

**THE STUDY OF FACTORS INFLUENCING
JOB SEEKER IN BANGKOK IN
SELECTING RECRUITMENT AGENCY**

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**This Independent Study submitted in Partial Fulfillment of
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ABSTRACT

The study of “Factors influencing job seeker in Bangkok in selecting recruitment agency” has a purpose **1) to explore the key factors that influence job seeker in Bangkok in selecting recruitment agency, 2) to identify how the factors affecting job seekers attitude towards recruitment agency and 3) to explain what the decision making process of job seeker in Bangkok in selecting recruitment agency.**

This is a quantitative research that was conducted by using sampling frame of non-probability sampling method and purposive sampling from job seeker in Bangkok which is 400 samples. Respondents of this study are composed of Thai male and female who lives in Bangkok from below 20 years old to above 51 years old. The collected data were compiled and analysed **through software computerizing program.** The analysis was presented by descriptive statistics which consists of frequency, percentage, means, standard deviation and quantitative analysis of test differences by T-Test and F-Test. Moreover, this research was used LSD method (Least Significance Difference) for dependent test difference between groups and used Pearson Correlation test for relationship test.

There are several reliability measurement techniques using here such as Coefficient Alpha or Cronbach Alpha method which the pre-test comes out at 0.8503 while post-test is at 0.9532.

The findings found that the respondents have an attitude of recruitment agency as an advanced sourcing and selection process. The job seekers decision making process are from making an own choice to finding new job with recruitment agency.

Hypotheses testing result showed the difference of demographic - gender, age, educational, salary and marital status have affect to the decision making process of job seeker in selecting recruitment agency. The relationship test result found service quality of recruitment agency has a positive relationship to decision making process of job seeker in selecting recruitment agency which showed the respondents have an opining toward recruiting agency by prioritizing the reliability, responsiveness, tangibility, assurance and empathy respectively.

Finally the relationship test result found attitude towards recruitment agency have positive relationship to decision making process of job seeker in selecting recruitment agency.

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CHAPTER 1

INTRODUCTION

1.1 Statement of the problems

To be successful in the business world is not only the investment but it is also to know how to differentiate from the others. That is the reason why we need to put the right man to the right job. Over a decade that Human Resource became, in each organization, a core function which is started from recruiting, training, developing, compensating to retaining. The recruitment process plays a key factor that links to the rest of Human Resource function. A recruitment agency is initially found in order to help both employee and employer to meet their satisfactions.

The recruitment function of the organization is affected and governed by a mix of various internal and external forces. The internal forces or factors are the factors that can be controlled by the organization while the external factors are factors which cannot be controlled by the organization. The internal and external forces affecting recruitment function of an organization. (Naukrihub, 2012)

Outsourcing the human resource (HR) processes is the latest practice being followed by middle and large sized organizations. It is being witnessed across all the industries. In India, the HR processes are being outsourced from nearly a decade now. Outsourcing industry is growing at a high rate. Human Resource Outsourcing refers to the process in which an organization uses the expert services of a third party (generally professional consultants) to take care of its HR functions while HR management can focus on the strategic dimension of their function. The functions that are typically outsourced are the functions that need expertise, relevant experience, knowledge and best methods and practices. This has given rise to outsourcing the various HR functions of an organization. Human resources business process outsourcing (HR BPO) is a major component of the worldwide BPO market. Performance management outsourcing involves all the performance monitoring, measurement, management being outsourced from a third party or an external organization. (Naukrihub, 2012)

1.2 Background of Problem

In 2013, the expanding of labor market in Thailand has found generally - IT and communication, consumer products, automotive and finance & banking industries. With expansion in these industries, Thai labor market has grown over 10-15% in relative to 2012. The situation of this year is quite challenge for Thailand-based organizations as economic situation and political stability positively affect businesses in Thailand, leading to expanded employment. (Tidarat Kanchanawat, 2013)

Outsourcing is now popular for small, medium businesses and large multinational companies. With its ability to meet several business requirements, outsourcing is a great alternative for entrepreneurs and thus the number of outsourcing services has greatly increased. Human resource department plays important role to follow an organization's policy as well as to make management when an organization outsourced. To select outsourcing service provider, specific expertise and knowledge are important. More importantly, outsourcing activity will not adversely affect an organization's performance.

