

Wathinee Samanuntakul 2012: Factors of Transformational Leadership, Motivation, Effective Communication of Leaders on Group Cohesiveness of Employees in Government Saving Bank at The Head Office. Master of Science (Industrial and Organizational Psychology), Major Field: Industrial and Organizational Psychology, Department of Psychology. Thesis Advisor: Miss Sayamon Akakulanan, Ph.D. 153 pages.

The objectives of this research were 1) to study level of transformational leadership, motivation and effective communication of leaders on group cohesiveness of employees in Government Saving Bank at The Head Office; and 2) to study predictive variables for group cohesiveness of employees in Government Saving Bank at The Head Office. Samples were collected from 341 employees. Data were collected by questionnaires of transformational leadership, motivation and effective communication of leaders and group cohesiveness. The data were analyzed by statistical package for social science computer programs. Statistical parameters used in the research were percentage, mean, standard deviation, Pearson's product moment correlation coefficient and multiple regression analysis.

The results of the research were as follow: 1) the employees had high level of transformational leadership, motivation, effective communication of leaders and group cohesiveness of employees; and 2) transformational leadership, motivation and effective communication of leaders, together could jointly predict 35.5 ( $R^2_{Adj} = .355$ ) percentage of group cohesiveness at the .01 level of significance.

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Thesis Advisor's signature