

Motivation that Affecting the Effectiveness of Personnel's Work Performance in Various Markets in Chengdu City

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Abstract:- The objectives of this research were: 1) to study personal factor that affect work efficiency of the workers in Chengdu city. 2) to study motivation factors that affect work efficiency of the workers in Chengdu city. This study was quantitative research. The population were people who live in Chengdu city. The exact number is unknown. The samples size was the workers in Chengdu group was 376 persons. Using a purposive sampling method. The tool used for collecting data is a questionnaire. The statistics used in the analysis were frequency, percentage, mean, standard deviation and multiple regression analysis.

Major findings: 1) the workers in Chengdu with different genders, ages, average monthly income and length of employment. Effective in working They are significantly different at the 0.05 level and 2) The motivation factors of responsibility, nature of work performed and progress affect the effectiveness of workers in Chengdu with statistical significance at the 0.05 level.

Keywords:- Motivation, Effectiveness, Performance.

I. INTRODUCTION

The rate at which globalization has been accelerating in recent years has caused every company in its industry and market to make active attempts to stand apart. In this regard, the provision of the highest degree of value generation across each important business process is the primary focus. This guarantees that the fundamental preferences and requirements of the customers in the relevant markets are correctly addressed, resulting in a material improvement in brand recognition and reputation. A highly competent and motivated staff must be retained, nevertheless, if the highest level of value creation is to be preserved (Arar and neren, 2018).

Businesses are putting a lot of effort into making sure that each employee has suitable working circumstances, which helps to manage overall workflow more successfully. As a result, each such employee's fundamental demands and requirements are likewise given top priority. As a result, the whole workforce is kept at a high level of satisfaction (Lee and Chen, 2018). A high level of workplace happiness significantly affects each employee's

fundamental motivating factors across all relevant business domains. As a result, motivated workers may contribute to higher levels of performance and productivity in each of these business areas. Businesses work heavily on the creation of a few key motivating variables to ensure that the maximum level of motivation and engagement is maintained across every core activity. The relevance of the organization's overall mission and objective has a significant role in determining the kind of motivational factors that are given priority (Goh and Jie, 2019). This research study's objective is to discover the major motivating variables that different companies operating in varied marketplaces in Malaysia need to take into consideration in order to be successful. As a result, this portion of the research offers a thorough understanding of the key information addressing the labour productivity problems that Malaysia's major sectors are now experiencing.

Motivation is a factor that greatly affects the productivity of personnel. Because motivation is an important factor in driving efficiency that will occur because motivation determines behavior so that personnel are able to work effectively under the existing organizational culture. The motivation to work is what influences the performance of personnel. If you are motivated to work Good and appropriate will be a stimulant to work efficiently, efficiency and willingness to continue working with the organization The organization will benefit from the personnel in terms of the quality of their work performance and will be able to develop the organization well as well. In addition to motivation having a positive effect on work, on the other hand, there is a chance that it can have a negative effect as well if personnel are motivated to perform their job. that are inappropriate, such as dissatisfaction with work performance, discouragement, lack of encouragement, feeling bored with what one does This lack of efficiency in work creates gaps in seeking illegal income or corruption in order to gain personal benefits, causing serious harm to the organization. Therefore, if personnel are properly motivated to work, they will devote their energy and intelligence. Sacrifice physical strength Dedicating time to work makes the organization's operations more efficient (Wanna Awon, 2014).

In addition, operational effectiveness is the result achieved as a result of operating according to the organizational objectives that have been set. According to the modern concept of organization, work begins at the establishment of the organization's objectives. The completion of the work is that the goals or objectives of the results are set. desired rate If resources or inputs are used to carry out any project or work, it is very low. and the results are consistent with the objectives or goals that have been set, the implementation of the project will have maximum effectiveness but on the contrary, if any project, even if it can proceed and proceed to achieve the objectives or goals that are Set it up in the same way. But using resources or factors If there are more imports than other projects, that project will not be the most effective project (Wachirawat Ngamlamom, 2016).

That is why researchers choose to study motivation variables in order to find out which types of motivation affect work efficiency in an organization. which results from the information in making This research can be used It can be used as alternative information. For developing and improving factors related to motivation in various operations of the organization, which is an important part in stimulating and promoting motivation in work, which results in personnel being ready to Dedicate yourself to performing your job to the best of your ability for the organization. Brings benefits to improving and developing the human resource management process. In addition, to help strengthen morale and to continue to provide encouragement to personnel in the organization.

➤ *Research Questions*

- Motivation and performance effectiveness. What is the level of the workers in Chengdu?
- Motivation has a cause-and-effect relationship to the effectiveness of work performance the workers in Chengdu?

➤ *Research Objective*

The researcher is interested in studying

- To study personal factor that affect work efficiency of the workers in Chengdu.
- To study motivation factors that affect work efficiency of the workers in Chengdu.

