



The 16th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2024"
20 March, 2024

The Impact of Digital Workplace Transformation, Remote Working and Working Environment Towards Employee Performance Throughout the Covid-19 Pandemic in Interior Industry in Bangkok

Saung Hnin Moe

Email: saung.moe@bumail.net

Master of Business Administration (English Program), Bangkok University

Suthinan Pomsuwan

Email: suthinan.p@bu.ac.th

Master of Business Administration (English Program), Bangkok University

Abstract

The implication of the Covid-19 pandemic most of the organization are involved and also the design industry. Based on this situation the interested things that how the design industry works on the digital workplace transformation to productivity for the organization. All are need to protect the precaution when the next coming situation like the present. That recruited from the 400 respondents from Interior Design Industry to carry out the data needed for the study. It uses random sampling as a technique and uses simple random sampling methods to collect sample sizes. The deductive method was used in this study. In this study used the correlation between two-tailed regression and simple linear regression in this study. The study has found that digital workplace transformation, remote working and working environment has strongly positive relationship with employee performance of Interior Design Industry and also have significantly positive impact on it. The results revealed that there is a significant effect between the independent variables (digital workplace transformation, remote working and working environment) and the dependent variable.

Keywords: Covid-19 Pandemic, Interior Design Industry, Digital Workplace transformation, Knowledge, Skill, Processes, Remote working, Safe Working Environment, Focus, Work-life Balance, Employee relationship, Knowledge sharing, Job satisfaction, Employee performance, Employee productivity

Introduction

In 2019 Coronavirus Pandemic (Covid19) has had a major impact on many businesses and professions, causing many businesses to close and many unemployed. But there are



The 16th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2024"
20 March, 2024

.....

several sectors that have been resilient and have survived the pandemic. One of these sectors has successfully adapted to the health crisis is interior design. Many would wonder how a seemingly irrelevant industry is relevant in these troubled times when others are focused on providing essential products and services.

This research title of digital workplace transformation in the Interior Design industry that can know how the organization works in this situation and can change the improvement by looking this situation depend on this pandemic. The implication of the Covid-19 pandemic most of the organization are involved and also the design industry. Based on this situation the interested things that how the design industry works on the digital workplace transformation to productivity for the organization (Manasi, 2020). It is very important for all the organizations in this condition. So, all are need to protect the precaution when the next coming situation like the present. In the present, the digital workplace transformation is very essential and important to continuing the organization (Tomas, 2021).

Research Objectives

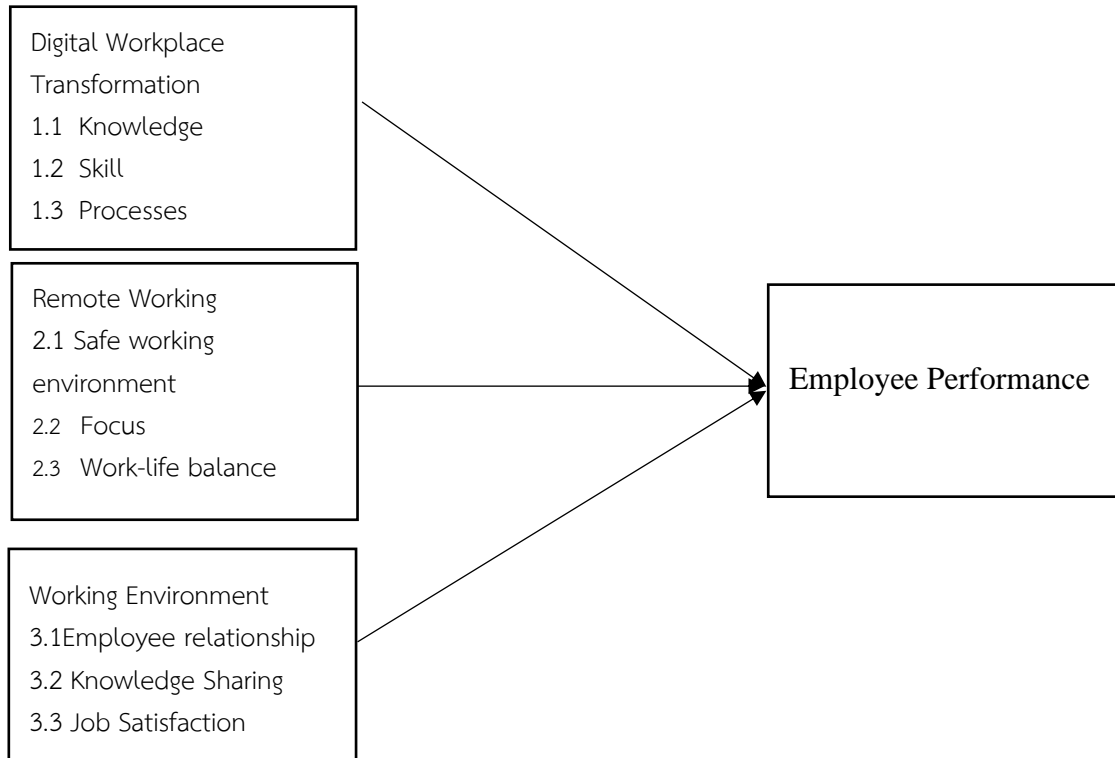
1. To study the impact of digital workplace transformation (knowledge, skills and processes) on employee performance in the workplace during the pandemic.
2. To study the impact of remote working (Safe working environment, Focus and Work-life Balance) on employee productivity in Interior design industry during Covid-19.
3. To study the impact of working environment (Employee relationship, Knowledge and Job satisfaction) on employee performance during the pandemic.



