

## Abstract

The objectives of the Study on Factors Affecting the Use of Public Sector Management Quality Award (PMQA) Criteria in the Department of Social Development and Welfare (DSDW) were to study factors affecting the use of PMQA criteria in DSDW and to study a transfer process of the use of PMQA criteria in DSDW. The questionnaire was a tool used to collect data from a sample of 266 DSDW's officials. Statistics for data analysis were percentage, mean, standard deviation, t-test, F-test and Pearson product-moment correlation coefficient.

Most of the sample were female, aged between 46-52 years old, completed a bachelor's degree, to be in the category of knowledge worker positions, responsible for technical affairs and had work experiences in public sector between 25-32 years. There were two factors affecting the use of PMQA criteria in DSDW: hygiene factors which overall rank of opinion was high, especially the relationship with the superiors, subordinates, or colleagues followed by human resource development/ training, management and policies to promote the use of PMQA criteria in the organization; and motivator factors which overall rank of opinion was high, especially the success of work followed by the progress of work and admiration. According to the use of PMQA criteria, the opinion concerning the transfer process of strategies at organizational level through agency and individual levels consisted of five aspects. The overall rank of opinion was high, especially the preparation of strategic map followed by communication for comprehensive understanding, commitments to achieve organization's goals, monitoring system of the progress of performances and arrangements for written agreement at all levels. After testing hypotheses, it was found that the motivator factors and the hygiene factors related to the transfer process of strategies at organizational level through agency and individual levels based on the five aspects of PMQA criteria.

Recommendations from the study were that DSDW should do the following: In the aspect of policy, DSDW should focus on the preparation of strategic map and the communication to provide understanding concerning the transfer of key performance indicators and targets to its personnel so that they will recognize their responsibilities and have motivation to achieve the organization's objectives. As for the aspect of administration, DSDW should find some ways to put the right man in the right job and also promote teamwork. Additionally, in the aspect of implementation, DSDW should concentrate on the follow-up of working development and continue providing knowledge and skills to the personnel.