➤ *Research Hypothesis*

The assumptions provided in this article are as follows:

- H1: Personal factor that affect work efficiency of the workers in Chengdu
- H2: Motivation factors affecting the effectiveness of the workers in Chengdu

➤ *Research Framework*

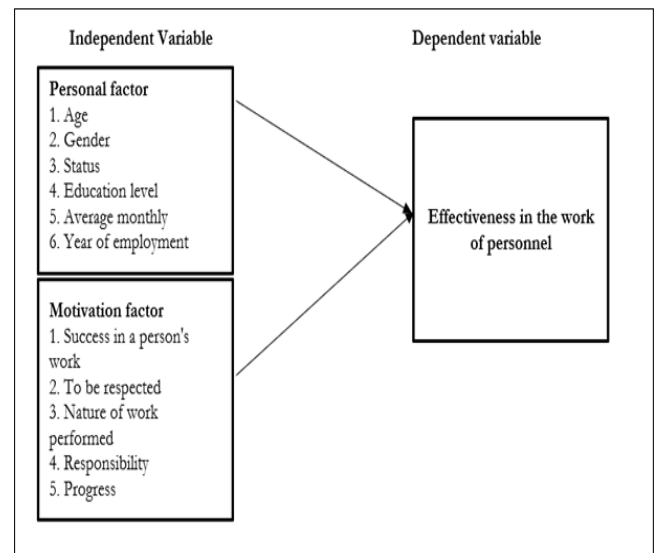


Fig 1 Research Framework

II. LITERATURE REVIEW

❖ *The Research Results useful and Achieving the Established Literature Review is Divided into 3 Parts:*

- A. *Concepts and Theories about Motivation*
- B. *Concepts about Operational Effectiveness*
- C. *Related Research*

A. *Concepts and Theories about Motivation*

Chandranee Sanguannam (2012) gave the meaning of motivation as meaning that motivation is related to needs (Needs) and drives (Drivers) which occur within a person. As for incentives (Incentives), they arise from external motivation, such as giving rewards or rewards, etc. When a person has a need, it creates a drive. The drive that occurs will stimulate people to show various behaviors by setting a direction or goal to show behavior in order to satisfy needs.

Ploenphit Phibunkul (2015) gave the meaning of motivation to mean the energy within each person that pushes people to behave in accordance with what is desired within the mind and also determines the direction and goal of behavior. That too Highly motivated people will Use effort to reach the goal without sacrificing. But people with low motivation do not act out or give up before reaching their goals.

Samma Rathanit (2017) defined motivation as the desire to do any action that is considered valuable with a person's willingness to devote one's body and Mind in working To achieve a goal by receiving a reward in return for that action, it is an incentive (Incentives) that will be a stimulus that stimulates people to show behavior, such as rewards and praise to create motivation. It is the driving force that arises within a person due to need.

In summary, motivation refers to behavior or things that are displayed according to the inner drive of a person's needs. To do things with determination in order to achieve the desired goals.

The importance of motivation in work performance Motivation for work is a behavior that comes from within a person until it is motivated and becomes a serious behavior. actions are taken to perform those tasks to achieve the desired goals. as for the importance of motivation in work performance, some scholars have mentioned the importance of motivation in work performance as follows: Ploenphit Phibunkul (2015) mentioned the importance of motivation that incentives have an influence on productivity. the products of the work will be of good quality. how much quantity depends on motivation to work therefore, supervisors or supervisors need to understand what is the motivation that will make employees work to their fullest. and it is not easy to motivate employees because employees respond differently to work and the way the organization works. motivating employees is therefore important. the importance of motivation in working can be summarized as follows.

- Power, the force that is an important internal driving force for human behavior in doing various tasks. if a person has high internal motivation to work, it will make them diligent. eager to want to complete the operation this is in contrast to people who have little internal motivation to work. work is often done continuously, with no set time for completion.
- Effort makes a person have perseverance, patience, perseverance, trying to bring things that oneself has both thought and knowledge use their abilities and experiences to benefit do as much work as possible. also, not giving up even if the work has obstacles blocking you.
- Change how it works sometimes causing the discovery of channels of experiencing the results were more successful. change is a sign of a person's progress. it is seen that people are seeking to learn new things, which causes changes in their work. finally, challenge yourself to find the right way.
- A person who is motivated to work will be a person who is committed to achieving results. progress self-discipline and are always successful in their work because when faced with various problems, these people will never give up and will achieve the most success.

From the importance mentioned above, it can be concluded that motivation in the performance of personnel in the organization plays a very important role in helping the organization reach its goals or be able to respond to the policies that have been set. this is because if personnel are motivated to perform their jobs well, it will result in effective performance of their duties. work with full dedication to meet your own needs. whether it is physical needs career stability, career advancement, etc.

➤ *Theory of Work Motivation*

Maslow Hierarchy of Needs Theory (Hierarchy of Needs Theory)

Maslow (1970, cited in Mathaneeya Kaikaew, 2016) basic needs there is no end to human beings. it will begin to solicit needs from the most basic and necessary information. it is a sequence of steps according to Maslow theory, which divides the sequence of human needs into 5 steps as follows:

- Physical Needs (Physiological Needs) are the basic needs of humans for survival, such as the needs for 4 factors consisting of food, shelter, clothing, and medicine there are also other needs besides the 4 factors, namely water, the need for rest, and sexual needs, etc. physical needs will influence human behavior only when the body needs something to respond.
- Security of Safety needs is the need for life. to live a safe and stable life in body and mind. because a person will not be having to face uncertainty in their livelihood, such as lack of assets loss of position threats from other humans therefore, humans need life insurance and stability in life, such as working in a stable career. have life insurance and there is saving or accumulating wealth, etc., which will occur only when the physical needs have been appropriately met.
- Social or Belongingness Needs after those two steps have been met. this will result in increased demand. social needs begin to be an important motivator and affect human behavior. which this need corresponds to living together and being accepted by other people. and have a feeling of being accepted and being part of a social group.
- The need to be respected (Esteem or Status Needs). the needs at this stage are higher needs. the main thing is to want respect and respect from those around you. when it is responded to, people will want to increase their status, have pride, and build self-esteem. admire the success of the work done. feelings of self-confidence and honor. these needs, such as a position, a high salary level, challenging work, are respected. participate in decision making at work opportunity for career advancement and holding an important position in the organization, etc.
- The need to be successful in life (Self-Actualization or Self Realization) the highest ranked human need is the desire to succeed in life in accordance with expectations and thoughts. a dream or ambition that you want to achieve. the highest achievement in their view.
- In addition, strengthening competencies is considered important in any operation or work as a guideline to develop personnel competencies, including ideas, skills, and work that focuses on achieving goals and creating sustainability. the organization must take part in stimulating personnel to develop themselves. create a drive within individuals to demonstrate competency in the organization. it is intended by creating various incentives to help encourage people to show their inner competencies. in this research study, the researcher applied the two-factor theory based on Herzberg concept. it is a conceptual framework for research studies. therefore, the researcher studied the factors that directly affect work performance and therefore used motivation factors as a guideline for measuring the motivation variables

