

Preeyada Tarakit 2009: The Relationship between Attitude towards Service and Job Satisfaction of Ground Customer Service Staff: A Case Study of British Airways Public Company Limited. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Orapin Stiramon, Ph.D. 124 pages.

The objective of this research, were 1) to study the attitude towards service of ground customer service staff 2) to study the level of job satisfaction of ground customer service staff 3) to study attitude towards service and job satisfaction with five personal data: gender, age, year of employment, income and education, and also 4) to study the correlation between attitude towards service and job satisfaction. The sample of this study was 110 ground customer service staff at Suvarnnabhumi Airport. The questionnaires were used in collecting data from the sample. The questionnaire was divided into three parts: personal data, attitude towards service and job satisfaction. The data analyzed with computer software for computation of t- test, F- test, and Pearson's product moment correlation coefficient.

Result of this study found that majority of ground customer service staff was female, age not over 30 years old, years of employment not over 1 year and range of income was 15,000- 25,000 baht, and bachelor degree. The results indicated that ground customer service staff's attitude towards service was at moderate level, and found that years of employment had direct impact on attitude towards service of ground customer service staff at the .05 level. Job satisfaction of ground customer service staff was at moderate level. In additional, job satisfaction of ground customer service could be affected by age, year of employment and income. Attitude towards service was significantly related to job satisfaction: job content, colleague, job stability and income at .05 and .01 level.

---

Student's signature

---

Thesis Advisor's signature

\_\_\_\_ / \_\_\_\_ / \_\_\_\_