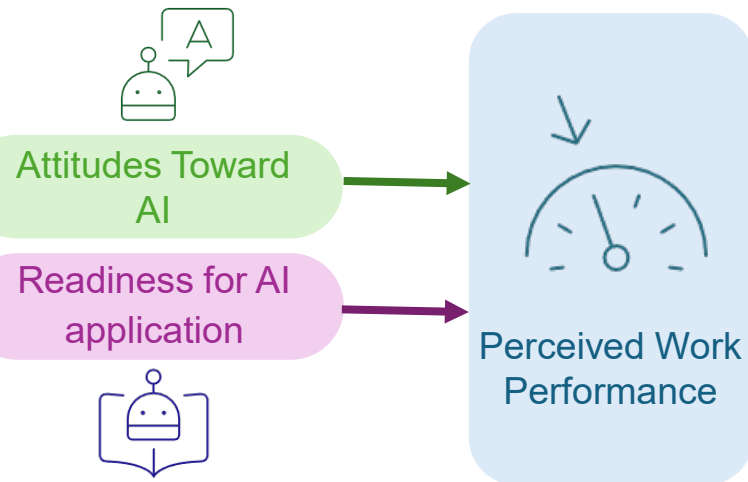


# The Relationship Between Attitudes Toward Artificial Intelligence and Work Performance: A Study of Support Staff at Prince of Songkla University, Surat Thani Campus

## Research Objectives





Multiple Regression Model ( $R^2 = .559$ )  
Both predictors jointly explained 55.9% of the variance in perceived work performance.


Attitudes toward AI and readiness for AI application significantly predict perceived work performance among administrative staff at the Surat Thani Campus Office, Prince of Songkla University


## Methodology

 **Approach:** Quantitative descriptive correlational design with predictive analysis


 **Process:** Data were collected through a questionnaire survey administered to administrative staff during the study period


 **Sample:** The sample consisted of 116 administrative staff members at the Surat Thani Campus Office, Prince of Songkla University

 **Instruments:** 1) an attitudes toward AI questionnaire, 2) an AI application readiness questionnaire, and 3) a work performance questionnaire

 **Data analysis:** Data were analyzed using descriptive statistics, Pearson's correlation coefficient, and multiple regression analysis

## Research Findings

Administrative staff reported high mean scores for attitudes ( $M = 4.17$ ), readiness ( $M = 3.86$ ), and perceived work performance ( $M = 4.09$ ), indicating generally positive evaluations across constructs 

 Attitudes toward AI, readiness for AI application, and work performance showed statistically significant positive correlations ( $p < .01$ )

Attitudes toward AI and readiness for AI application jointly predicted work performance ( $R^2 = .559$ ), with attitudes demonstrating a slightly stronger predictive effect 