At present - small, medium and large entrepreneurs become outsourcing service providers. Outsourcing activity can be viewed as a human resource solution. Outsourcing service provider, together with human resource team can reduce cost and expenses within an organization. Sometimes, a recommendation is proposed to cut the number of employees in production line and instead human resource team may recruit new personnel through the training process. (Sitthichai Farangthong, 2012)

Outsourcing business tends to be prospective because all organizations seek for cutting cost. The most demanded outsourcing service is in skilled and high-professional services as well as Head Hunter. More importantly, now providing outsourcing service attracts more businesses that see prospective business opportunity. Some organization may establish its subsidiary to provide outsourcing service since it makes high profit. Moreover, service user (Human resource department) needs to consider the humanity by coordinating with Department of Employment, Ministry of labor to build and stimulate employees' conscious and morale to fully perform their tasks rather than to depend on outsourcing service providers. There are a lot of new brand private recruitment agencies, local and

multinational, in Bangkok which could be an advantage to the customers. Thus, it would be better to explore in depth in order to know the factors influencing job seeker in selecting recruitment agency.

1.3 Objective of study

1. To explore the key factors influencing job seeker in Bangkok in selecting recruitment agency.
2. To identify how the factors affecting job seekers attitude towards recruitment agency.
3. To explain what the decision making process of job seeker in Bangkok in selecting recruitment agency.

1.4 Scope of the study

This research used survey method focus to explore the factors influencing job seeker in Bangkok in selecting recruitment agency. The research was conducted between 1 June - 31 July 2013. The researcher applied related theories ; concept of attitude, decision making process and attitude towards the recruitment agency to find out the factors that affect to decision making in selecting recruitment agency.

1.5 Research Questions

1. What is the key factors influencing job seeker in Bangkok in selecting recruitment agency?
2. What is the attitude of job seekers in Bangkok towards recruitment agency?
3. What is the decision process of job seeker made on selection of recruitment agency?

1.6 Significance of the study

This study revealed the factors influence job seeker in Bangkok in selecting recruitment agency and attitude towards the recruitment agency. The findings of this study is to know what the critical elements influencing job seeker, to identify attitude and to explain the decision making process of job seeker in selecting recruitment agency. Furthermore, the findings would be a guideline to maintain service quality

and process development for recruitment agency to plan and to determine strategies to meet applicant need as much as possible.

1.7 Definition of terms

1. Attitude means an expression of favor or disfavor toward a person, place, thing, or event (the attitude object). (Allport, Gordon., 1935), attitude within the context of consumer behavior as a constant tendency to behave accordingly in a concrete situation, regarding a certain object or a group of objects.(Schiff man and Kanuk,2004)

2. Assurance means the information, knowledge, politeness of the employee of the company and their capability to convey trust and reliability towards clients. (Parasuraman, Zeithaml and Berry, 1985)

3. Decision making means as the cognitive process resulting in the selection of a course of action among several alternative scenarios. Every decision making process produces a final choice.(James Reason, 1990)

4. Demographics mean the quantifiable statistics of a given population and also used to identify the study of quantifiable subsets within a given population which characterize that population at a specific point in time. A generational cohort has been defined as "the group of individuals (within some population definition) who experience the same event within the same time interval. (Ryder, N.,1959)

5. Empathy means the capacity to recognize emotions that are being experienced by another sentient or fictional being. One may need to have a certain amount of empathy before being able to experience accurate sympathy or compassion. (Parasuraman, Zeithaml and Berry, 1985)

6. Recruitment agency means an organization which matches employers to employees. In all developed countries there is a publicly funded employment agency and multiple private businesses which also act as employment agencies.(P. Craig,2007)

7. Reliability means the ability to perform the promised service in a dependable and accurate manner. The service is performed correctly on the first occasion, the accounting is correct, records are up to date and schedules are kept. (Parasuraman, Zeithaml and Berry, 1985)

8. Responsiveness means to the readiness and willingness of employees to help customers in providing prompt timely services, for example, mailing a transaction slip immediately or setting up appointments quickly.(Parasuraman, Zeithaml and Berry, 1985)

