

Factors Affecting Work from Home Satisfaction in Bangkok, Thailand

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ABSTRACT

The aim of this study was to investigate factors affecting work from home satisfaction in Bangkok. The researchers used quantitative survey method to distribute 419 questionnaires to collect data via online surveys. After data cleaning, only 384 respondents were considered as the quality responses to use to classify the people who have experience with working from home with the company in Bangkok, Thailand. The researcher used statistic software program including descriptive statistics, Cronbach's Alpha, and Multiple Linear Regression in order to analyze data to evaluate the affecting level of variables consisting of work environment, work motivation, financial factor, physical factor, psychological factor, and technological factor on satisfaction of work from home. The results of analysis revealed that work environment, work motivation, financial factor, and psychological factor were important factors that companies need to redesign contingent of resource for maintaining the level of work from home satisfaction. All the four variables could explain around 57.0% ($R^2 = 0.57$) work from home satisfaction.

Keywords: work from home satisfaction, work environment, work motivation, financial factor, and psychological

Introduction

According to the current situation of the Covid-19 pandemic crisis, the number of cases each day are increasing highly. To prevent the rate of infection that could spread in the workplace is by keeping sick people away from well people. The companies, therefore, have adapted to the new normal by working from home policy rather than working at office. The motivation for Work from

Home is to balance the employee's life and work performance. Avery & Baker, (2002) defined work from home on a household basis could ruin the indistinct between home and workplace. There are many determinants that will affect work from home satisfaction. Based on many research studies, they found that during the pandemic crisis, work from home decreased the number of case infections. It is helpful for employers' and employees'

safety (Engle, Stromme, & Zhou, 2020). The definition of work satisfaction is the positive emotional result from their professional experience involved with the predicate satisfaction of their work. Thus, work from home satisfaction including aspects of well-being and a positive of mental health (Int. J. Environ. Res. Public Health 2021, 18, 1903). Sousa-Poza & Sousa-Poza, 2000; Gazioglu & Tanselb, 2006; Skalli, Theodossiou, & Vasileiou, 2008 have focus on literary aspect of work from home satisfaction of working environment including work and context of physical working and social working. Spector (1997) investigated that the work environment effect on employee's performance. The working environment includes employee's safety, security of the job, and good relations with colleagues. Also realized that to emphasize the importance of employees will lead them to higher level commitment. Moreover, Lane, Esser, Holte, & Anne, 2010 identified the wage or salary Different factors within the working environment such as wages, working hours, organization structure, and communication of management to the employees are related to the work from home satisfaction. The researcher, Petterson (1998) discusses that the proper communication between employees in organization within a business is significant to accomplish the organizational goals.

Research objectives

1. To investigate of Work from Home satisfaction in Bangkok, Thailand
2. To study Factors Affecting Work from Home Satisfaction in Bangkok, Thailand

Literature Review

Work from Home Satisfaction

Herzberg et al. (1959) classified that work from home satisfaction and motivation are relevant which refer to source of satisfaction at work such as achievement, recognition, responsibility, advancement, and growth whereas differentiated with dissatisfaction of employees' attitudes of company policy and administration, supervision, salary, interpersonal relations, working conditions, status and security.

Financial factors

The empirical research of financial factors is involved with the cost side. To identify virtual work can save personal cost of living such as transportation expenses, and eating out expenses. On the other hand, the cost of living at home is increasing as a part of usage from working. Thus, financial factors are influenced by work from home satisfaction, especially the payment they get from the job are considered (Rezaei, Omid, & Kazeroni, 2013).

Physical factors

The experience of workplace stress can have an impact on an individual's mental and physical health (Health and Safety Executive, 2001; Cooper et al., 2001). Moreover, Dewe (1991) found that physical health is linked to work from home satisfaction. In general, we can find that many occupations have high stress levels and are dissatisfied with their job. This paper of work-related stress 185 information is ranking order on identification of high and low stress of occupations in relation to work from home satisfaction.

