

Chalermrat Thaiwee 2006: Factors Affecting Self Development of Customer Care Officers at Advanced Info Service Public Company. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology.
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This survey research was aimed in two main objectives. Firstly, study in self esteem, achievement motivation, job satisfaction and self development of customer care officers who work for Advance Info Service Public Company (AIS), and secondly, study in factors which affect on self development of customer care officers who work for AIS. The sample data collected by questionnaires in this research were from 196 customer care officers at AIS only in Bangkok area. In addition the data were analyzed by a statistic program to measure percentage, mean, standard deviation, and multiple regressions with stepwise method.

The research findings could be summarized as following. Firstly, the customer care officers had high level of self esteem, achievement motivation, job satisfaction and self development. Secondly, social comparisons in self esteem, risk taking, incentive value in achievement motivation and promotion in job satisfaction had affected on self ability of self development at .05 significantly and could be predicted at 52.3 percents. Thirdly, risk taking, incentive value, selecting for probability of success in achievement motivation and co-worker in job satisfaction had affected on social ability of self development at .05 significantly and could be predicted at 54.8 percents. Fourthly, risk taking, need of feedback and selecting for probability of success in achievement motivation had affected on task ability of self development at .05 significantly and could be predicted at 62.1 percents. Finally, social comparisons in self esteem and risk taking, need of feedback, selecting for probability of success in achievement motivation had affected on the overall of self development at .05 significantly and could be predicted at 67.1 percents .

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