9. Tangibility means the physical evidence of the service, for instance, the appearance of the physical facilities, tools and equipment used to provide the service; the appearance of personnel and communication materials and the presence of other customers in the service facility. (Parasuraman, Zeithaml and Berry, 1985)

CHAPTER II

LITERATURE REVIEW

This chapter includes the review of the literature about factors influencing job seeker in selecting recruitment agency; the theoretical framework is composed of six parts with related research, conceptual framework and hypothesis. It will be divided as follows;

1. Stages of the decision making process
2. Career Decision Making
3. Concept of Attitude
4. Function of Attitude
5. Service Quality
6. Recruitment Concept
7. Related research
8. Conceptual Framework
9. Hypothesis of the study

2. 1 Stages of the decision process

2.1.1 Definition of Decision-making Process

Drucker (1954) emphasizes that strategic decisions are multidimensional decisions, which will have an impact on the future of the enterprise. From this perspective, the great difficulty lies in finding the right question, not the right answer. The basic role of top managers is seen as shaping organizational objectives and strategy, with strategy intervening to define organizations' relations with their resource environments. Thus, strategy and strategic decisions act as an important determinant of organizations' performance outcomes.

Cyert and March (1963), pointed out that in an established organization, scope for decision-making is limited by prior decisions, either explicit or implicit, as well as being limited by moral commitments to individuals and departments, etc. These

authors develop a model of the firm that behaves as an entity, similar to the model of the goal directed, economizing, and learning individual.

James Reason (1990) define can be regarded as the cognitive process resulting in the selection of a course of action among several alternative scenarios. Every decision making process produces a final choice.

2.1.2 Steps to Decision-making Process

Kartha, DeePa (2010) all human beings are faced with certain situations in their everyday life, where they need to take important decisions. However, decisions that are made without any planning have a risk of leading to failure. To avoid such problems, it is necessary to take decisions in an organized way. This can be done by following these six steps of decision-making. Decision making is usually defined as the act of making up mind about something. However, the process of decision making is not as easy as it sounds. There are certain important decisions that have to make which can change the course of life. Even at a workplace, one is confronted with problems or dilemmas, where the solutions should cater to the need of others around. Such decisions have to be made in a careful way, especially if it is going to affect monetarily, or if it is going to bring major changes in life. Thus, it is important to take decisions in a systematic way, so that the decision make has high chances of being successful. The article here discusses the 6 stages in decision making, which can help in clarifying certain things in mind before take the final decision. These steps will also help enhance decision making skills for different types of decision making as follows;

1. **Defining the Problem:** The first step towards a decision-making procedure is to define the problem. Obviously, there would be no need to make a decision without having a problem. So, the first thing one has to do is to state the underlying problem that has to be solved. Have to clearly state the outcome that desire after have made the decision. This is a good way to start, because stating goals would help in clarifying thoughts.

2. **Develop Alternatives:** The situation of making a decision arises because there are many alternatives available for it. Hence, the next step after defining the main problem would be to state out the alternatives available for that particular situation. Here, do not have to restrict self to think about the very obvious options,

rather can use creative skills and come out with alternatives that may look a little irrelevant. It is important because sometimes solutions can come out from these out-of-the-box ideas. This would also have to do adequate research to come up with the necessary facts that would aid in solving the problem.

3. Evaluate the Alternatives: This can be said to be one of the most important stages of the decision-making procedure. This is the stage where have to analyze each alternative have come up with. Have to find out the advantages and disadvantages of each option. This can be done as per the research have done on that particular alternative. At this stage, can also filter out the options that think are impossible or do not serve purpose. Rating each option with a numerical digit would also help in the filtration process.

4. Make the Decision: This is the stage where the hard works have put in analyzing would lead to a proper decision. The evaluation process would help with clearly looking at the available options and have to pick whichever think is the most applicable. It can also club some of the alternatives to come out with a better solution instead of just picking out any one of them.

5. Implement the Solution: The next obvious step after choosing an option would be implementing the solution. Just making the decision would not give the result one wants. Rather, have to carry out the decision have made. This is a very crucial step because all the people involved in implementation of a solution should know about their implications. This is very essential for the decision to give successful results.