The 16th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2024"
20 March, 2024

Scope of the Study

Conceptual Framework



Hypothesis Test

H₁: The digital workplace transformation (Knowledge, Skill, and Process) impacts on employee performance.

H₂: The Remote working (Safe Working Environment, Focus and Work-life Balance) impacts on employee performance.

H₃: The Working Environment (Employee Relationship, Knowledge Sharing and Job Satisfaction) impacts on employee performance.



The 16th National and International Conference
 "Global Goals, Local Actions: Looking Back and Moving Forward 2024"
 20 March, 2024

Literature Review

No.	Authors (Years)	Finding
1	Lindsay (2020)	A digital workspace that is virtually added to a physical office space is a broad term that includes all the hardware, software, or platforms that employees use to perform their work.
2	Cole (2022)	Workplace productivity usually leads to better customer service, healthier relationships, and more motivated employees. The employee productivity is an important reason for improving employee engagement has been proven to increase employees' commitment to the organization.
3	Hunter (2019)	Effective project management is necessary to guarantee that neither the productivity of individuals working on-site, nor the standard of work completed remotely will be compromised.
4	Kumar (2019)	Involving employee's productivity in certain decisions, they will gain a more positive view of the employer because they think their opinions are worthwhile.
5	Majid (2022)	The aim is to establish productive business relationships within as well as outside the Nature working group and to realize knowledge exchange within the organization.

Methodology

The Population and Sample

Interior Design Industry is a service industry, which currently used the digital workplace transformation during the Covid-19. By using YAMANE 1967, the sample size of Interior Design Industry is 400 sample design is needed. The study encompassed the entirety of the company's workforce, comprising 400 individuals employed in the design industry.



The 16th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2024"
20 March, 2024

Type of Research and Sample

The type of research and tool used to ask the respondents about research problems. The questionnaire was collected with the Likert Scale questions to investigate how the respondents faced the organization. The questionnaire demographic factor is related to those of respondents' gender, age, occupation, monthly income level, working experience and marital status. There will be questions about how respondents transform the digital workplace to be and employee productivity of Interior Design Industry. The last two parts of the question are measured by five-point Likert- scale: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree (5) Strongly agree. The questionnaire will be delivered to the respondent who is willing to help in the research for the reliability and validity of data.

The quality of Research Tool

The online questionnaire was approved by the advisor Assoc. Prof. Dr. Suthinan Pomsuwan. A voluntary sample of thirty respondents was used for the reliability test. With a total reliability of 0.975, the data from the questionnaires were evaluated using Cronbach's Alpha in the statistical program. A number between 0.7 and 1.00 is necessary to be accepted.

The Data Collection

The Interior Design Industry will base on the primary survey to collect the survey question on the internet during the pandemic by using Google form survey. Google form survey is more convenient during this Covid-19 and the time required to complete an online research project. In addition, most surveys can be completed within a few hours, receive up to 400 respondents and provide real-time insights. Survey responses are processed automatically, and results are always available.

Statistics

1. Descriptive statistics, which is composed of frequency, percentage, mean, and standard deviation.
2. Inferential statistics, which is composed of the Multiple Regression Analysis Test.

Result

Summary of Demographic Date

The demographic overview provides a comprehensive snapshot of 400 respondents in the Interior Design Industry. The key demographic highlights include a predominant male

