

RECRUITMENT AFFECTS THE EFFICIENCY AND WORK PERFORMANCE OF EMPLOYEES OF PRIVATE COMPANIES IN THE GAME ONLINE BUSINESS

Nathayu Wantayakul^{1*}, Oraphan Decha², Nuttavut Phonsri³, Thitiwut Srimanop⁴

^{1*,2,3,4}*College of Innovation Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: nathayu.wa@ssru.ac.th^{1*}, oraphan.de@ssru.ac.th², nattavut.ph@ssru.ac.th³,
thitiwut@ssru.ac.th⁴*

ABSTRACT

This study aims 1. to investigate the performance of private company employees in the online gaming business, and 2. Study the recruitment factors that affect the performance of employees in private companies engaged in online gaming business. The sample comprises 114 employees, and the mean and standard deviation are analyzed. Pearson's product moment correlation coefficient.

Research has found that overall recruitment and four aspects are at a high level: first is human resource planning, and second is job description. Last part: Personnel selection 2. Private company employees have performed very well in the four aspects of online gaming. Firstly, it is the quality of work; secondly, time and workload; and finally, cost. The recruitment model affecting employees' performance in private companies engaged in the online gaming business is $0.725 + (0.535 * \text{job description}) + (0.271 * \text{Recruitment Method})$ 66.6% of employees have job descriptions and standard prediction errors Equal to. 348

Keywords: Recruitment, Work Performance, Game Online Company

INTRODUCTION

Human resources are an essential factor driving organizational development, as they are one of the fundamental elements of business operations. Therefore, personnel in organizations play a crucial role in efficient and efficient operations, thereby achieving organizational goals. Personnel are human resources. "People" or "human resources" are the most critical factors in national development. Human resource management is a part of organizational management, playing an essential role in discovering valuable human resources and working within an organization. Good human resource management will contribute to the development of the organization. Therefore, every organization pays more attention to human resource management—the personnel who can drive the organization's development. The organization must conduct personnel management in recruiting technical personnel—knowledge, abilities, and experience. Organizations must create various welfare incentives that enable personnel to fulfil their responsibilities fully and help them achieve their goals.

Recruitment is one of the most critical human resource management processes. For some organizations, recruiting personnel to join the organization may seem easy, but modern organizations may seem complicated and complex. Because if an organization makes a wrong decision when recruiting personnel, that person will cause harm to the organization. However, if the organization can choose qualified personnel. Suitable for the job. Personnel will create value for the organization. If recruitment is involved, it can be concluded that recruitment is a process of motivating people from different sources. Join the organization through specified methods and procedures and select candidates in the selection process. Meet the standards for holding various positions within the organization. Currently, the competition in the labor market is more intense. With the advancement of modern technology, the theories and principles of recruitment and selection may change. Alternatively, adjustments can be made to adapt to the competition of the digital age to ensure the survival of each organization (Saripah Vahama, 2016).

As mentioned above. Make researchers interested in studying the recruitment of employees in private companies that affect the performance of online gaming businesses—using concepts and theories as guidelines for investigating the recruitment of employees in private gaming companies that affect their performance online, whether it's work quality, workload, time, or cost. The results will be beneficial. As a guiding principle for planning and development work, this will improve standards in all aspects. This will further affect employee performance.

OBJECTIVES

1. To study the work efficiency of employees of private companies in the online game business.
2. To study personnel recruitment that affects the work efficiency of employees of private companies in the online game business.

LITERATURE REVIEWS

Recruitment concepts and theories

Researchers used the concepts of Werther and Davis from 1986 in Saripah Vahama (2016). As a recruitment guide for studying the impact of online gaming business on employee performance in private companies, including Four areas: human resource planning, job description, recruitment methods, and personnel selection. Details are as follows:

1. Human resource planning refers to determining strategic direction and analyzing organizational human resource needs. We must achieve the organization's goals now and in the future.
2. Job description refers to the scope and responsibilities of a specific position in an organization, including the qualifications required for that position. It's the same.
3. Determining recruitment methods refers to selecting capable and appropriate personnel to fill the positions required by the organization.
4. Selection refers to determining selection criteria, conducting interviews, evaluations, selection, and conducting background checks. Reference source investigation Criminal background investigation

Personnel recruitment refers to the process of recruiting personnel effectively. First, it is necessary to know details about the position to be recruited. The various skills of the applicant must be learned to see if they are appropriate or not. So, what is the working environment like? Then, detail the specific qualifications for that position.