6. Monitor Solution: Just making a decision and implementing it, is not the end of the decision-making procedure. It is crucial to monitor decision regularly once they are implemented. At this stage, have to keep a close eye on the progress made by implementing the solutions. It may need to measure the implemented result against expected standards. Monitoring of solutions since early stage may also help to alter decisions, if notice deviation of results from expectations.

These steps may, at first, seem very complicated. However, these are essential decision-making techniques that would aid in taking proper decisions in personal as well as professional life. Moreover, decision making is an ongoing process and will never come to a standstill.

2.2 Career Decision Making

Definition of career decision making

Wilson and Wilson (1992). There are varying opinions and findings, however, as to which specific family characteristics influence career aspirations. For instance, conflicting data exist regarding the influence of socioeconomic variables.

Patton and McMahon's (1999) ideas provide one example of a career framework that can be used to explain the career development process to students, as well as explaining the place of various career theories (i.e. trait and factor, developmental, social learning, etc.) and their relationships to each other. Counselors are encouraged to learn about other career frameworks/ theories and to utilize the ideas that are most relevant to their own cultures.

Kniveton (2004) found that the family provides information and guidance directly or indirectly and influences young people's career choice. For example, parents offer appropriate support for certain occupational choices which tend to follow their own.

Palmer (2005) also noted the reduction in the numbers and caliber of students seeking admissions into engineering education in Australia. The poor image of the engineering profession generally and the poor understanding of engineering in schools were identified as contributing factors for the poor caliber of students.

Bojuwoye and Mbanjwa (2006) reported that their parents had a significant influence on their career decisions but mothers were more influential. This implies that mothers play a major role in career choice of their children and found that career choices of tertiary students from previously disadvantaged schools are negatively impacted by lack of finance, lack of career information, poor academic performance and unsatisfactory career counseling services.

Natalie (2006), young adults through interaction with the context of family, school and community learn about and explore careers which ultimately lead to their career choice.

2.2.1 Decision career choices

Schreuder, A. M. G. (2006) an individual's decision to join a firm may depend on any of the three factors viz. objective factor, subjective factor and critical contact.

1. Objective factor theory assumes that the applicants are rational. The choice, therefore, is exercised after an objective assessment of the tangible benefits of the job. Factors may include the salary, other benefits, location, opportunities for career advancement, etc.

2. Subjective factor theory suggests that decision making is dominated by social and psychological factors. The status of the job, reputation of the organization and other similar factors plays an important role.

3. Critical contact theory advances the idea that a candidate's observations while interacting with the organization plays a vital role in decision making. For example, how the recruiter keeps in touch with the candidate, the promptness of response and similar factors are important. This theory is more valid with experienced professionals.

These theories assume that candidates have a free choice of employers and careers. In reality the scarcity of jobs and strong competition for desirable jobs severely skews the decision making process. In many markets employees work particular careers simply because they were forced to accept whatever work was available to them.

2.2.2 Key types of career support

Law, B. & Watts, A.G. (1977) Key types of career support include:

1. Career information describes information that supports career and learning choices. An important sub-set of career information is labor market information (LMI), such as salaries of various professions, employment rate in various professions, available training programs, and current job openings.

2. Career assessments are tests that come in a variety of forms and rely on both quantitative and qualitative methodologies. Career assessments can help individuals identify and better articulate their unique interests, personality, values, and skills to determine how well they may match with a certain career. Some skills that career assessments could help determine are job-specific skills, transferable skills, and self-management skills. Career assessments can also provide a window of potential

opportunities by helping individuals discover the tasks, experience, education and training that is needed for a career they would want to pursue. Career counselors, executive coaches, educational institutions, career development centers, and outplacement companies often administer career assessments to help individuals focus their search on careers that closely match their unique personal profile.

3. Career counseling assesses people's interests, personality, values and skills, and helps them to explore career options and research graduate and professional schools. Career counseling provides one-on-one or group professional assistance in exploration and decision making tasks related to choosing a major/occupation, transitioning into the world of work or further professional training.

4. Career education describes a process by which individuals come to learn about themselves, their careers and the world of work. There is a strong tradition of career education in schools, however career education can also occur in a wider range of other contexts including further and higher education and the workplace.

