



A RELATIONSHIP INVESTIGATION BETWEEN THE LIFE QUALITY VIEWPOINTS AND THE EQUILIBRIUM BETWEEN THE WORKLIFE WITH THE ROUTINE –LIFE AMONG THE SUPPORT PERSONNEL: XYZ OUTLETS

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Abstract

The research was about relationship between the aspects of life quality and the allocation balance between work and life of Back Office employees, XYZ Duty Free & Outlet Shop Business. The purposes of this study were 1) to study the level of aspects of life quality that employees concerned and 2) to examine relationship between aspects of life that employees concerned and the allocation balance between work and life. This study used quantitative research. A sample in this study was 84 employees in back-office segment of XYZ Duty Free & Outlet Shop Business. The research instrument was questionnaire. Data was analyzed with statistics including average, percentage, standard deviation and Pearson's Correlation Coefficient. The results showed that the majority of participants was female, age more than 35 years old and graduated with Bachelor's degree. The aspects of-life quality that the staff concerned in the overall revealed at a high level with an average of 4.20 and the allocation balance between work and life revealed at a high level with an average of 4.17. The result of Pearson's Correlation Coefficient showed that relationship between overall aspects of life's quality and the allocation balance between work and life was high with 0.751. Time; the aspect of life's quality, was the most correlated with work-life balance's level for 0.816 with statistically significant at 0.01.



Keywords: Aspects of life quality, Work-life balance, Back Office staff

Introduction

XYZ Duty-Free & Outlet Shop Business is a company that has many businesses within the group. With a reputation for being a leader of duty-free and outlet shop business with many shops in both the cities and the airports. Many branches open from 10.00 to 21.00 and some of them are 24 hours services. In the Backoffice work area, although, the working hours are set as usual from 9:00 a.m. to 6:00 p.m., but due to the ongoing plan and coordination of activities. Plus, the Covid-19 situation where many employees were schedule to rotate work onsite and from home. The voluntary time spent was more than regular basis. It's forcing employees to share time of their personal lives and family. This may cause employees to be stressful from working hard and balance between their work and life. Allocating time for work and life is therefore important to employees to have time for work, personal life, and spending time with family, free time for continuing education, earning extra income, etc.

The balance between life and work is also defined by the European Foundation for the Improvement of Living and Working Conditions (Spark, 2013), which gave the definition of work-life balance as the equilibrium point between of a person's work and life. Personally, working too little can cause people stress as it causes people to have insufficient income to live under the standard of living. On the one hand, overwork can have a negative effect on a person either affecting health or life. As can be seen in Japan, there is a phenomenon that people working hard until death which known as Karoshi disease. Balancing between work and personal life is therefore important because it is regarded as the importance of the well-being. Especially during the COVID-19 pandemic where many firms affected from the income and budget, many employees were laid off and the stress regarding the afraid of infection. The working from home does not guarantee their turner in the organization. The helping for voluntary work, receiving the cellphone, meeting in non-working hour via VDO call were perceived. It leads to the research question that how the aspects of quality of life which is the spending life with freedom from stress of less income and less of health problem is related to the balance between work and life.

Research Objectives

1. To study the level of the aspects of life quality that employees concerned and
2. To examine relationship between aspects of life quality and allocation balance between work and life.

Literature Reviews

Roger and Rebecca (2013) stated the meaning of life's quality as spending life with freedom from stress of less income and less of health problem. The composition of life's quality can be divided into 4 aspects as follows: 1) Task means work or occupation which will help drive creativity, 2) Family aspect is the creation of personal happiness that leads to success. It also helps to drive happiness in living in society, 3 Time is important aspects related to every decision-making of life and 4) Finance is one of the tools that help people to be able to live at present and future and 5) Intellectual or self-development because our lives do not stand still. We should do is develop our intellectual skills and life balance to fulfill every aspect of life.

Work-Family Conflict Theory: Kopelman, Greenhaus and Connolly (1983) stated that work-family conflict theory played an important role in research on work and life balance. This is because the conflict between family and work arises when activities of the family interfere with work. It was found that the result of work and family conflicts affect inter-role conflicts, job satisfaction and life satisfaction. The work and life balance would help solving this issue.

Work and life balance: from Segmentation Theory to Work Family Border Theory: There are many theories related to work and life balance. One among them is 'Segmentation Theory. It separated the domain of work life and family life as independent from each other. (Akinyele, 2009) Some studies viewed it in different way that work and life are related. Clark (2000) stated that work and life balance of each person is different based on the personal value and family background. This idea can be explained by using Work Family Border Theory. Work and family can be considered as two countries in which workers have to cross borders. In allocating work-life balance, the center of the theory is



work-life. Families have different boundaries, with each country having its own borders that influence each other. Clark (2000) further explains that everyone's work and family have different rules and values. For example, when we work, we can read and answer E-mail while in a meeting room but at home the action doing the same thing is considered bad manners at the dining room.

