

## C 851333 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD:

ORGANIZATIONAL COMMUNICATION / JOB SATISFACTION

DARIKA CHARUWATANAKIT : THE ORGANIZATIONAL

COMMUNICATION FACTORS EFFECTING JOB SATISFACTION

OF THE EMPLOYEES IN MINEBEA GROUP OF COMPANIES

(THAILAND). THESIS ADVISOR : ASST. PROF. JARANAI GLAEGOSOL,

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The research is a survey aiming to investigate organizational communication pattern and job satisfaction of the employees in MINEBEA Group of Companies (Thailand) the data were collected from 400 employees and analyzed in term of frequency, percentage, t-test, one-way analysis of variance, correlation coefficient analysis through the use of SPSS<sup>x</sup> program.

Results of the research are as follow :

1. The main pattern of communication in organization is two-way communicaiton.
2. Most of the employees more satisfied with management as source of communication than written words and official bullentin board.
3. Sex and age have no significant relationship with employee job satisfaction but length of service does.
4. On the aspect of relationship between employee job satisfaction and other variables, as proved by statistics, it could be inclusively concluded that communicative behavior of management of all levels positively correlates with employee job satisfaction ; satisfaction in information acquiring and inter-communicate positively correlates with job satisfaction, whereas personal communication with colleagues negatively correlates with job satisfaction. It is also found that direct communication from management does not correlate with morale of employee and communication channels other than pesonal communication does not correlate with job satisfaction.

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