

Areewan Leetupthai 2011: Factors which Effect Worker's Continuance Commitment at Phatra Public Co., Ltd. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Associate Professor Phuangphet Wacharayoo, Ed.D. 154 pages.

The objectives of this research were to: 1) study the level of job satisfaction, organizational culture, organizational citizenship behavior and continuance commitment; 2) study the relationship between job satisfaction, organizational culture, organizational citizenship behavior and continuance commitment, and 3) find which of the job satisfaction, organizational culture and organizational citizenship behavior could predict continuance commitment of workers at Phatra Public Co., Ltd. Samples were 165 officers at Phatra Public Co., Ltd. Data were collected by questionnaires and analysed by application program of computer. Statistics used were: percentage, mean, standard deviation, Pearson's product moment correlation coefficient, and stepwise multiple regression analysis.

The results of the research were: 1) workers at Phatra Public Co., Ltd. had high level in overall job satisfaction, overall organizational culture, overall organizational citizenship behavior and continuance commitment. 2) job satisfaction, organizational culture, and organizational citizenship behavior were positively statistically related to continuance commitment at the significant level of .01 3) organizational citizenship behavior (sportsmanship dimension) job satisfaction (salary and possibility of growth dimensions) could statistically jointly predict continuance commitment at the significant level of .001 and at 14.0 percent. Conclusion: the answer of the question "What caused worker's continuance commitment at Phatra Public Co., Ltd were: sportsmanship salary and growth which given to workers.

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Thesis Advisor's signature