Psychological factors

The psychological approach empowerment is relative to work from home satisfaction and result positive affective organizational commitment. Employee commitment can be identified vary from basic behavioral commitment of the employees who obey and respect the instruction of leadership in organization (Meyer and Allen, 1991; Mowday et al., 1979). In addition, Van Dick et al., 2004 indicated that work from home satisfaction is also relevant to an attitude into perspective of the job and task such as supervisor support.

Technological factors

The technological support is considered as important in virtual work. The good technical support could get rid of an uninterrupted influence to efficiently smooth exchange task-related knowledge with the co-worker and supervisors (Bosua et al., 2012; Bentley et al., 2016). An advanced technology has made effective support of telecommuters through technical tools such as Microsoft Teams, WebEx, Skype, Zoom and LogMeIn Rescue which are providing sufficient technical support leading to positive outcome of employees Baker et al., 2006; Bayrak, 2012. In an empirical analysis by Bentley et al. (2016), a negative relationship between technical support and psychological stress could impact work from home satisfaction.

Work Motivation

The Employees motivation approach can separate into intrinsic and extrinsic components. As an employee's behavior is motivated by the intrinsic rewards such as a good feeling of praise and the extrinsic rewards such as monetary bonus. Therefore, Gagne and Forest (2008)

perceived that intrinsic motivation makes them find work interesting and satisfying which are differentiated from extrinsic make them work for rewards. Negash et al. (2014) believe that the work motivation of employees is strongly influenced by recognition, followed by monetary rewards such as bonus, benefits, pay and promotion.

Work Environment

The perspective of quality of the physical from the work environment including space, physical layout, noise, tools, and material are leading to work performance (Tyssen, 2005, p. 58). A work area where they can perform their ability of their activity which is bringing positive and negative outcomes. Also, Barry and Heizer (2001, p. 239) defined the working environment can affect employee security and quality which allows them to work effectively and optimally as it is relevant to their emotion of enjoying the environment of the workplace and their work performance will be high as well. Moreover, the physical environment involved with the relationship with colleagues due to the work environment is a place to perform a job Nitisemito (1992).

Research Framework

The conceptual model was come from the previous and relevant study about Factors Affecting Work from Home Satisfaction. There are six independent variables that was chose to study in this research which was work environment, work motivation, financial factors, physical factors, psychological factors, and technological factors. For dependent variable, it was Work from Home Satisfaction in Bangkok, Thailand

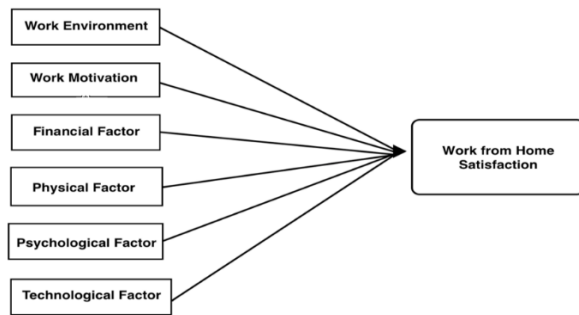


Figure 1 – The Research Conceptual Framework
Research Hypotheses

Based on the proposed conceptual framework, the researchers constructed six hypotheses to examine the Factors Affecting Work from Home Satisfaction in Bangkok, Thailand. The details of the hypotheses are as following:

H1_a: Work environment has a significant Affecting Work from Home Satisfaction in Bangkok

H2_a: Work motivation has a significant Affecting Work from Home Satisfaction in Bangkok

H3_a: Financial factors has a significant Affecting Work from Home Satisfaction in Bangkok

H4_a: Physical factors has a significant Affecting Work from Home Satisfaction in Bangkok

H5_a: Psychological factors has a significant Affecting Work from Home Satisfaction in Bangkok

H6_a: Technological factors has a significant Affecting Work from Home Satisfaction in Bangkok