for work performance of personnel under hat yai municipality. because it covers the context of the organization that conducted the research, it focuses on the study of motivation factors, which consists of 5 factors, consisting of 1) success in a person's work, 2) recognition and respect, 3) characteristics. work performed 4) responsibility and 5) progress.

B. Concepts About Operational Effectiveness

➤ Evaluation of Operational Effectiveness

Sunantha Laohanan (2013) said that the meaning of the evaluation of perform work in a comprehensive manner. performance evaluation refers to the process that executives use. to check the performance of the operator. how effective is it compare achievable results with set objectives or criteria. including the provision of information feedback to operators for use in improving work performance.

Kanlayarat Theerathanachaikul (2014) stated that the meaning of performance evaluation performing work as a performance evaluation means reviewing and evaluating the work of current or past personnel according to the performance standards of each personnel performance evaluation has been hypothesized that operating standards and related matters have been established. then the supervisor must provide the information to the personnel. this is to assist the personnel being assessed and eliminate gaps. evaluating performance or further operations according to established standard criteria.

Sirinya Sianglert (2015) stated that performance evaluation means a systematic process for improving performance at the individual, team and organizational levels. performance management is the primary development process. the objective is to improve work efficiency and to develop individuals and groups of people.

➤ Thaweelap Saenphan (2018) Stated that Performance Evaluation can be Divided into 3 Types as Follows.

- Evaluation during operation it is an evaluation to monitor the production of operation this type of assessment provides management authority with essential analytical information. to adjust policies, objectives, and resource management of the project. the results of the evaluation during the process can also provide useful information for new planning.
- Evaluation at the end of the project it is an evaluation to analyze all production. that occurred at the end of work this type of evaluation provides the decision maker with all the necessary information to plan and guide future evaluations.
- Retrospective evaluation it is an evaluation to check retrospectively at the end of the work whether there is an impact from the project or not and how.

➤ Hoy and Miskel (2001, Cited in Sathit Paengphaeng, 2017) Effectiveness Evaluation has Three forms of Effectiveness Evaluation as Follows:

- Goal Model of Organization effectiveness is an evaluation model that uses organizational goals as criteria. considering that whether an organization is effective or not depends on the degree of goal attainment of the organization (Degree of Goal Attainment), which can be measured by its ability to produce. measured by profit, etc.
- Evaluation of systematic effectiveness it is a form of assessment that focuses on factors. input more than output determining whether an organization will be effective or not depends on its capabilities. in seeking benefits from the environment to obtain valuable and desired resources
- Evaluating effectiveness using a multi-criteria evaluation model. which is considered from variables that may affect the success of the organization evaluation using multiple criteria results in different results. these possible results can be applied in the evaluation to achieve maximum benefit.

➤ Summary:

Performance evaluation is the result of performance evaluation. compared to the goals that the organization has set by relying on various criteria and methods without any bias in order to make decisions, diagnose, improve, promote, and develop personnel to be even more quality until satisfied and it is an opportunity for personnel to see the channels his progress will result in the growth of the organization. normally, supervisors in the direct line of work will be the one who evaluates and considers and reviews with superiors above, so no matter who evaluating another person will also be evaluated in the same way as to how accurate and reliable his own evaluation is. it can therefore be said that evaluators will be evaluated progressively by higher level supervisors, except for those who are not supervisors.

➤ Measuring Effectiveness

Steers (1997 cited in Jirapa Inchansuk, 2017) has proposed the concept of analyze the organization to evaluate the effectiveness of the organization using a model called process model or process model which is useful in analyzing many types of organizations and it is the least restrictive model currently in use. steers' analytical approach is a method that covers many aspects. which is suitable for analyzing organizational effectiveness which is difficult this analytical approach suggests that effectiveness is best measured by considering three related concepts are as follows:

- Achieving the maximum goal target use or organizational objectives are a tool for measuring organizational effectiveness. it is a method that is widely accepted. effectiveness here it refers to an organization's ability to acquire and use limited and valuable resources as usefully as possible in achieving its goals.

- System concepts analysis of goals that change over time. in addition, achieving short-term goals is a new input that will take part in achieving the next goal. the cyclicity of goals shows the systematicity of the organization.
- Emphasis on behavior it is a concept that emphasizes the role of a person's behavior. in the organization that has an impact on the organization's long-term success in other words, it is the recognition that organizational goals can be achieved through the behavior of the organization's members.

