

Pissanu Duangsuttha 2011: Attitude at Work, Self – Efficacy and Working Behavior of Employees in a Life Insurance Company. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Jamrong Ngeundee, M.Ed. 144 pages.

The purpose of this research were 1) to study the Personal Factors, Self – Efficacy and Behavior of employees of a Life Insurance Company 2) to compare behavior of employees with different personal factors 3) to study the relationship between attitude at work and behavior of employees of a Life Insurance Company 4) to study the relationship between self – efficacy and behavior of employees of a Life Insurance Company 5) to study the prediction between attitude at work and self - efficacy and behavior of employees of a Life Insurance Company, The sample studied were Annual employees of a Life Insurance Company in 2010, total 152 employees . The research measurement used in collecting data was four parts questionnaire: 1) Personal Factors 2) Attitude at work 3) Self – Efficacy and 4) Working Behavior. The data was analyzed by statistical package of social science computer program. Statistics analyzed were frequency, percentage, mean, t-test, F-test, standard deviation, Pearson’s product moment correlation coefficient, and multiple regression analysis.

The result show that 1) Different Personal Factors in employees of Life Insurance Company was not significant with working behavior at level of .05 2) The attitude at work, e.g. opportunity to advance their work, job characteristic, supervisory work, social nature of work, compensation and working condition was relate behavior to work statistically significant at level of .05 3) The perception of self – efficacy, e.g. evaluation of the ability to work, the ability of a model for others, the ability to create positive feeling to themselves and other associated with behavior to work statistically significant at level of .01 4) The attitude at work in wage, efficacy of self – assessment of the ability to work and the ability to create positive feeling to themselves and others that be only to predict 70.2% of the employees working behavior at level of .01

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