Grubb, W.N., Lazerson, M. (2005) A commonly used framework for careers education is DOTS which stands for decision learning (D), opportunity awareness (O), transition learning (T), and self-awareness (S). Oftentimes, higher education is thought of as being too narrow or too researched based and lacking of a deeper understanding of the material to develop the skills necessary for a certain career.

2.2.3 Factors affecting career choices

Chuck Dye (2010) Choosing a career is one of the most important decisions you make in your life. Researchers have found that many of the factors affecting career choices quickly become apparent through honest self-reflection. Truthful answers to questions about your interests, which careers you're suited for, where you want to live, how much the job pays and how you want to work can be the keys to making a good career choice, factors affecting career choices ;as follows

1. Individual Factors, many factors shape learning and development. These factors continue to play a role in the choices young adults make about education and careers. According to the book "Development through Life" by Barbara M. Newman and Phillip R. Newman, these individual factors include "abilities, achievement needs, attitudes, and self-expectancies." The authors contend that individual factors are the

most influential in career choice. Often a student who is better with language than art arrives at a career choice emphasizing this natural talent for communication.

2. Socioeconomic Background, scholars view the factor of socioeconomic background in our career decisions as pulling in two directions. On one hand, your financial background might make certain education and career choices more difficult to reach. On the other hand, those very same financial circumstances and expectations can make other choices seem more possible. Particular careers or levels of income are among the most common expectations factoring into our career choices.

3. Location, many careers are affected by geography, which can play a factor in career choices in a number of ways. For example, a young professional choosing a management career in retail packaged food will find most career paths leading to Chicago, which is the center of the consumer packaged goods industry. An aspiring magazine writer will find most career paths leading to New York and Los Angeles, where the majority of U.S. magazines are headquartered. For some, location is the first factor in career choice, as they first choose where to live and then look for available career options there.

4. Work-Life Balance, unlike factors of ability and salary expectations, work-life balance and job satisfaction don't become apparent to many until one gains experience in the workforce. Other factors tend to be more recognizable in career choices from the earliest stages of the decision process. Job satisfaction and work-life balance become a factor as the drive for career achievement is eventually tempered by the rise of priorities away from the workplace, such as travel or raising a family.

2.3 Concept of Attitude

2.3.1 Definition of Attitudes

Allport, Gordon. (1935) an attitude is an expression of favor or disfavor toward a person, place, thing, or event (the attitude object). Prominent psychologist Gordon Allport once described attitudes "the most distinctive and indispensable concept in contemporary social psychology.

William J. McGuire (1969) an attitude contains cognitive, affective, and behavioral components. Empirical research, however, fails to support clear

distinctions between thoughts, emotions, and behavioral intentions associated with a particular attitude.

Eagly, Alice H., and Shelly Chaiken. (1998) an attitude can be defined as a positive or negative evaluation of people, objects, event, activities, ideas, or just about anything in your environment, but there is debate about precise definitions. Eagly and Chaiken, for example, define an attitude "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor.

Wood, Wendy. (2000) This definition of attitude allows for one's evaluation of an attitude object to vary from extremely negative to extremely positive, but also admits that people can also be conflicted or ambivalent toward an object meaning that they might at different times express both positive and negative attitude toward the same object. This has led to some discussion of whether individual can hold multiple attitudes toward the same object.

Schiffman, Kanuk, & Hansen (2008, p. 248) define an attitude as a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object.

2.3.2 Importance of attitude

Loudon and Della Bitta (1993) note that attitude is how for or against, positively or negatively, favorably or unfavorably a person regards a particular object. This definition aims to reveal the idea that attitude contains consumer feelings and evaluations, related with a particular object.

Della Bitta (1993), attitudes incline to be steady and generalized. They are related one with another and make a unity. This signifies that there should be a particular match up between attitudes, as in another case they will clash up in between.

Solomon et al. (2002) single out four ways that can change consumer's attitude, identified using Fishbein's model. It is possible to:

1. Emphasize relative advantages. If the brand considered has more advantages in comparison with another brand in respect of their attributes, it is important to prove to the consumer that these at-tributes are extremely significant.

2. Strengthen conceivable relationship of the product and its attributes. Identifying that a consumer does not associate the brand with certain significant at-

tributes it is necessary to emphasize and convince the consumer in the importance of their existence.