Research Methodology

In this study, the researcher focuses on the Factors Affecting Work from Home Satisfaction in Bangkok, Thailand. Firstly, the researcher uses the quantitative method to collect primary data. The researcher distributes online survey of the questionnaire in a Google form. The

research has been proceeded on employees who have experienced working from home in Bangkok, Thailand. This method is easy and jaunty to reach the respondents. Cronbach's Alpha was used to test the reliability of each variable in the research. The research used five-point Likert scale in online questionnaire, and the scale ranged from strongly disagree to strongly agree: Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree =5. Secondly, descriptive analysis was used to analyze and interpret the data of the respondents. The goal of descriptive studies is to cover all conclusions, specific events which are experienced by individuals or groups of individuals. Data which is collected for descriptive studies focuses to find out the common of the specific events under the research

Table 1: Reliability Test (Cronbach's Alpha) N=31

Variable	Cronbach's Alpha	Reliability
Work environment	0.68	Questionable
Work motivation	0.80	Good
Financial factors	0.78	Acceptable
Physical factors	0.80	Good
Psychological factors	0.79	Acceptable
Technological factors	0.70	Acceptable
Work from home Satisfaction	0.75	Acceptable

Table 1 presented the results of Cronbach's alpha for each all variables in this research. According to the rules of thumb, overall was above 0.6 which was in the level of questionable for value interpretation. So, no questions were cut off in this questionnaire.

Data Analysis and Results

A result showed that all respondents are people who has experienced on work from home and work

in Bangkok. For the age of 384 respondents. There were 251 respondents with the age between 18–28 years old (65.40%), followed by 110 respondents (28.60%) with the age of 29–38 years old, 17 respondents (4.40%) with the age 39–59 years old. The lowest proportion with the age 60 years old or older was 6 respondents (1.60%). Second, the gender from a total of 384 respondents, the majority of respondents were female by 219 respondents (57%), and male were 165 respondents (43%). Third, the nationality 384 respondents. For Thai were a majority of 383 respondents (99.70%), and other which is 1 person of American by 0.30%. Fourth, the status of 384 respondents. For a single status were 319 respondents (83.10%), followed by Married status were 60 respondents (15.60%), and divorced were 5 respondents (1.30%). Fifth, the education of 384 respondents. The graduated with Bachelor's Degree were 272 respondents (70.80%), followed by Master Degree were 73 respondents (19.00%), under Bachelor's Degree were 32 respondents (8.30%), and Doctoral Degree were 7 respondents (1.80%). Sixth, the occupation of 384 respondents. The employees were 191 respondents (49.70%), followed by the state employee were 93 respondents (24.20%), the business man were 86 respondents (22.40%), and other were 14 respondents (3.60%) who perform other jobs which was not in the questionnaire. Next, a frequency of work from home of 384 respondents. Work from home 5–6 days were 140 respondents (36.50%), followed by 3–4 days were 134 respondents (34.90%), 1–2 days were 66 respondents (17.20%), and 7 days a week were 44 respondents (11.50%). Last, the personally monthly income of 384

respondents. 115 respondents (29.90%) had a personally monthly income of 15,001 – 24,999 THB, followed by 25,000 – 35,000 THB were 92 respondents (24.00%), 35,001 – 54,999 THB were 79 respondents (20.60%), less than 15,000 THB were 53 respondents (13.80%), and 55,000 THB or more were 45 respondents (11.70%).

Table 2: Summary result of Mean and standard deviation of all variables

Variables	Mean	S.D.	Interpretation
Work Environment	3.92	.81	Agree
Work Motivation	3.65	.82	Agree
Financial Factor	3.80	.87	Agree
Physical Factor	3.56	.89	Agree
Psychological Factor	3.76	.83	Agree
Technological Factor	3.60	.84	Agree
Work from home Satisfaction	4.06	.87	Agree

Table 2 presented all seven of independent variables and dependent variables shown the result interpreted with agree consist of work from home satisfaction, work environment, financial factor, psychological factor, work motivation, technological factor, and physical factor at mean score 4.06, 3.92, 3.80, 3.76, 3.65, 3.60, and 3.56 respectively. The standard of dependent variables was at 0.87010 and other independent variables consist of physical factor, financial factor, technological factor, psychological factor, work motivation, and work environment were at the value 0.89, 0.87, 0.84, 0.83, 0.82, and 0.81 respectively.