Danthai Tawichai (2018) said that organizational effectiveness determined by level the extent to which goals are achieved or the realization of goals of the organization and also mentions the analysis of organizational effectiveness in 2 forms: 1) Goal model, which is the evaluation of organizational effectiveness. using organizational goals as a measure of performance. 2) Systematic model, which measures organizational effectiveness from the ability to allocate resources to various parts of the organization to meet needs for maximum benefit. this has been pointed out. to of the two models for measuring organizational effectiveness by referring to the target model as being able easier to implement but has drawbacks, including the fact that most organizations have many goals and many setters, such as high-level, middle-level executives, or business owners. in addition, the duration, and dimensions of achieve goals such as long-term or short-term and are technical or service goals. this makes it difficult to give importance to any target and may cause the measurement of effectiveness to deviate from reality.

➤ *Summary:*

Measuring effectiveness means evaluating the effectiveness of an organization. using the goals of the organization as the basis for measuring performance. considering the results of achieve objectives and satisfy the organization's personnel.

From the above regarding operational effectiveness. the researcher mainly focuses on studying the effectiveness of work. which the ability and skills in working of the personnel makes processes or systems in the organization better. the staff at the municipality permanent employees and hired employees are able to perform their duties and responsibilities according to the objectives and goals set by the organization both in terms of quantity and qualitative by being able to respond to needs of stakeholders, which can be clearly measured and evaluated.

C. Related Research

Li J (2019) study about the construction of university management teams from the perspective of motivation theory. Finding believed that the key to improving administrative efficiency lies in the construction of teaching staff. After meeting basic needs, faculty and staff are more inclined to pursue professional achievements, satisfaction and recognition, and should Pay attention to designing practical incentive mechanisms.

Shi Runyu (2016), Research title was Exploration of incentive management in educational management. Research finding pointed out that in the field of education, students are the

subjects of management, and motivation is an important part of educational management. The concept of motivation originated from educational management. It refers to stimulating students' learning motivation. In other words, it uses various effective methods to mobilize students' enthusiasm and creativity, so as to strive to complete learning tasks and achieve the goal of educating and cultivating people. How to successfully apply incentive management strategies to the current education management department is a major issue faced by relevant people. This article briefly analyzes the characteristics of incentive strategies and proposes several methods for implementing incentive strategies, with a view to providing guidance for my country's education management. The work provides a certain theoretical basis.

Cheng Yong (2022) pointed out in On Innovative Ways of information literacy Education for College Students. From the perspective of technology, information literacy is a person's ability to input, process and output information, mainly information input ability, which can also be understood as the ability to obtain information and knowledge.

Chatcharin Thongmomram and Boonanan Pinaisap (2021) studied the topic motivation affecting the performance of local government organization personnel in khan as district, Surat Thani province. the research results found that motivation for the performance of personnel in the overall picture is at a high level. and the work efficiency of personnel is at a high level and from the results of comparing the performance of personnel categorized by personal factors, it was found that gender, education level, job position, and average monthly income different effective the performance of personnel is significantly different at the 0.05 level. the results of the test of motivating factors affecting the performance of personnel found that the motivating factors in perform work on the nature of work and job responsibilities supporting factors in performing work policy and administration and salary affecting the efficiency of personnel's work under the local administrative organization in khan as district Surat Thani province.

Waraporn Kongsama (2022) studied the topic motivation that affects efficiency in perform work by ministry of finance personnel the research results found that there is an overall level of motivation in performing work and motivating factors at the highest level. and when considering each area, it was found that the area with the highest average was responsibility. next is the aspect of success in work, the nature of the work performed. in terms of being respected and advancing in career positions and have a level of motivation to perform work as a support factor overall, it is at a high level. and when considering each area, it was found that the area with the highest average was the area of command and control. next is the side. policy and administration relationships with people in the agency job security working environment occupational status in terms of personal life and salary, the sample group has a level of efficiency in their work. overall, it was at the highest level, and when considering each aspect, it was found that the aspect with the highest average was the time aspect, followed by the amount of work. quality of work expenses and methods by the sample age group salary levels, departments, and length of service differ. there is a level

of efficiency in working. overall different they were statistically significant at the .05 level. in addition, it was found that supporting factors in policy and administration. supporting factors in personal life. motivating factors for advancement in job positions. motivating factors for the nature of work performed. factors supporting professional status factors supporting working environment motivating factors for being respected and supporting factors relationships with people in the organization affect the efficiency of personnel's work. ministry of finance it can explain the efficiency of work at 66.2 percent.

III. RESEARCH METHODOLOGY

The researcher conducted the study according to the research process and quantitative research methodology. By using a questionnaire to collect information from a sample of the population it is descriptive research.

➤ Population

The population used in this study was at the Literature reviews with concept, theory, and related research and the population in questionnaires to purposive sampling from the people who work in Chengdu under the business sector, government staff, workers in enterprise, the people's republic of China.

➤ Sample size

Sample group was workers in Chengdu of 400 people, the people's republic of China, in the year 2023. The sample was determined by purposive sampling methods.

The researcher has included the Random sampling technique into the design of the study so that it may fulfill the requirements for the current investigation. Berndt (2020) is of the opinion that sampling methods, such as simple random sampling or the sampling technique, may be useful for research investigations that can be completed in a relatively short amount of time.

➤ Research Tools

The study subject: Motivation that affecting the effectiveness of personnel's work performance in various markets in chengdu city. Using a questionnaire to collect information from a sample as follows.

