

C550832 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: ORGANIZATIONAL COMMUNICATION SATISFACTION/JOB SATISFACTION/
SOCIAL FACTOR

ASAVARIT UTAIRAT : ORGANIZATIONAL COMMUNICATION SATISFACTION AND JOB
SATISFACTION OF THE BANGKOK MASS TRANSIT AUTHORITY'S EMPLOYEES.

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The purpose of this research was to study relationship between social variable and organizational communication satisfaction and job satisfaction of the Bangkok Mass Transit Authority's Employees. Questionnaires were used to collect data from a total of 400 samples. Frequency, percentage, mean, Pearson's product moment correlation coefficient, Chi-square test and multiple correlation were employed for the analysis of data. SPSS^X program was used for data processing.

The results of the study were as follows:

1. In terms of organizational communication satisfaction, findings show that supervisors are the best indicator of communication satisfaction.
2. In terms of job satisfaction, findings show that supervision is the best indicator of job satisfaction.
3. Most of the employees have organizational communication satisfaction and job satisfaction at the moderate level.
4. There is a significant positive relationship among social variable such as age, education, duration of work and organizational communication satisfaction.
5. There is a significant negative relationship between education and job satisfaction.
6. A significant positive relationship was found between organizational communication satisfaction and job satisfaction in a Pearson product moment analysis.
7. In a multiple correlation analysis findings show that organizational communication satisfaction can mutually explain approximately 49 percent variation of job satisfaction.