Concept and Theory of Employee Performance

Researchers cited the concepts of (1989, Uthat Weerasakkarun, 2013) to the 2015 Noppa Boonrit and Chutikarn Stiviboon. (2014). As a recruitment guide for studying the impact of online gaming business on employee performance in private companies, including Four aspects: work quality, time, workload, and cost. Details are as follows:

1. Work quality means high quality, which manufacturers and users can benefit from, and must have complete, accurate, standardized product features. High-quality work will help organizations and create customer satisfaction.

2. Time refers to the work completed according to the manufacturer's requirements and sufficient to meet the appropriate work specified in the organization's plan or objectives.

3. Workload refers to the speed of use in work, which must be fast, producing expected results and high-quality products. And complete the work on time.

4. Expenses mean that the investment is small but must bring back as much profit as possible. And the most economical, including financial resources, people, materials, and technology, with the fewest errors. And finally, it must be the most worthwhile.

As mentioned above, employee performance means that everyone's performance is adequate. It must include achieving goals, professional knowledge, and motivation. Performance evaluation is based on work quality. Workload, time, and operating costs.

METHODOLOGY

This exploratory research aims to study the influence of the recruitment of employees in private enterprises of online game enterprises on their performance. Population and sample groups. The subject of this study is 160 employees of private companies engaged in online game business.

The sample used in this study is 114 employees of private companies engaged in online game business. Taro Yamane's formula calculates the proportion of the sample group to the population (95%). The researchers used 114 groups of questionnaires to prevent data loss, and the researchers used the principle of probability sampling to conduct simple random sampling.

RESULTS

1. Employees of private companies in the online game business, totaling 114 people, mostly male, aged 26-30 years, with a bachelor's degree education. Have an average income of 15,000 - 20,000 baht and 2 - 3 years of work experience.

2. Personnel recruitment Overall, each of the four areas is high. First is human resource planning, followed by the aspect of determining job characteristics and the aspect of deciding recruitment methods, respectively. The last part, the Personnel selection aspect (as shown in Table 1)

Table 1

Mean and standard deviation of Recruiting personnel for private companies in the online gaming business

Recruitment of Private Company Employees in the Online Gaming Business	Levels of results		
	$\bar{X}$	S.D.	Mean
1. Human resource planning	3.97	.543	high
2. Recruitment work	3.77	.675	high
3. Recruitment process	3.77	.634	high
4. Job Description	3.80	.674	high
Total	3.83	.517	high

3. Work efficiency of employees of private companies in the online game business and other areas. Overall, each of the four aspects is at a high level, the first being the quality of the work, followed by the time and quantity of work, respectively, and the last being the expenses (as shown in Table 2)

Table 2

Mean and standard deviation of work efficiency of employees of private companies in the online game business

The work efficiency of employees of private companies in the online game business	Level of results		
	$\bar{X}$	S.D.	mean
1. Work Quality	3.83	.733	high
2. Workload	3.77	.780	high
3. Working hours	3.80	.686	high
4. Cost work.	3.73	.644	high
Total	3.78	.597	high

5. Correlation between recruitment that affects the performance of employees of private companies in the online game business. The relationship was found to be not more than .80 (Stevens, 1996), making every independent variable in this research. There was no multiple relationship between the factors. (Multicollinearity) (as in Table 3)

Table 3

Correlation coefficient between recruitment that affects the work efficiency.
Of employees of private companies in the online game business

Demographic Characteristics	Z	X ₁	X ₂	X ₃	X ₄
1.Z	1.000				
2.X ₁	.431**	1.000			
3.X ₂	.662**	.431**	1.000		
4.X ₃	.665**	.385**	.763**	1.000	
5.X ₄	.784**	.462**	.626**	.623**	1.000

5. Personnel recruitment model that affects the performance of employees of private companies in the online game business = $0.725 + (0.535 \cdot \text{job specification}) + (0.271 \cdot \text{recruitment method})$ by Can

explain the work of employees 66.6 per cent and has a standard error in forecasting equal to .348 (as shown in Table 4

Table 4

Analysis of appropriate models of personnel recruitment that affect the work efficiency of private company employees in the online gaming business.

