



CHAPTER I

INTRODUCTION

1.1 Background and Rationale

Morale is one of the important factors for the management of both private and public sectors. To accomplish organizational objectives or missions, employees or workers must be well motivated. Morale of the employees is very crucial. Executives and all concerned parties at all levels should be aware of and pay extra attention to it. Because if employees possess a high level of morale at work, it shows that they have positive attitudes and feelings towards their organization, supervisors and colleagues and they would like to work and collaborate with them. Thus, it results in the beginning of efficient long-termed collaborative efforts. On the other hand, if employees experience their low morale, it can be implied that they may feel discouraged, suspicious and do not trust other people in the organization. Taking leave or absenteeism and abandonment of work will occur as a result and the objectives or missions of the organization will not be achieved. Therefore, it is vital to learn about the level of work morale of personnel. Organizations should take this issue into serious considerations so as to support and motivate their staff members to have positive work morale which will ultimately lead to good work performance. Managers or responsible staff in the organizations should encourage their staff members to feel challenged and motivated with high level at all times.

Staff member of health centers are public health personnel working in the local setting whose responsibilities are to take care of both physical and mental health of patients in the area. Therefore, it is extremely essential that they are very well motivated and fully ready to provide their good health services. The researcher has been working as a district public health officer whose obligations are to support and facilitate the work of health centers. Consequently, he would like to explore the level of work morale of health center staff. This study results will be shared and presented to senior management level for their corresponding planning and policy development. The purpose is to encourage health center personnel to become well motivated which will ultimately contribute to high quality health services to the patients.

1.2 Objectives

1. To learn about the level of work morale of public health personnel of health centers in Krabi province.
2. To learn about the relationship between work morale and personal factors of public health personnel of health centers in Krabi province.
3. To learn about the differences of work morale among public health personnel of health centers in Krabi province among different personal factors.

1.3 Research Questions

1. What is the level of work morale of public health personnel of health centers in Krabi province?
2. Are personal factors significantly related to work morale of public health personnel of health centers in Krabi province and if so, how are they related?

3. Is there any difference in terms of work morale of public health personnel of health centers with different personal factors?

1.4 Conceptual Framework

In this study, the researcher has developed the following conceptual framework.

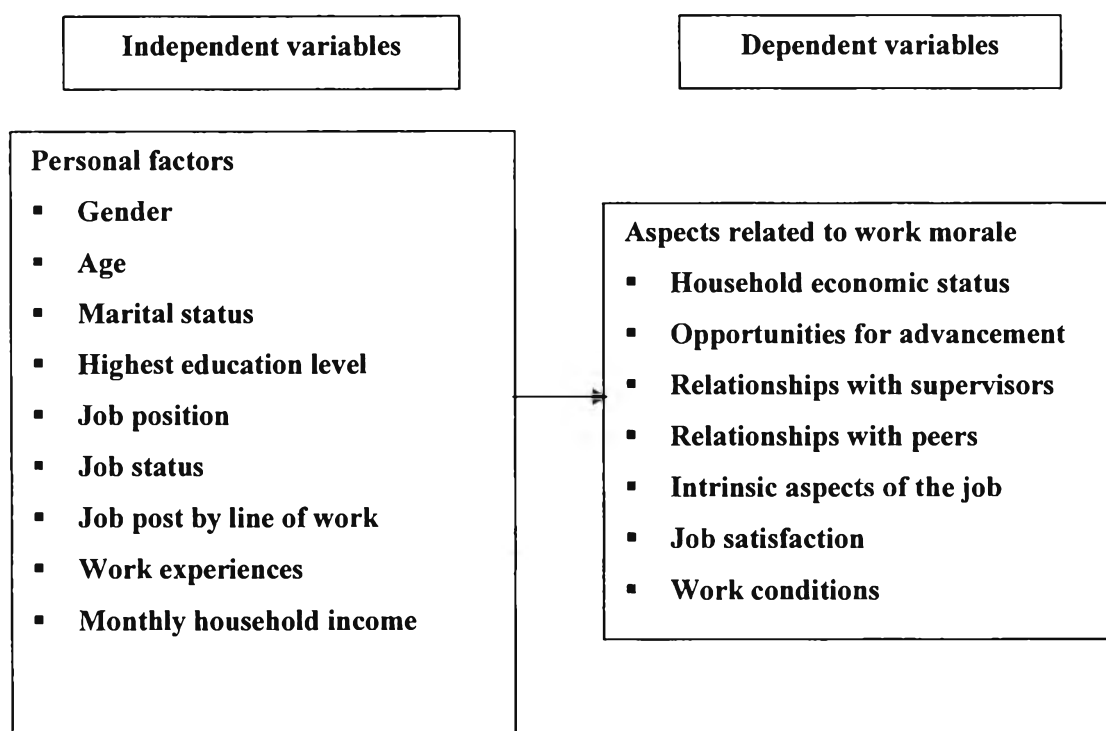


Figure 1: Conceptual Framework

1.5 Definition

Morale refers to the mental state or feeling of health personnel towards work in the health center and it can be measured by using questionnaires.

Health center personnel refer to government officers or employees working in the following job positions at the health center for at least 6 months; public health

administrator, public health technical officer, registered nurse, community health officer and community dental health officer.

Personal factors refer to individual characteristics of health center personnel; namely, sex, age, marital status, highest education level, job position, job status, job post by line of work, work experiences and monthly household income.

Factors related to work morale consist of

Household economic status refers to the amount of monthly salary which is appropriate for the job and sufficient to cover up fixed costs of the family; such as, house rental fees/ mortgage payments, food, utilities, medical expenses and miscellaneous costs. So that there is no need to seek any extra job to earn some more money. In addition, the salary must be competitive if compared with those given by other organizations with similar responsibilities.

Opportunities for advancement refer to occasions in furthering higher education, attending a training course or seminar, getting a job promotion and being considered for the performance appraisal with fairness.

Relationships with supervisors refer to friendships with supervisors, trust, assistance or guidance given by supervisors, when in trouble, in both professional and personal matters.

Relationships with peers refer to assistance, guidance or advice, friendships, sincerity, acceptance and respect from colleagues.

Intrinsic aspects of the job refers to knowledge and capacities which are relevant to and appropriate for assigned tasks and the knowledge and capacities can be maximized utilized so as to reflect an individual work performance and proactive participation by giving opinions or recommendations in relation to work.

Job satisfaction refers to a pleasurable - emotional state resulting from work on assigned projects; an affective reaction to one's favorite or familiar tasks, as well as a positive attitude towards one's current job.

Work conditions refer to working conditions including surrounding, cleanliness, tidiness, office infrastructure, and facilities as well as equipment provided in a sufficient manner to facilitate one's work performance.

1.6 Contributions

1. Results of this study may reveal the level of work morale and reflect relationships between several factors related to work morale of public health personnel of health centers in Krabi province. Consequently, they can be utilized as recommendations for the senior management.

2. Results of this study can also be used as a guidance for the management and relevant parties in planning, policy and strategy development, for the promotion of positive work morale and for the setting of directions in human resource development for personnel of health centers in Krabi province.