

Panlop Kowannasri 2012: Organizational Communication: A Case Study of Employees of Metropolitan Waterworks Authority. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Assistant Professor Warong Boonchareon, D.B.A. 177 pages.

The purposes of this research were to study communication methods, to study opinion levels toward organizational communication and to compare opinion levels toward organizational communication classified by communication methods and personal factors and to study the recommendations to improve the organizational communication. Data were collected by using questionnaires from 348 employees, Metropolitan Waterworks Authority. Statistics used for data analysis were percentages, mean, standard deviation, t-test and one-way analysis of variance at 0.05 level of significance.

The results indicated that employee opinions had moderate level of communication method by face to face communication and low level in communication method by technology and writing. Employees's opinion levels toward organizational communication were rated at moderate level: media quality, horizontal information perspective, organization perspective, personal feedback, communication climate, communication with superiors, organization integration. The communication problems were the low quality of the sound media and distortion in verbal communication. The opinion results were different when classified by sex and position level. The recommendations from this study were increasing written communication, repairing and improving communication instruments, improving attitude toward using variety of communication medias and communication technology training.

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Thesis Advisor's signature