

THESIS TITLE : MORALE OF THE PERSONNEL OF THE OFFICE OF
ACCELERATED RURAL DEVELOPMENT IN THE NORTHEAST

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ABSTRACT

The aims of this study were to 1) investigate characteristics of personnel, work, administration, social environment and morale level of the personnel of the Office of Accelerated Rural Development in the Northeast, and 2) study the factors related to the morale level of the personnel of the Office of Accelerated Rural Development in the Northeast. Samples consisted 152 civil service personnel and 200 permanent employees of the Office of Accelerated Rural Development in the Northeast. Using multi-stage sampling techniques, data were collected via questionnaires and statistically analyzed using SPSS/PC⁺. The statistical procedures applied were percentage, arithmetic means, standard deviations, t-test and Pearson's product moment correlation coefficient. Results were as follows :

1) The majority of the personnel of the Office of Accelerated Rural Development in the Northeast were male, aged between 41-50 years, with certificate level of education. Their working status were permanent employees with monthly income less than 10,000 baht, and the average length of government service for over 21 years, and 1-10 years of holding present position.

2) According to the personnel of the Office of Accelerated Rural Development, the characteristics of their work and administration were at a middle level, whereas social characteristic and morale level were high.

3) Personal variables, which were significantly related to morale level of the personnel of the Office of Accelerated Rural Development in the Northeast were educational level, working status and years of holding present position ($p < .05$) whereas other variables, such as age, sex, income and length of government service were not significantly related.

4) Characteristics of work, administration and social environment were significantly related to morale level of the personnel of the Office of Accelerated Rural Development in the Northeast. ($p < .05$)