Life in Balance: the application religiosity of middle way: As Clark (2000) stated that work and life balance of each person is different based on the personal value. This value derived from the basic assumption or believe which is cornerstone of each person mindset (Schein, 2006). The believe of each person also comes from the religious believe that they adhere with. Vu (2020) stated that the religiosity; the role of religion in shaping people's philosophy and work behavior, helps individual upholds their emotional well-being and connecting communities of people and promoting cooperation and group feelings. The vast majority of the Thai population adheres to Theravada Buddhism. The Middle Way was taught since we were young. It means a balanced approach to life. The analogy of the middle way likes the worm water that attributes both hot and cold; melting and refreshing. The middle way can help us blend in for every environment. The basic indicator for the life balance is no physical and mental harm. If we maintain the middle way, we will happy at both workplace and family life as it seeks to reconcile opposing viewpoints and maintain balance.

Research Framework: The literature reviews above can be used as a variable in the study as follows; 1) the aspects of quality of life, which this research used for only 4 areas: task, family, time and intelligence (excluding the financials' aspect as the company requested) and 2) the allocation between work and life.

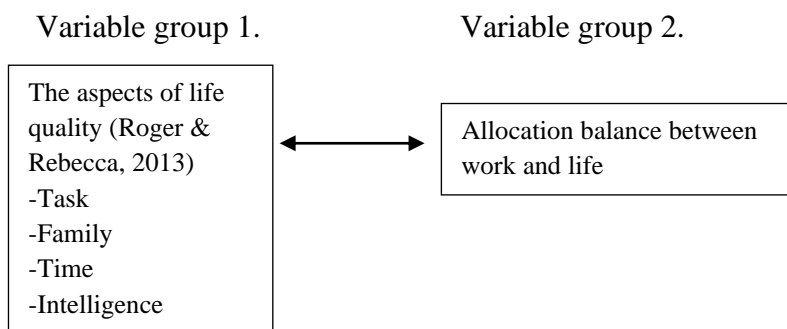


Figure 1: Research Framework

Research Methodology

Population and sample: Population of this research was 806 back-office staffs at the duty free and outlet shop business. The sample was determined by using the G* Power program (G-Star RAW®, 2022) and (Wiratchai, 2012). The sample was 84 people from the program setting: the influence value = 0.3, Tolerance = 0.05, Testing power = 0.80.

Research instruments: The research tool is questionnaire via google online form. The questionnaire divided into 3 parts as follows:

Part 1. Questions relating to demographics of Back Office employees; gender, age, status by using checklist.

Part 2. Questions about the aspects of life quality; task, family, time and intelligence.

Part 3. Questions about the allocation balance between work and life.

Part 2 and 3 use Rating Scale, with the respondents rate the level of life quality that they concern and the level of work and life by using 5 levels. The lowest is 1 and the highest is 5.

Research tool testing methods: The questionnaire was constructed based on concepts theories related to the above literature reviews. Then 3 experts check for the Item-Objective Congruence. The question with lower than 0.67 would be excluded.

Data analysis: The statistics used in this research were descriptive statistics; percentage, frequency, mean and standard deviation and Inferential statistics: Pearson's Correlation Coefficient by determining significance at the 0.01 level.

Results

The study of demographics information of the samples found that the majority of participants was female for 67.81 percent, age more than 35 years old for 53.20 percent and graduated with Bachelor's degree for 57.14 percent.

For the result of objective No.1, the level of the aspects of life quality that employees concerned. It was found that the aspects of life quality that



employees concerned in overall was at a high level ($\bar{X}=4.20$). Considering each aspect, the employees concerned for task ($\bar{X}=4.31$), intellectual (self-development) ($\bar{X}=4.27$), family ($\bar{X}=4.18$) and time ($\bar{X}=4.04$) respectively.

It can be explained in details as follows:

1. The aspect of family concerned; it was found that the employees concerned on family was at a high level. When considering each question, the spending life with family and friends was at the highest level ($\bar{X}= 4.46$), always plan for family gathering was at the highest level ($\bar{X}=4.39$) and the receiving constant support from family and friends was also at the highest level ($\bar{X}=4.20$).

2. The aspect of task concerned; it was found that the employees concerned on

Task was at a highest level. When considering each question, the concentration on given new assignments was at the highest level ($\bar{X}= 4.54$), the completion of the tasks within the deadline was at the high level ($\bar{X}=4.30$) and the apprehension on the people at work was high ($\bar{X}=4.26$).

