

Jiravee Choenpipattanaskul 2012: The Determinants of Job Satisfaction and Turnover Intention of Employee in the Banking Industry. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Association Professor Amnaj Theeravanich, M.S. 125 pages.

The objectives of this study were firstly, to assess the relation of person-organization fit and job satisfaction of banking employees; secondly, to establish the relation of person-organization fit and turnover intention of banking employees; and thirdly analyze the relation of person-organization fit, job satisfaction and turnover intention of banking employees. The sample consisted of 400 employees in the Banking Industry. This research used questionnaires as a research instruments. The statistics used for data analysis were percentage, mean, standard deviation, hypothesis testing by stepwise multiple regression analysis, and Pearson's Product-Moment Correlation Coefficient. The research found that:

- 1) The person-organization fit is positively related to job satisfaction.
- 2) The person-organization fit is negatively related to turnover intention.
- 3) The person-organization fit affects the turnover intention by mean so impact on the job satisfaction.

The findings of this research supports the research hypothesis and aligns with theories of person-organization fit, job satisfaction and turnover intention. Banks can apply them to create job satisfaction and reduce the turnover rate.

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Thesis Advisor's signature