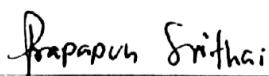


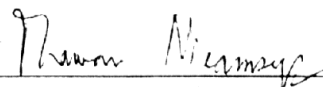
Prapapun Srithai 2006: Emotion Work: A Case Study of The Customer Service Employees of A Multi - Level Direct Selling Company. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Mr.Thawan Nieamsup, M.A. 185 pages.
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The objectives of this research were 1) to study and find out the emotion work of the customer service employees of a multi-level direct selling company; 2) to compare the emotion work of the customer service employees on the basis of personal background, organizational climate perception and personality, and 3) to find out co-predict variables of emotion work of the customer service employees. The sample group was employees who have been working in the customer service center of a multi-level direct selling company. The total samples were 146 persons. The methods used to collect data were personal data questionnaire, perception of organizational climate questionnaire, the Eysenck Personality Inventory, and the Frankfurt Emotion Work Scales-E. The data were analyzed by computer program. The statistical methods used were percentage, mean, standard deviation, t - test, one-way ANOVA and stepwise multiple regression analysis.

The research revealed the following. 1) The customer service employees had moderate level emotion work in all core dimensions. 2) The customer service employees who differed in sex, age, marital status, educational level, work experience and length of service in present job had no difference in all core dimensions of emotion work. 3) The customer service employees who differed in organizational climate perception had a significant difference in emotional regulation possibility at .05 statistical significance level. 4) The customer service employees who differed in personality type had a significant difference in emotional regulation requirement at .05 statistical significance level. 5) Sex, organizational climate perception in commitment and standard dimensions were capable of predicting positive emotion display of the customer service employees at .01 statistical significance level with cooperative prediction at 8.6 percent. 6) Organizational climate perception in support dimension was capable of predicting negative emotion display of the customer service employees at .01 statistical significance level with prediction at 4.6 percent. 7) Marital status was capable of predicting demands for sensitivity display of the customer service employees at .05 statistical significance level with prediction at 3.2 percent. 8) Organizational climate perception in recognition dimension was capable of predicting emotion control display of the customer service employees at .01 statistical significance level with prediction at 3.9 percent. 9) Organizational climate perception in structure and commitment dimensions and extraversion-introversion personality were capable of predicting interaction control of the customer service employees at .01 statistical significance level with cooperative prediction at 10.7 percent. 10) Neuroticism-stability personality was capable of predicting emotion dissonance display of the customer service employees at .01 statistical significance level with prediction at 4.5 percent. 11) No independent variables could predict emotional regulation requirement, emotional sympathy, emotional regulation possibility, and neutrality emotion.



Student's signature



Thesis Advisor's signature