- General information of the respondents is Age, Gender, Status, Education level, Average monthly, Year of employment.
- Respondents' opinions are Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree, by using the gauge of Likert's Scale It is divided into 5 levels, which are 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree.
- Suggestion

➤ The Statistics used in Data Analysis

Descriptive statistics analysis. The questionnaire part 1 used the frequency, percentage, mean and the questionnaire part 2 used the mean, standard deviation to describe general information from the sample and analysis of opinion data, independent variables and dependent variables. The criteria for interpreting the results are as follows:

In analyzing the data, the students collected all scores to find the mean and the standard deviation of the sample based on the criteria by which the question is a rating scale, which is divided into 4 levels.

➤ Score Level

- Strongly Agree means a score of 4 points.
- Agree means a score of 3 points.
- Disagree means a score of 2 points.
- Strongly Disagree means a score of 1 point.

IV. RESULTS

A. The Researcher has Summarized the Results of the Research as Follows:

➤ Personal Factors of the Respondents

Found that of the respondents were aged from 25-35, with 211 people, accounting for 56.12%. The rest of the people were aged between 36-45, with 165 people, accounting for 43.88%. that most of the respondents were female accounted for 71 percent and were male accounted for 29 percent. the majority's status was married, 258 people, accounting for 69 percent, followed by single, 118 people, accounting for 31 percent. that most of the respondents most of the respondents have bachelor degree or above, with 267 people, accounting for 71%. The number of senior high school people and above is 81, accounting for 22%. There are 28 people in junior high school or below, accounting for 7%. the monthly income gap of the respondents is quite wide. The lowest monthly income is 0 yuan, with a maximum of more than 7001 yuan. And there are 65 people whose monthly income is 0 yuan accounting for 17.30%. There are 113 people with a monthly income of 1000–3000-yuan, accounting for 30.10%. There are 136 people with a monthly income of 3001-5000, accounting for 36.20%. There are 39 people with a monthly income of 5001–7000-yuan, accounting for 10.40%. There are 23 people whose monthly income is more than 7001-yuan, accounting for 6%. And have a working period of 6 - 10 years, 115 people, accounting for 31.00 percent, followed by 1 - 5 years, 109 people, accounting for 29.00 percent, 11 -15 years, 97 people, accounting for 26.00 percent and the least is 16 - 20 years, 55 people, accounting for 14.00 each.

➤ The Results of the Analysis of the Level of Effectiveness in the Work of the Workers in Chengdu

From the study of the level of effectiveness in the work of the workers in Chengdu. Using statistics of mean and standard deviation shown in Table 1.

Table 1 Mean, Standard Deviation and Interpreting the Average Score Level Regarding the Effectiveness of the Work Performance of the Workers in Chengdu

Effectiveness in work	\bar{x}	S.D.	level
1. Be willing to perform assigned tasks, whether it is urgent work or work that requires work beyond normal working hours in order to complete the work on time.	3.75	1.19	a lot
2. Able to perform work according to the set goals.	3.92	0.76	a lot
3. The work is evident and beneficial to the agency or the people or society.	3.86	0.79	a lot
4. Have faith in the work you are doing and make it work. It is to the satisfaction of the people involved.	3.81	0.94	a lot
5. When a problem occurs during work can be edited successfully and always correctly	3.83	0.80	a lot
Total	3.83	0.74	a lot

From Table 1, the average score level regarding the effectiveness in the work of personnel under Hat Yai Municipality, Songkhla Province, as a whole, was found to be at a high level ($\bar{x}=3.83$, S.D.=0.74). When considering each item, it was found that The item with the highest average value is being able to perform work in accordance with the set goals ($\bar{x}=3.92$, S.D.=0.76), followed by the work being evident and beneficial to the agency or the people or society ($\bar{x}=3.86$, S.D.=0.79) and the least is being willing to perform assigned tasks, whether they are urgent tasks or tasks that require working

beyond normal working hours in order for the work to be completed on time ($\bar{x}=3.75$, S.D.= 1.19)

➤ *The Results of the Analysis of the Motivating Factors in the Work Performance of Personnel*

From the study of the level of motivating factors in the performance of personnel dividing education into 5 areas, consisting of success in a person's work, being accepted and respected nature of work performed. Responsibility and progress Using statistics on the mean and standard deviation. shown in Table 2 – 7

Table 2 Average, Standard Deviation and Interpreting the Average Score of Motivation Factors in Overall Performance of the Workers in Chengdu

Motivating factors in performance	\bar{x}	S.D.	level
1. Success in the job of the person	3.70	0.75	a lot
2. Recognition and respect	3.57	0.82	a lot
3. Nature of work performed	3.66	0.80	a lot
4. Responsibility	3.81	0.75	a lot
5. Progress	3.89	0.39	a lot
Total	3.73	0.59	a lot

From Table 2, the average score of motivating factors in the performance of the workers in Chengdu. found that overall, the level was high ($\bar{x}=3.73$, SD=0.59) when considering. From side to side, it was found that the side with the highest average value was progress ($\bar{x}=3.89$,

SD=0.39), followed by Responsibility ($\bar{x}=3.81$, SD=0.75), success in a person's work ($\bar{x}=3.70$, SD=0.75), nature of work performed ($\bar{x}=3.66$, SD=0.80), and the least is to receive Accept and respect ($\bar{x}=3.57$, SD=0.82)

Table 3 Average, Standard Deviation and Interpreting the Average Score of Motivation Factors in Work Performance of the Workers in Chengdu Success in Work at the Location of Person