3. The aspect of intellectual (self-development) concerned; it was found that the employees concerned on self-development was at a highest level ($\bar{X}=4.27$). When considering each question, the behaving on rational decision-making more than emotional one was at the highest level ($\bar{X}=4.42$), the learning to cope with problems effectively was at the highest level ($\bar{X}=4.33$) and the developing themselves to be confidence in their own decisions that no affect to other was at the highest level ($\bar{X}=4.25$).

4. The aspect of time concerned; it was found that the employees concerned on time was at a high level ($\bar{X}=4.04$). When considering each question, it was found that the question asked about time orientation was at the highest level ($\bar{X}=4.35$), followed by when they have free time, they will do the favorite hobbies at the highest level ($\bar{X}=4.21$) and the questions they had time to take care of themselves consistently was at a high level ($\bar{X}=3.98$).

For the level of allocation balance between work and life, it was found that in overall was at a high level ($\bar{X}=4.17$). When considering each aspect, it was found that the questions you can manage problems from work and life so that they are not affect to each other was at a high level ($\bar{X}=4.21$), you can manage the problem of work and life so that they are not affect to each other was at a highest level ($\bar{X}=4.21$), you can manage time work and personal life ($\bar{X}=4.16$), you can manage your free time was at a high level ($\bar{X}=4.15$) and you can handle stress was at a high level ($\bar{X}=4.11$) respectively.

For the result of objective No.2, the relationship between aspects of life quality and allocation balance between work and life, it was found the results of the analysis, by using Pearson Product Correlation Coefficient Statistical Test, that the overall aspects of life quality were related to the allocation balance between work and life with a correlation coefficient (r) of .751 (statistically significant at .01), it was indicating that both variables had a high degree of correlation. That is, the overall aspects of life quality were highly related to the allocation balance between work and life.

For each aspect of life quality, the family aspect and allocation balance between work and life were moderate correlated with a correlation coefficient (r) of .520 (statistically significant at .01).

The task aspect and allocation balance between work and life were found to have a low degree of relationship with a correlation coefficient (r) of .420 (statistically significant at .01).

The intellectual (self-development) aspect and allocation balance between work and life were found to have a low degree of relationship with a correlation coefficient (r) of .484 (statistically significant at .01).

The time aspect and allocation balance between work and life were found to have a high relationship with a correlation coefficient (r) of .816 (statistically significant at .01).



Discussions

The results of the research can be discussed as follows: the results of family as aspect of life quality had a moderate relationship with the allocation balance between work and life. It went along well with the research's result of Lewsagyunkulthorn (2012) studied the factors affecting work-life balance: a case study of the Deposit Protection Agency. The results showed that family composition also affects to the balance between life and work. Also, it aligned with Horpibulsuk (2022a.) that the close-knitted social network in ethnic minority enterprises network helped them had less stress when performing business as they felt that doing business is just only some parts of their life.

Fort the results of the study on the task as aspect of life quality had a low relationship with the allocation balance between work and life. The study result was different from the research of Akakulanan (2011) conducted a study on a causal model of work-life balance affecting the employees' effective work behavior of the automotive parts manufacturers in the Eastern Thailand. The study found that factors directly influencing work-life balance in the organizational was the work itself which the influence level was at a moderate level.

For the intellectual; the aspects of life quality also had a low relationship with the allocation balance between work and life. It correlated to Horpibulsuk (2022b.) that studied about the online psychometrics test to understand the English writing style. It was found that the person with analytical thinking sometime thinking too much with less flexibility and communication skills can affect to the result of their writing score. On the other hand, the study results contradicted to the research of Akakulanan (2019) conducted a study on factors influencing work-life balance of female operator, information and communication technology. The results of her study found that factor of emotional intelligence influences work-life balance. Those with high emotional intelligence will make the job and life has a high balance.

For the time; the aspects of life quality had a high relationship with the allocation balance between work and life. The study result was consistent with the research of Kaewtawee and Oumtanee (2014) conducted a study on Relationships Between Work-life Balance, Safety Climate and Organizational

Commitment of Professional Nurses, Private Hospitals, Southern Region found that the allocating time appropriately in life helped relieving burden from work.

Conclusions

The results showed the aspects of life quality that the staff concerned in the overall revealed at a high level with an average of 4.20 and the allocation balance between Work and Life revealed at a high level with an average of 4.17. The result of Pearson's Correlation Coefficient showed that relationship between overall aspects of life's quality and the allocation between work and life was high with 0.751. Time; the aspect of life's quality, was the most correlated with the allocation balance between work and life for 0.816 with statistically significant at 0.01. The family aspect was moderate for .520 with statistically significant at 0.01. While intellectual and task aspects of life quality had low relationship with the allocation balance between work and life for .484 and .420 with statistically significant at 0.01 respectively.



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