Table 3: Model Summary from Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.76 ^a	.57	.57	.56

a. Predictors: (Constant), Technological Factor, Work Motivation, Physical Factor, Psychological Factor, Financial Factor, Work Environment

Table 3 presented the adjusted R square value was 0.57, indicated that 57% of work from home satisfaction can explain by the independent variables of this study, consist of Technological Factor,

Work Motivation, Physical Factor, Psychological Factor, Financial Factor, Work Environment. Thus, another 43% of work from home satisfaction could be explained by other independent variable.

Tables 4: Model Summary from Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.55	.16		3.37	.00		
	Work Environment	.23	.05	.21	4.26	.00	.43	2.29
	Work Motivation	.13	.05	.12	2.54	.01	.46	2.15
	Financial Factor	.22	.05	.22	4.41	.00	.43	2.28
	Physical Factor	-.05	.04	-.05	-1.19	.23	.49	2.03
	Psychological Factor	.39	.05	.37	7.85	.00	.49	2.03
	Technological Factor	.00	.05	.00	.09	.92	.41	2.41
a. Dependent Variable: Work from home Satisfaction								

According to Table 4 presented the significant value of testing Work from Home Satisfaction is often P value. The significant value of the six variables were 4 variables which are work environment, work motivation, financial factor, and psychological were less than 0.05, indicating that work environment, work motivation, financial factor, and psychological had statistically significant effect on work from home satisfaction. Differently with physical factor and technological factor are not significant influence on work from home satisfaction. Besides, the beta of standardized coefficient or (β) of six independent variables. First, 1 addition unit is work environment shows the influence toward work from home satisfaction will increase by 21% at $\beta = 0.21$. Second, 1 addition unit is work motivation shows the influence toward work from home satisfaction will increase by 12% at $\beta = 0.12$. Third, 1 addition unit is financial factor shows the influence toward work from home satisfaction will increase by 22% at $\beta =$

0.22. Fourth, 1 addition unit is physical factor shows the influence toward work from home satisfaction will decrease by 5% at $\beta = -0.05$. Fifth, 1 addition unit is psychological factor shows the influence toward work from home satisfaction will increase by 37% at $\beta = 0.37$. Last, 1 addition unit is technological factor shows the influence toward work from home satisfaction will increase by zero at $\beta = 0.00$.

VIF- Variance Inflation Factor

Continued to Table 4, the variance inflation determinant is a statistical method to test multicollinearity, Walker & almond (2010). VIF should not be greater than 5, if greater than 5 mean the independent variables have high correlated with another variables. The results show that VIF indicator for psychological factor is 2.03, followed by physical factor is 2.03, work motivation is 2.15, financial factor is 2.28, work environment is 2.29, and technological factor is 2.41 which all less than 5. It means that all independent variables are not correlated to each other in

a sense, and there is no multicollinearity problem.

However, to verify the result of first regression analysis, the researcher analyzed the result again (second analysis) by eliminating the variables that the hypothesis failed to reject.

Table 5: Model Summary from Multiple Regression Analysis (2nd round)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.76 ^a	.57	.57	.56
a. Predictors: (Constant), Psychological Factor, Financial Factor, Work Motivation, Work Environment				

From the Table 5, the second round show the adjusted R square value is at 0.57 which can explain that 57% of the influence effect on work from home satisfaction in Bangkok can be explained by four independent variables in this research which are Psychological Factor, Financial Factor, Work Motivation, and Work Environment. The result from the study indicated that work atmosphere and freedom of job scheduling have an influence on work satisfaction. Moreover, employees are more satisfied to save the travelling expense when compared to virtual meeting. Otherwise, the employees need socialize fulfillment for work life balance during work from home.

