

Human Resource Management Optimization A case study Amata City Chonburi Industrial Estate.

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Abstract: The researcher aims to study the relationship between human resource management and operational efficiency in Amata City Chonburi Industrial Estate. Compare the performance efficiency in Amata City Chonburi Industrial Estate classified by personal factors. and study human resource management factors that affect the performance of employees in Amata City Chonburi Industrial Estate. The results were discovered in this study. The variable that was selected for the equations were training and human resource development, and performance appraisal. There was a multiple correlation coefficient (Multiple R) equal to 0.738a, 0.831b. The coefficient of determination (R Square) is 0.544, 0.690. Adjusted working coefficient (Adjusted R Square) 0.528, 0.667 Standard error in the system (Standard Error) 28.826, 24.209. The correlation test between human resource management has 6 important components (Y1) of the organization in Amata City Chonburi Industrial Estate and the operational efficiency of employees in Amata City Chonburi Industrial Estate. Human resource development (X2) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$), and performance appraisal (X6) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$), can be written as a regression analysis equation as follows: $Y = 181.516 + 1.344 (X_2) + 2.312 (X_6)$

Keywords: Human Resource Management Optimization, Amata City Chonburi Industrial Estate.

1. Background

In today's world of information technology, the market, under the background of globalization, urges enterprise management to attach great importance to human resources management, and talent competition is increasingly fierce. In terms of technology, with the application of computer and Internet technology, a lot of human resource management work can be done by machines or by employees themselves, such as optional welfare projects. Therefore, the role of human resource managers is not only simple administrative managers but also strategic decision-makers, consultants, and executors. Human resource managers should not only participate in the formulation of the overall long-term development strategy of the enterprise, but also participate in the formulation of human resource strategic planning; We should not only collect information, and provide decision basis service for the decision of senior managers, but also guide the work of employees and help to make personal career development plans. (Jingwei Xu2022).

In administration, whether public or private, all executives want their personnel to be developed. and want their personnel to develop themselves all the time The person who develops himself all the time will be ready for the competition. and will be a person who is ready to cope with changes all the time Any agency or organization whose personnel have self-development inevitably leads to efficiency in work and brings about the progress of the organization. In addition to developing personnel for the organization Personnel's self-development also affects their success or career advancement. Self-improvement is about competing with yourself as a ladder for future advancement. And is preparing to have to compete with others. In the highly competitive world of work, the working arena always opens up opportunities for high-performing people. and likewise "People who are highly productive through continuous improvement in their fields are always ready to compete in any arena or situation."

Development is to make it better, Change for the better. Efficiency in work means productivity. High compared to inputs or savings of resources (4 M) and time, which are related to the cost itself. Therefore, improving work efficiency is a change to achieve increased productivity and can reduce costs further. If so, the development of work efficiency is considered to develop the potential of the person to have more capability.

Current technological changes resulted in the creation of big data (Big Data) in 3 dimensions: a large amount of data (Volume), data changes rapidly (Velocity), and data have a variety of forms (Variety), which makes data an asset of economic value from Having information related to business operations with exponentially increasing volumes. Making

Transactions between the company and its customers and between business partners result in a huge amount of information It can be used in data analysis (Data Analytics) in 4 ways:

1) Descriptive analytics to show the results of business transactions. Events or activities that have occurred or may be occurring
 2) Diagnostic analytics explains the cause of what happened. various factors and the relationship of various factors or variables that occur.
 3) Predictive analytics to predict what is about to happen or is likely to happen. Occurs by using the data that has already occurred with the statistical model.
 4) Guided Analysis (Prescriptive analytics) is the analysis of data that has the most complicated It is both forecasting things that will happen, advantages, disadvantages, causes, and duration of what will happen and recommending the available alternatives and the outcomes of each Centre. This information will be analyzed to find business opportunities for entrepreneurs in each industry sector. Guidelines the government sector supports the budget for the production of Big Data in the industrial sector. with the private sector as the executive and establishing an industrial big data center management committee. To integrate government information (Government Open Data) and the private sector both domestic and international. for analysis Responding to the information needs of the industrial sector, companies, and startup businesses.