Success in a person's work	\bar{x}	S.D.	level
1. Consider that they are successful	3.61	0.92	a lot
2. Love and be proud of your job position. The organization's current practices	3.50	0.96	a lot
3. Fully use knowledge and ability to perform work ability	3.78	0.98	a lot
4. Be proud of every performance	3.78	1.01	a lot
5. Performance in the year has been in line with the agreed goals with the agency	3.86	0.82	a lot
Total	3.70	0.75	a lot

From Table 3, the average score level of motivating factors in the performance of the workers in Chengdu, in terms of success in the work performed by individuals, was found to be overall at a high level ($\bar{x}=3.70$, S.D.=0.75) when considering It was found that the item with the highest average value was The work performed was in

accordance with the goals of the agreement with the agency ($\bar{x}=3.86$, S.D.=0.82), followed by using knowledge and ability to perform to the fullest extent possible and being proud of the work results. every time ($\bar{x}=3.78$, S.D.=0.98 and 1.01) and the least is Love and are proud of the position currently held in the organization ($\bar{x}=3.50$, S.D.=0.96)

Table 4 Average, Standard Deviation and Interpreting the Average Score of Motivation Factors in Performance of the Workers in Chengdu in Terms of being Accepted

Being respected	\bar{x}	S.D.	level
1. Being accepted by executives and co-workers in the organization	3.50	0.87	a lot
2. Assigned by management to be a working group or participate in various important activities	3.42	1.01	a lot
3. Selected by executives/colleagues to be Representatives performing various tasks from the organization	3.64	1.09	a lot
4. Often trusted to consult with friends Collaborate whether it's work or personal	3.54	1.19	a lot
5. Often receive praise and praise from executives and always work with colleagues	3.73	0.93	a lot
Total	3.57	0.82	a lot

From Table 4, the average score level of motivating factors in the performance of the workers in Chengdu, in terms of being accepted and respected, was found to be overall at a high level ($\bar{x}=3.57$, S.D.=0.82). When considering each item, it was found that the item with the highest average value is that they often receive compliments. Always praised by executives and co-workers

for their work performance ($\bar{x}=3.73$, S.D.=0.93), followed by being chosen by executives/co-workers to be representatives of various operations from the organization ($\bar{x}=3.64$, S.D.=1.09) and the least is assigned by management to be a working group or participate in various important activities ($\bar{x}=3.42$, S.D.=1.01)

Table 5 Mean Standard Deviation and Interpreting the Average Score of Motivating Factors in Work Performance of the Workers in Chengdu, the Nature of the Work Performed

Nature of work performed	\bar{x}	S.D.	level
1. The work in which one is skilled is the work one has aptitude for	3.47	1.02	a lot
2. Work in the position the required position is required knowledge, abilities, and expertise	3.75	0.90	a lot
3. The nature of work and assigned roles are as follows interestingness	3.53	0.84	a lot
4. The work is challenging and interesting.	3.69	0.85	a lot
5. Think of the work as a fun job. Important and valuable to the organization	3.83	0.99	a lot
Total	3.66	0.80	a lot

From Table 5, the average score level of motivating factors in the performance of the workers in Chengdu, in terms of the nature of work performed, was found to be overall at a high level ($\bar{x}=3.66$, S.D.=0.80). When considering each item, it was found that The highest average value was thinking that work is important and

valuable to the organization ($\bar{x}=3.83$, S.D.=0.99), followed by performing work in a position that requires knowledge. ability and expertise ($\bar{x}=3.75$, S.D.=0.90) and the least is that the work being done is a job with aptitude ($\bar{x}=3.47$, S.D.=1.02)

Table 6 Mean Standard Deviation and Interpreting the Average Score of Motivating Factors in Work Performance of the Workers in Chengdu Responsibility Aspect

Responsibility	\bar{x}	S.D.	level
1. Have responsibility in doing to work better by Executives do not have to supervise the work close up	3.92	0.76	a lot
2. Accept mistakes in work performance Happened to improve and develop work next time	4.06	0.97	a lot
3. Able to perform work as assigned Always correctly and timely.	3.86	0.92	a lot
4. Often participate in expressing opinions and made up my mind about it Performing responsible work	3.53	0.90	a lot
5. Able to solve problems Obstacles to practice duties correctly and in a timely manner	3.69	0.78	a lot
Total	3.81	0.75	a lot

From Table 6, the average score level of motivating factors in the performance of the workers in Chengdu, in the area of responsibility, was found to be overall at a high level ($\bar{x}=3.81$, S.D.=0.75). When considering each item, it was found that the items were valuable. The highest average is accepting mistakes in work that occur by bringing them to improve and develop work for the next

time ($\bar{x}=4.06$, S.D.=0.97), followed by having responsibility for working better The executives do not have to closely supervise the work ($\bar{x}=3.92$, S.D.=0.76) and, least often, are often involved in expressing opinions and making decisions regarding the operations for which they are responsible ($\bar{x}= 3.53$, S.D.=0.90)

Table 7 Mean Standard Deviation and the Translation of the Average Score of Motivating Factors in the Performance of the Workers in Chengdu, in Terms of Progress

Progress, Level	\bar{x}	S.D.	level
1. Think that the postponement policy position of the organization. This is fair and appropriate.	4.03	0.44	a lot
2. Think you have a chance to be promoted Eyes where the snake's color appears	3.86	0.59	a lot
3. The organization supports attending training and seminars appropriately and regularly.	3.69	0.78	a lot
4. There is an opportunity to be considered for promotion or an offer Named as an outstanding personnel in various fields from executive	3.88	0.69	a lot
5. Executives consider their performance and perform the work of all personnel fairly. There is discrimination.	4.00	0.41	a lot
Total	3.89	0.39	a lot

From Table 7, the average score level of motivating factors in the performance of the workers in Chengdu, in terms of progress, was found to be overall at a high level ($\bar{x}=3.89$, S.D.=0.39). When considering each item, it was found that the items were valuable. The highest average is that they think that this organization's promotion policy is fair and appropriate ($\bar{x}=4.03$, S.D.=0.44). The second is that the executives consider the performance and performance of all personnel. people fairly There is no

discrimination ($\bar{x}=4.00$, S.D.=0.41) and the least is that the organization supports attending training and seminars appropriately and regularly ($\bar{x}=3.69$, S.D.=0.78).

