

Kanya Thepsawat 2007: Factors Affecting Service Behavior of Call Center Agents in a Telephone Information Service Company. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Mr. Thawan Nieamsup, Ph.D. 163 pages.

The objectives of this research were 1) to study the personality, attitudes towards work service, perception of organizational climate and service behavior of call center agents in a telephone information service company. 2) to study the factors influencing the service behavior of call center agents in a telephone information service company. The samples used to collect data in this study were 148 call center agents in a telephone information service company in Bangkok. The research tools for collecting data were questionnaires and the Myers-Briggs type indicator. The statistical methods used for analyzing were percentage, mean, standard deviation and stepwise multiple regression analysis.

The results of this research indicated that: 1) call center agents in a telephone information service company had good attitudes towards work service, strong perception of organizational climate, very good service behavior and approximately one-third of call center agents had personality traits that can be define as extraversion, sensing, thinking and judgment (ESTJ). 2) the personal factor that could predict service behavior was work experience in organization; personality factors were extraversion, intuition and feeling; attitude towards work service; and perception of organizational climate factors were standard and commitment. All of these factors could predict service behavior of call center agents at 28.6 percent of variance with .001 level of significance. The attitude towards work service was the best predictor.

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