

C851669 : MAJOR DEVELOPMENT COMMUNICATION
KEY WORD:

COMMUNICATION BEHAVIOUR / COMMUNICATION SATISFACTION / JOB
SATISFACTION / AIR PURSERS / CABIN CREW

CHUTINTHORN SUTANONDA : COMMUNICATION AND THEIR JOB SATISFACTION
BETWEEN AIR PURSERS AND CABIN CREW : ASSO. PROF. DR. ORAWAN
PILUNOWAD AND DR. NONGLUCK CHAROENNGAM, 183 PP. ISBN 974-636-503-7

The purpose of this research was to investigate the relationships among demographic variables, communication behavior and communication satisfaction and job satisfaction of Air Pursers and Cabin Crew of Thai airways International, Public Company Limited. Questionnaires were used to collect data from 130 Air Pursers and 400 Cabin Crew. Percentage, mean, t-test and Pearson's Product Moment Correlation Coefficient analysis were used to analyze data through SPSS computer program.

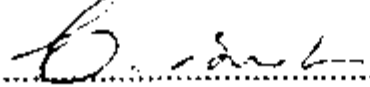
Results of the research are as follows:

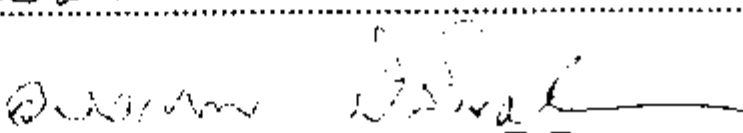
1. Mostly, there were no relationships between demographic variables and communication and job satisfaction of cabin crew except Air Pursers' communication behavior on job follow-up which resulted in a correlation between sex and communication satisfaction of Cabin Crew and correlations among education, communication satisfaction and job satisfaction of Cabin Crew.
2. There were relationships between Air Pursers' communication behavior and Cabin Crew's communication satisfaction and job satisfaction.
3. There was a relationship between Cabin Crew's communication satisfaction and job satisfaction.
4. Mostly, there were no relationships between Air Pursers' demographic variables and their communication satisfaction and job satisfaction except communication behavior of Cabin Crew regarding their attention to Air Pursers' instruction which led to a correlation between Air Pursers' age and their communication satisfaction and correlations between Air Pursers' education, communication satisfaction and job satisfactions.
5. There were relationships among Cabin Crew's communication behavior and Air Pursers' communication satisfaction and job satisfaction.
6. There was a relationship between Air Pursers' communication satisfaction and job satisfaction.

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ลายมือชื่ออาจารย์ที่ปรึกษาร่วม..... .....