.25	0.79	Moderate
21. You have freedom of expression.	3.58	0.67	High
Balance between work and well-being	3.75	0.65	High
22. The working hours are suitable for the workload.	3.73	0.62	High
23. You have enough time to rest	3.79	0.69	High
Pride in the profession and organization	4.23	0.74	High
24. You are proud of your occupation and organization.	4.24	0.66	Highest
25. If someone says bad things about the organization, you will clarify it to them.	3.97	0.73	High
26. You are not ashamed to tell people that you work for this organization.	4.12	0.79	High
Total	3.72	0.74	High

Part 3: In terms of commitment to the organization, it was found that:

Commitment Factors	\bar{x}	S.D.	Significance
Affective Commitment	3.83	0.71	High
1. You are very happy to work with this organization.	3.40	0.73	Moderate
2. You will be dedicated to your responsibilities at your full capacity.	4.13	0.65	High
3. You think that what you are doing is part that will make the organization reach its goals.	3.93	0.74	High
4. You have made the right decision working for this company.	3.72	0.77	High
5. You are doing what you love doing.	3.92	0.68	High
Continuance Commitment	3.28	0.78	Moderate
6. The work is of variety and you have fun and do not want to quit.	3.33	0.71	Moderate
7. This organization provides appropriate benefits and security.	3.24	0.83	Moderate
Normative Commitment	3.73	0.66	High
8. You have friends who do not want to resign from this organization.	3.65	0.61	High
9. You are willing to work on holidays if requested by the organization.	6.65	0.72	High
10. Maintaining the organization's reputation is what you should do.	4.08	0.65	High
11. You think that loyalty is an important thing that makes you stay in this organization.	3.82	0.72	High

12. You always participate in the organization's activities.	3.43	0.62	High
Total	3.66	0.72	High

Part 4: In terms of relationship between quality of work life and commitment to the organization, it was found that:

Quality of Work Life	Norm		
	Affective	Continuance	Normative
Fair and sufficient compensation	.15*	.35**	.32**
Safety and health	.15*	.42**	0.22**
Opportunity to improve ability	0.37**	.41**	.21**
Stability and professional advancement	.32**	.44**	.15**
Sense of belonging and cooperation	.29**	.50**	0.22**
Administrative characteristics	.05*	.35**	.07
Balance of work and well-being	-.04	.24**	.19**
Pride in the profession and organization	.22**	.32**	.34**
Total	.28**	.54**	.30**

Suggestions

Suggestions from this research

1. In terms of administrative characteristics, the organization should have clear operational plans and processes, assign tasks according to the personnel's field and promote team work.
2. In terms of fair and sufficient compensation, the organization should provide other factors such as accommodation benefits, health benefits, family benefits, and government allowances apart from the monthly salary, which cannot be changed or determined by the organization.
3. In terms of opportunity to improve the ability, the organization should encourage the personnel to participate in trainings, seminars and field trips.

Suggestions for further research

1. As for the relationship of the commitment to the organization in this research, the personnel have the relationship with the organization in the high level in 2 aspects which are emotion and social norms, and 1 aspect is in the medium level which is continuance. There should be qualitative research work to obtain facts from all aspects with more validity.

2. The study on quality of work life and commitment to the organization with other factors such as leadership, administration, effectiveness of the organization, personnel's resignation, etc., in order to generate new knowledge which will be useful for organizational development.

Acknowledgment

The authors would like to thank the Research and Development Institute, College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand for financial support.

REFERENCES

- Allen, N.J., & Meyer, J.P. (1990). The measurement and antecedents of affective, continuance and normative commitment to the organization. *Journal of Occupational Psychology*.
- Anukarnjana, C. (2005). Factors Affecting Quality of Life and Relationship with Pranakorn Business Administration School. *Pranakorn Business Administration Research*.
- Huse, E. & Thomas C. (1985). *Organization and Development and Change*. (3rd ed.) . New York: West Publishing Company.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining Sample Size for Research Activities Educational and Psychological Measurement. 30, 607-610.
- Noiwong, P. (1998). *Quality of Work Life of Operational Staff in Electronics Industrial Factory: A Case Study of Minebea Thai Co., Ltd.* Thesis of Master of Science, Kasetsart University
- Santiwong, T., & Santiwong, C. (2005). *Human Behaviors in Organizations*. 7th Publication (edited version). Bangkok: Prachumchang Co., Ltd.
- Suan Sunandha Rajabhat University. (5th September 2014). *Vision, Goal, Strategic Plan and Strategy for Development of Suan Sunandha Rajabhat University*. <http://ssru.ac.th/index.php/th/about-us/concept.html>.
- Tienput, D. (2008). *Human Management in the Next Decade*. Bangkok: Expernet.

FUTURE EVENTS

January 8-9, 2018

Korea International Conference on Emerging Trends in Business, Economic
and Social Science Studies (KIBES)

<http://www.kibes.researchsynergy.org/>

January 18-19, 2018

Singapore International Conference on Management, Business, Economic,
and Social Science (SIMBES)

<http://www.simbes.researchsynergy.org/>

January 22-23, 2018

Hong Kong International Conference on Business, Social Science and
Management Studies for Sustainable Innovation (HIBSSI)

<http://www.hibssi.researchsynergy.org/>

January 29-30, 2018

Japan International Conference on Business, Management Studies and
Social Science (JIBUMS)

<http://www.jibums.researchsynergy.org/>

February 15-16, 2018

Singapore International Conference on Marketing, Management Science
and Business Theory and Practice (SIMBUT)

<http://www.simbut.researchsynergy.org/>

February 5-6, 2018

Korea International Conference on Business, Management and Social
Science: Theory, Current Issues and Research (KIMTIR)

<http://www.kimtir.researchsynergy.org/>

February 19-20, 2018

Hongkong International Conference on International Business, Economic
Studies and Humanities (HIBESH)

<http://www.hibesh.researchsynergy.org/>

February 26-27, 2018

Japan International Conference on Global Business Practice and Theory,
Management Studies and Social Science (JIGMES)

<http://www.jigmes.researchsynergy.org/>