Table 6: Model Summary from Multiple Regression Analysis (2nd round)

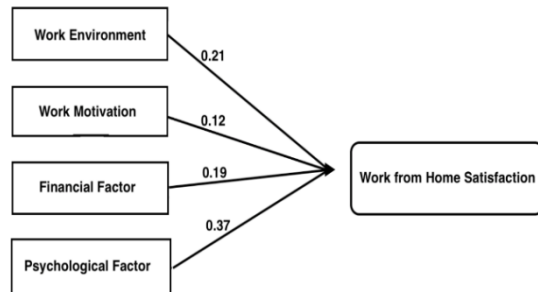
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.51	.16		3.17	.00
	Work Environment	.22	.05	.21	4.25	.00
	Work Motivation	.13	.05	.12	2.52	.01
	Financial Factor	.19	.04	.19	4.44	.00
	Psychological Factor	.38	.04	.37	7.96	.00
a. Dependent Variable: Work from home Satisfaction						

According to the Table 6, the second-round show that the significant value of the 4 variables indicating that work environment, work motivation, financial factor, and psychological were less than 0.05, had statistically significant effect on work from home satisfaction. Besides, the beta of standardized coefficient or (β) of four independent variables. First, every 1 addition unit is work environment shows the influence toward work from home satisfaction will

increase by 21% at $\beta = 0.21$. Second, every 1 addition unit is work motivation shows the influence toward work from home satisfaction will increase by 12% at $\beta = 0.12$. Third, every 1 addition unit is financial factor shows the influence toward work from home satisfaction will increase by 19% at $\beta = 0.19$. Last, every 1 addition unit is psychological factor shows the influence toward work from home satisfaction will increase by 37% at $\beta = 0.37$.

Figure 2: Factor Affecting Work from Home Satisfaction in Bangkok model

From the results of study, the regression can be defined as an equation below



The Affecting Work from Home Satisfaction in Bangkok equation

$$= 0.51 + 0.22 \text{ (Work Environment)} + 0.13 \text{ (Work Motivation)} + 0.19 \text{ (Financial Factor)} + 0.38 \text{ (Psychological Factor)}$$

Discussion and Implication

The finding of this research can help the company while arranges employee to work from home to understand the influence factor to satisfy employee during work from home in order to develop the performance of work. Therefore, the results of this study can used to develop the strategies of company or providing better alternative to manage work from home satisfaction.

According to the hypotheses H1, H2, H3, H5, the findings indicates that work environment, work motivation, financial factor, psychological factor. Among these four variables, psychological factor has the highest of the beta value with 0.37 followed by work environment with 0.21 then financial factor with 0.19

and work motivation with 0.12 have a significant effect on work from home satisfaction significantly especially psychological factor which has a strongest influence on work from home satisfaction by providing good work life balance during experienced on work from home to the employee as well as sufficient of working equipment or resource must be also provide to employee during work from home. It could create the work performance to satisfy toward employee. Second, work environment one thing should improve on “You are satisfied with the working atmosphere at home” which has the lowest beta based on descriptive statistic. As far as working environment is the important thing to encourage work satisfaction and work performance. The workplace could increase work environment valued by decorate the proper work light, smell, and comfortable chair. Third, financial factor that company should provide an incentive to the employee during work from home because of the increasing of usage cost that employee have spent during work from home such as internet cost, electricity cost, and office resource cost which company should allocated to employee in order to meet the work from home satisfaction. Last, work motivation which has the lowest beta value, the company should remain the same amount of employee’s salary due to some company had deducted wage during economic downturn of Covid-19 as well as salary can encourage employee to work more efficiency also increase work from home satisfaction.

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