

Nisarath Wijarean 2010: Factors Effecting Happiness in Working of Assembly Line Employees in Utac Thai Co., Ltd. (The Headquarters). Master of Science (Industrial and Organizational Psychology), Major Field: Industrial and Organizational Psychology, Department of Psychology. Thesis Advisor: Mrs. Sayamon Akakulanan, Ph.D. 225 pages.

The objectives of this research were to: 1) to study the level of happiness in working, achievement motivation, work environments and personality of assembly line employees in Utac Thai Co., Ltd. (The Headquarters); 2) to study the relationship between achievement motivation, work environments, personality and happiness in working of assembly line employees in Utac Thai Co., Ltd. (The Headquarters); and 3) to study the variables that could predict happiness in working of assembly line employees in Utac Thai Co., Ltd. (The Headquarters). The sample in this research consisted of 309 operational employees in Utac Thai Co., Ltd. (The Headquarters) who were selected by proportional stratified random sampling and simple random sampling. Data were collected by using questionnaires which were tested for content validity and reliability by Cronbach's alpha coefficients. Percentage, mean, standard deviation, the Pearson's product moment correlation coefficient and stepwise multiple regression analysis were used for data analysis.

The results are as follows: 1) Assembly line employees in Utac Thai Co., Ltd. (The Headquarters)'s happiness in working, achievement motivation and overall and aspects of work environments levels had medium, the personality of neuroticism and extraversion level had medium. On the other hand, assembly line employees in Utac Thai Co., Ltd. (The Headquarters)'s personality of openness to experience, agreeableness and conscientiousness level were high.; 2) achievement motivation and overall and aspects of work environments were positively related to happiness in working of assembly line employees in Utac Thai Co., Ltd. (The Headquarters) with statistical significance at .001 level. In addition assembly line employees in Utac Thai Co., Ltd. (The Headquarters)'s personality of extraversion, openness to experience, agreeableness and conscientiousness were positively related to happiness in working with statistical significance at .001 level as for neuroticism personality was negatively related to happiness in working with statistical significance at .001 level 3) achievement motivation, aspects of work environments including physical, work schedules and psychological and social working environment and neuroticism personality could jointly predict 39.1 ($R^2_{Adj} = .391$) percentage of happiness in working of assembly line employees in Utac Thai Co., Ltd. (The Headquarters) at statistically significant level of .001.

Student's signature

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