

FACTORS ASSOCIATED WITH JOB PERFORMANCE OF THE  
/ DISTRICT AGRICULTURAL EXTENSION OFFICERS  
IN CENTRAL PART OF  
THAILAND

CHAIYAPORN DANGMANEE



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## ABSTRACT

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Adviser: Dr. Teodora T. Acoba

This study sought to find out the nature and relationship of the factors of work motivation and job satisfaction of the District Agricultural Extension Officers (DAEO) to job performance.

The respondents of this study were 82 DAEOs of the Ministry of Agriculture and Extension from Central Part of Thailand.

Questionnaire was used to gather the data needed which were analyzed using descriptive statistics, t-tests and Pearson Product Moment Correlation.

Majority of the DAEOs were relatively old, college graduates, enjoyed high-salary and had small families to support.

The DAEOs were highly motivated by relatedness needs, growth needs and only motivated by existence needs.

In general, there was satisfaction prevailing among them on all the job satisfaction factors studied except for interpersonal relation which they were very satisfied with.

The overall level of job performance of the DAEO in the three major management functions, namely; administrative executive and supervisory was only satisfactory. Difference in the job performance was attributed to age and work experience.

Work motivation in terms of existence, relatedness and growth needs was not related to job performance. Job satisfaction factors did not influence job performance, except achievement and possibility of growth for performing administrative function, and recognition for performance of executive function.

Problems encountered by DAEOs in performing their functions include: making their staff highly motivated and very satisfied with their work; many tambons covered but a few staff to work with, and other problems related to technology transfer and support services for farmers. Suggestions to remedy the problems emphasized the need for constant meeting/interaction with staff on topics related to

their job; enhancing the capabilities of their clientele, and providing support services during farm production and post-harvest operations.

Since the DAEOs were highly motivated by relatedness and growth needs, it is recommended that these be given emphasis by concerned personnel to improve job performance. Improvement of existing policies on deployment of DAEOs must also be looked into.

Monitoring and evaluation forms may be devised to evaluate the performance of DAEOs considering the variables aside from these used in this research.

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