The work efficiency of private company employees in the online gaming business.	Model1	Model2
Constant	1.142	.725
In terms of job description.	.695	.535
Determine recruitment methods.		.271
R ²	.615	.666
S.E.	.372	.348
F	178.719**	110.460**
p-value of F	.000	.000

CONCLISION AND FUTURE WORK

From the findings of overall personnel recruitment, human resource planning is next. The job specification aspect and the determination of recruitment methods, respectively, for the last part, Personnel selection at a high level, shows the importance of recruiting personnel to get employees with knowledge, abilities, and experience. And habits that match your needs and are suitable for the position as desired by the organization So that the organization can achieve its goals and increase profits, leading the organization to success. This corresponds to the need hierarchy theory (The need hierarchy). Maslow has arranged the hierarchy of human needs into five levels: physical needs or physical needs (Physiological Needs) are the minimum needs of humanity. To be able to survive, safety needs are expressed in the desire to be protected from harm—the urge for economic stability, etc. Social needs (Social Needs) refer to each person wanting to be a member of society. Do you want to have relationships or associate with other people? Want to be accepted by friends? I want friendship and love. Esteem needs are the need to be respected by others. Needs to be respected include self-confidence, success, abilities, knowledge, and self-esteem. The need to be known to the public is the highest human need to achieve results as desired (Self-actualization). These needs are the desire of each person to make his knowledge and abilities evident to all.

The work efficiency of employees of private companies in the online game business, in terms of quality of work, followed by time and quantity of work respectively, and lastly, expenses are at a high level. It shows the performance of employees of private companies in the online gaming business. The duties and responsibilities that are established along with the social position that the person or group of people holding any position must perform. By the duties specified, one must apply one's knowledge, abilities, skills, and experience to complete the job appropriately. Consistent with the concept of Vroom and David (Vroom and Deci, 1997, cited in Nolaphan Bunrit, 2015), studies have found that in the performance of a person's work to create excellent and efficient results, there must be two elements: the ability and expertise of the operator and the motivation to perform the work that leads to use. Fully capable of performing tasks that are effectively. Therefore, it is necessary to consider the satisfaction and encouragement in the performance of the individual. Peterson and Plowman (Peterson & Plowman, 1989

Utas Weerasakkarun 2013), cited in Nolaphan Bunrit, 2015 gave a concept like Herring Emerson by cutting down some points and summarizing the elements of efficiency into 4 points, consisting of quality of work (Quality), quantity of work (Quantity). Time (Time) Expenses (Costs).

From hypothesis testing, the Personnel recruitment model affects the work efficiency of employees of private companies in the online game business. It was found that the power to explain the performance of employees of private companies in the online gaming business. It was increased to 66.6 per cent with a standard error in forecasting equal to $\pm .346$. It was found that in terms of job specifications, it is related to the performance of employees of private companies in the online gaming business. Statistically significant at the .01 level and later when the variables determining recruitment methods were brought into the analysis together at the .01 level as well, which means Determination of recruitment methods that affect the efficiency of work performance of employees of private companies in the online game business. The regression equation can be written in the form of standard scores. Recruitment of personnel that affects the efficiency of work of employees of private companies in the online game business $= 0.725 + (0.535 * \text{job specification}) + (0.271 * \text{recruitment method determination})$.

Suggestions obtained from applying the research results. 1.1 From the research results, it was found that Quality of work, Amount of work, time and cost are at a high level. Therefore, the organization must continually focus on the work of employees. The organization's regulations must be considered. 1.2 The organization should give importance to and promote personnel recruitment. Human resource planning Personnel selection in determining recruitment methods and job characteristics You must consider the needs of employees and the organization's needs appropriately.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

REFERENCES

- Chutikarn Stiviboon. (2014). Principles of human resource development management. *Phet Publishing House*. Bangkok
- Nolaphan Bunrit. (2015). Factors affecting the work efficiency of Chonburi Provincial Administrative Organization personnel. Master of Business Administration Thesis in Public Management, *Burapha University*, Chonburi.
- Peterson, E. and Plowman, E.G. (1989). Business organization and management. Homewood, *Illinois*: Richard D. Irwin.
- Sareepah Wahama. (2016). Organizational employee recruitment and selection process. Master of Political Science Thesis, Faculty of Political Science, *Prince of Songkla University*. Songkla.
- Uthas Weerasakkamrun. (2013). Factors affecting the work requirements of police officers in the Crowd Protection and Control Division. Term Thesis for Master of Public Administration, Major in Police Administration and Justice Process, *Valaya Along Korn Rajabhat University under royal patronage*, Pathum Thani Province.
- Vroom, V. H. (1964). Work and motivation. New York: John Wiley & Sons.