➤ *Hypothesis Testing Results*

Testing tests the hypotheses of the research on Motivation that affects the effectiveness of work of the workers in Chengdu. The results appear as shown in Table 8.

Table 8 Hypothesis Testing Results

Hypothesis	Hypothesis Testing Results	
	Accept the Hypothesis	Refuse the Hypothesis
1. The workers in Chengdu have a high level of efficiency in their work.	✓	
2. The workers in Chengdu, who have different personal factors. There is effectiveness in the workers in Chengdu is different.		
2.1 Different genders have a statistically significant difference in the effectiveness of work of the workers in Chengdu.	✓	
2.2 Different ages have a statistically significant difference in the effectiveness of work of the workers in Chengdu.	✓	
2.3 Different status there is a statistically significant difference in the effectiveness of the work of the workers in Chengdu.		✓
2.4 Different educational levels there is a statistically significant difference in the effectiveness of the work of the workers in Chengdu.		✓
2.5 Different average monthly incomes there is a statistically significant difference in the effectiveness of the work of the workers in Chengdu.	✓	
2.6 Different length of service there is a statistically significant difference in the effectiveness of the work of the workers in Chengdu.	✓	
3. Motivation factors affecting the work effectiveness of the workers in Chengdu.	✓	

➤ *From Table 8, the Results of the Hypothesis Testing found that this Research Accepted 2 Research Hypotheses:*

- Item 1: The workers in Chengdu have a high level of efficiency in their work.
- Item 3: Motivation factors affect the effectiveness of work of the workers in Chengdu.

➤ *This Research Rejects 1 Hypothesis:*

• *Point 2:*

Personnel with different personal factors have different effectiveness in their work. Because the results of the research found that status and educational level, there is no difference in effectiveness in the work of the workers in Chengdu. Therefore, this research hypothesis is rejected.

As for gender, age, average monthly income, and length of employment, it is in accordance with the hypotheses.

V. DISCUSSION

The results of the research on Motivation that affecting the effectiveness of personnel's work performance in various markets in Chengdu city discussion of the results according to the objectives are as follows.

➤ *To Study Personal Factor that Affect Work Efficiency of the Workers in Chengdu*

Effectiveness levels in work performance of the workers in Chengdu Categorized by personal factors, it was found that gender, age, average monthly income and length of employment were different. The effectiveness in work performance of the workers in Chengdu is significantly different at the 0.05 level.

As for status, educational levels are different. There is no difference in operational effectiveness.

- Different genders have different effectiveness in personnel performance. consistent with the set assumptions However, females are more effective in working than males. Therefore, having different genders affects the effectiveness of work. It will be different as well. Consistent with the research of Taengthiang and Phakrada Chayarun (2018) studied the factors that are related to the work effectiveness of civil servants, government employees, and permanent employees of the Office of the Permanent Secretary, Ministry of Science and Technology. The research results found that Gender factors have different effects on performance factors. and consistent with Chatcharin's research. Thong Momram and Boonanan Pinaisap (2021) studied the topic Motivation that affects the performance of local government organization personnel in Khian Sa District Surat Thani Province Comparison results of personnel performance efficiency Categorized according to personal factors, it was found that different gender factors had different work performance with statistical significance at the 0.05 level.
- Different ages have different effectiveness in the performance of personnel. This age range results in performance being more efficient than other age groups. Therefore, having different ages results in different performance levels as well. This is consistent with the research of Sunthorn Saengiamphong (2016) who studied the Work efficiency: A case study of employees in the telecommunications tower operations department of TOT Public Company Limited. From the hypothesis testing, it was found that the age factor is related to work efficiency at a high level. Consistent with the research of Watchara Yamchu (2020), the factors affecting the work motivation of employees of the Bank for Agriculture and Agricultural Cooperatives, head office, were studied. The results of the hypothesis testing found that employees of different ages had motivation to work. The work performance is significantly different at the 0.05 level and is consistent with the research of Waraporn Kongsama (2022) who studied the matter. Incentives that affect the work efficiency of Ministry of Finance personnel The research results found that Ministry of Finance personnel of different ages have different levels of efficiency in their work with statistical significance at the .05 level.
- Different average monthly incomes have different effectiveness in the performance of personnel. Because the organization has clearly determined salaries and positions. The performance of personnel at each level has their duties and responsibilities determined according to their job position and salary base. Duties and responsibilities will vary according to salary. Therefore, average monthly income affects the work effectiveness of personnel. This is consistent with the research of Watchara Yamchu (2020) who studied factors that affect motivation. In the work performance of employees of the Bank for Agriculture and Agricultural Cooperatives, Head Office, the results of the hypothesis testing found that employees with different monthly incomes had different motivations to perform their jobs at a statistical significance at the 0.05 level. and

consistent with Chatcharin's research. Thong Momram and Boonanan Pinaisap (2021) studied the topic Motivation that affects the performance of local government organization personnel in Khian Sa District Surat Thani Province Comparison results of personnel performance efficiency Categorized according to personal factors, it was found that Average monthly income Different companies have different operational efficiencies that are statistically significant at the 0.05 level.