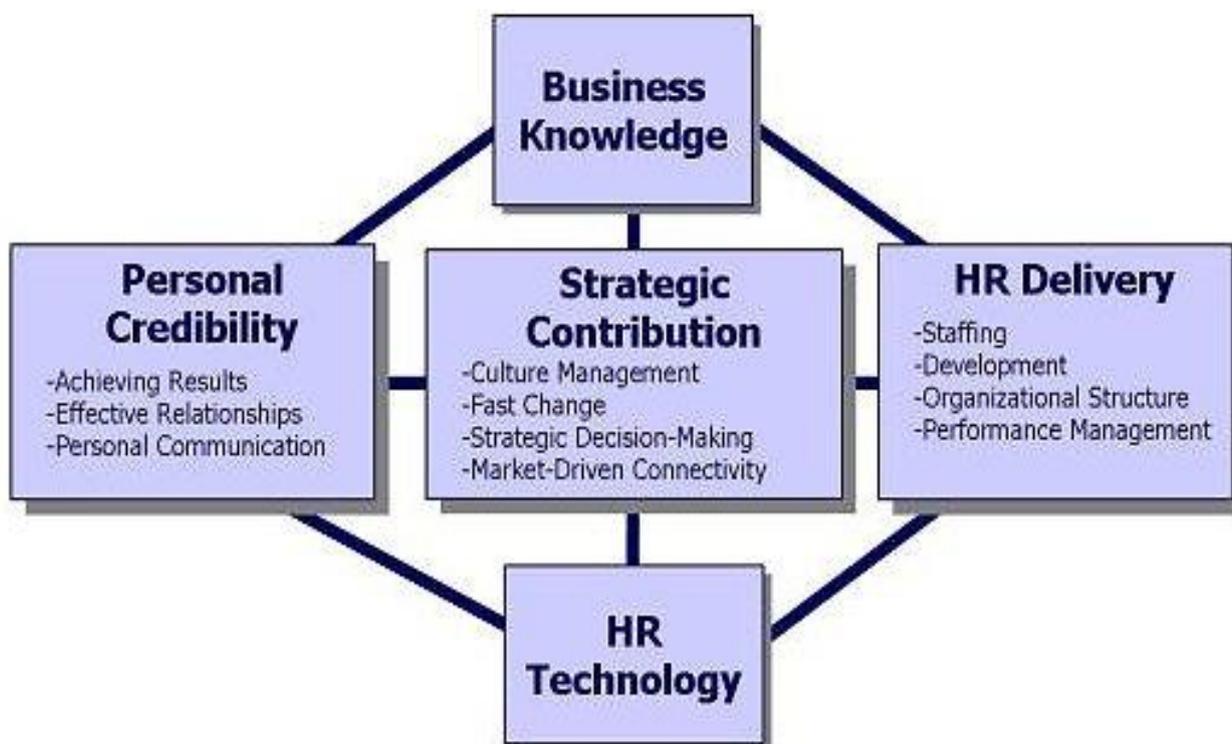


Fig.1. Optimization of human resource organization design

2. Methods

This study was conducted using a quantitative design. The research was conducted in the form of mixed methods research that included quantitative and qualitative research. The research population is employees and human resource executives in Amata City Chonburi Industrial Estate as of the year 2021, amounting to 300,000 people (data from Name List of Customers, 2021). The researcher by researcher divided the sample into 2 groups. The first group is employees used to collect quantitative. A statistical software package was used to analyze statistical data including Human resource management factors consisting of recruitment and selection of human resources training and human resource development Compensation and other benefits in terms of safety and health Employee and labor relations performance appraisal, and reliability of the questionnaire. It is also used for one-way analysis of variance Used to compare the differences of samples in more than 2 groups when found that there are statistically significant differences. Therefore, a pairwise discriminant test was performed by the Scheffe method, and the multiple regression analysis by the Stepwise method.

3. Results

The results were discovered in this study. The variables that were selected for the equation were training and human resource development, and performance appraisal. There was a multiple correlation coefficient (Multiple R) equal to 0.738a,0.831b. The coefficient of determination (R Square) is 0.544,0.690. Adjusted working coefficient (Adjusted R Square) 0.528,0.667 Standard error in the system (Standard Error) 28.826,24.209. The correlation test between human resource management has 6 important components (Y1) of the organization in Amata City Chonburi Industrial Estate and the operational efficiency of employees in Amata City Chonburi Industrial Estate. Human resource development (X2) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$), and performance appraisal (X6) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$), can be written as a regression analysis equation as follows: $Y=181.516 + 1.344 (X2) + 2.312 (X6)$

Stepwise multiple regression analysis

Model	Sum of Squares	df	Mean Square	F	P-value
Regression	27806.427	1	27806.427	33.464	.000 ^b
Residual	23266.240	28	830.937		
Total	51072.667	29			
Regression	35248.341	2	17624.171	30.071	.000 ^c
Residual	15824.325	27	586.086		
Total	51072.667	29			

Multiple R 0.738a,0.831b
 R Square 0.544,0.690
 Adjusted R Square 0.528,0.667
 Standard Error 28.826,24.209

The variables that were selected for the equation were training and human resource development, and performance appraisal. There was a multiple correlation coefficient (Multiple R) equal to 0.738a,0.831b. The coefficient of determination (R Square) is 0.544,0.690. Adjusted working coefficient (Adjusted R Square) 0.528,0.667 Standard error in the system (Standard Error) 28.826,24.209

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	P value	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
Constant	181.516	24.047		7.549	0.000					
(X ₂)	1.344	0.342	-0.498	-3.934	0.001	181.516	-.048	1.344	0.951	0.278
(X ₆)	2.312	0.649	-0.451	-3.563	0.001	181.516	0.321	2.312	0.529	0.509

Significance at the 0.05 level.

The correlation test between human resource management has 6 important components (Y₁) of the organization in Amata City Chonburi Industrial Estate and the operational efficiency of employees in Amata City Chonburi Industrial Estate. Human resource development (X₂) has a P-value equal to 0.001, less than 0.05 (0.000 < 0.05), and performance appraisal (X₆) has a P-value equal to 0.001, less than 0.05 (0.000 < 0.05), can be written as a regression analysis equation as follows

$$Y=181.516 + 1.344 (X_2) + 2.312$$

4. Discussion

The results were discovered in this study.

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