- Different lengths of service have different effectiveness in the performance of personnel. This is consistent with the research of Chanon Apichainarong (2014) who studied the Motivation and effectiveness in the performance of personnel: A case study of the Office of the Criminal Court The results of the hypothesis testing found that judicial officers with different lengths of time in their duties will have significantly different effectiveness in their work. And in line with the research of Watchara Yamchu (2020) studied the factors affecting the work motivation of employees of the Bank for Agriculture and Agricultural Cooperatives Head Office. The results of the hypothesis test found that employees with different working hours Each group has different motivations for performing their jobs with statistical significance at the 0.05 level.

➤ *To Study Motivation Factors that Affect Work Efficiency of the Workers in Chengdu*

Motivation factors that affect the work effectiveness of the workers in Chengdu. It was found that the work motivation factor explained the variation in work effectiveness by 66.20 percent ($R^2 = 0.662$) with statistical significance at the 0.05 level. The responsibility motivation factor The nature of work performed and progress affect the effectiveness of work performance the workers in Chengdu. Each factor can be discussed as follows.

Motivation factors affect the effectiveness of work performance of the workers in Chengdu. Responsibility consistent with the set assumptions in this regard, receiving opportunities, receiving assignments, and participating in assigned tasks. Have freedom in working, including suitability of workload. Earning trust in responsible work and receiving important work assignments

Motivation factors affect the effectiveness of work performance of the workers in Chengdu in terms of the nature of work performed. consistent with the set assumptions This gives freedom in working. Having work that matches your knowledge and abilities will have a positive impact on the organization. Makes people have strength and power to work successfully. and create higher efficiency in operations.

Motivation factors affect the effectiveness of work in the workers in Chengdu in terms of progress. consistent with the set assumptions in this regard, receiving the opportunity to step up to a position that can be promoted Receiving promotion upon successful performance Having the opportunity to study, gain additional knowledge and receive training. and confidence in the position and

opportunities for future advancement, including working in the agency until retirement.

The above results are consistent with the research of Papitchaya Srichantra (2020), who studied the motivation and performance of a transportation company in Bangkok. The research results found that Motivation for work - Motivation factors include work responsibilities. Progress Job characteristics Acceptance and praise Personal progress and work success It is significantly related to work performance at the 0.01 level, with a very high level of relationship in one direction. Consistent with Chatcharin's research. Thong Momram and Boonanan Pinaisap (2021) studied the topic Motivation that affects the performance of local government organization personnel in Khian Sa District Surat Thani Province The research results found that Motivating factors that affect the performance of personnel. It was found that the motivating factors for performance are the nature of work. and responsibility for work and supporting factors in policy and administration operations. In terms of salary, it affects the performance of personnel under local administrative organizations. In Khian Sa District Surat Thani Province and consistent with the research of Waraporn Kongsama (2022) who studied Incentives that affect the work efficiency of Ministry of Finance personnel the research results found that Supporting factors in policy and administration Factors supporting personal life Motivating factors for career advancement Motivating factors regarding the nature of work performed Supporting factors.

VI. SUGGESTIONS FOR FURTHER RESEARCH

➤ *Suggestions*

• *General Suggestions*

From research it was found that Personal characteristics factors include gender, age, average monthly income and different years of employment. The effectiveness of work performance of personnel is significantly different at the 0.05 level. Each factor has the following recommendations.

- ✓ Gender factor: It was found that females have more opinions about effectiveness than males. Therefore, the performance of male personnel should be stimulated in order to make their work more effective.
- ✓ Age factor: Persons of various ages should be encouraged to develop themselves regularly in order to have a positive effect on work efficiency.
- ✓ Average monthly income factor Emphasis should be given to all personnel, regardless of whether they have a small salary or a large salary, so that the capital personnel feel that they are valued and are dedicated to performing their work to be more effective.
- ✓ Service life factor It should emphasize the goals of the organization. The organization's operations allow personnel with little tenure to understand and see the direction of operations in the same direction for success in their work.

- *Motivation Factors Affect the Effectiveness of Personnel's Work Performance. with Statistical Significance at the 0.05 Level, there are Suggestions According to the Following Weight Values:*

- ✓ Responsibility Consideration should be given to the suitability of the amount of work that the recipient is responsible for in order to make the work most effective and beneficial to the organization.
- ✓ The nature of the work performed There should be a division of different types of work according to knowledge and abilities. Personnel's aptitude Having personnel perform work that is consistent with the knowledge they have studied will have a positive effect on the organization's drive.
- ✓ Progress Personnel should be encouraged to look for advancement in their careers by giving them opportunities to study and gain additional knowledge. Receiving training and continuing education at a higher level for the benefit of your future career.

➤ *Suggestions for Next Research*

From this research; the researcher would like to offer suggestions. To be used as a guideline for future research as follows:

- In the next study, studies should be conducted in other departments to compare the data of the workers in Chengdu the level of motivation to work and the level of effectiveness in the work of personnel to a great extent. The information received will be useful in further developing the work of personnel.
- Other factors should be studied further, such as responsibility. The nature of work performed and progress This is a factor that is related to the effectiveness of personnel work so that the organization can use the research results in planning for personnel management. To be more effective in working
- The next research study should focus on the study of being accepted and respected. Because it is the least factor from all 5 aspects of motivation for personnel performance.

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