3. Introduce new attributes. A positive attitude to a brand could be formulated while introducing some unknown attributes.

4. Change the opinion about competitors. Seeking to achieve a more positive attitude to a certain brand, it is possible to decrease a positive attitude to competitors.

Neal (2002, p. 262), claim that an attitude is an enduring combination of motivational, emotional, perceptual and cognitive processes with respect to some aspect of our environment. It is a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object. In other words, an attitude is the way we think and feel about and act towards some aspect of our environment, such as a retail store, television program or product. Thus, an attitude can be summarized as an overall evaluation.

Schiffman and Kanuk (2004) state that attitude could be regarded as permanent if consumer behavior matches up with consumer attitude. In other words, consumer is expected to behave in such a way, which would not contradict to his view/attitude expressed.

2.4 Functions of Attitudes

Hawkins, et.al (2001, p. 394-395) mention that attitudes serve four key functions for individuals:

1. Knowledge function – some attitudes serve primarily as a means of organizing beliefs about objects or activities such as brands and shopping. These attitudes may be accurate or inaccurate with respect to “objective” reality, but the attitude will often determine subsequent behaviors rather than “reality”.

2. Value-expressive function; other attitudes are formed and serve to express an individual’s central values and self-concept. Thus, consumers who value nature and the environment are likely to develop attitudes about products and activities that are consistent with that value. These consumers are likely to express support for environmental protection initiatives, to recycle, and to purchase and use “green” products.

3. Utilitarian function; this function is based on operant conditioning and tends to form favorable attitudes toward objects and activities that are rewarding and negative attitudes toward those that are not. Marketers frequently promise rewards in advertising and conduct extensive product testing to be sure the products are indeed rewarding.

4. Ego-defensive function; attitudes are often formed and used to defend our egos and images against threats and shortcomings. Products promoted as very macho may be viewed favorably by men who are insecure in their masculinity. Or, individuals who feel threatened in social situations may form favorable attitudes toward products and brands that promise success or at least safety in such situations. These individuals would be likely to have favorable attitudes toward popular brands and styles of clothes and to use personal care products such as deodorants, anti-dandruff shampoo, and mouth wash.

2.5 Service Quality

Parasuraman, Zeithaml and Berry (1985) explain ten determinants that may influence the appearance of a gap were described, which are as follow:

1. Competence is the possession of the required skills and knowledge to perform the service. For example, there may be competence in the knowledge and skill of contact personnel, knowledge and skill of operational support personnel and research capabilities of the organization.

2. Courtesy is the consideration for the customer's property and a clean and neat appearance of contact personnel, manifesting as politeness, respect, and friendliness.

3. Credibility is the factors such as trustworthiness, belief and honesty. It involves having the customer's best interests at prime position. It may be influenced by company name, company reputation and the personal characteristics of the contact personnel.

4. Security is the customer feeling free from danger, risk or doubt including physical safety, financial security and confidentiality.

5. Access is approachability and ease of contact. For example, convenient office operation hours and locations.

6. Communication means both informing customers in a language they are able to understand and also listening to customers. A company may need to adjust its language for the varying needs of its customers. Information might include for example, explanation of the service and its cost, the relationship between services and costs and assurances as to the way any problems are effectively managed.

7. Knowing the customer means making an effort to understand the customer's individual needs, providing individualized attention, recognizing the customer when they arrive and so on. This in turn helps in delighting the customers i.e. rising above the expectations of the customer.

8. Tangibility is the physical evidence of the service, for instance, the appearance of the physical facilities, tools and equipment used to provide the service; the appearance of personnel and communication materials and the presence of other customers in the service facility.

9. Reliability is the ability to perform the promised service in a dependable and accurate manner. The service is performed correctly on the first occasion, the accounting is correct, records are up to date and schedules are kept.

10. Responsiveness is to the readiness and willingness of employees to help customers in providing prompt timely services, for example, mailing a transaction slip immediately or setting up appointments quickly.

2.5.1 SERVQUAL dimensions

Previously, Parasuraman et al. (1985) identify ten determinants for measuring service quality which are tangibility, reliability, responsiveness, communication, access, competence, courtesy, credibility, security, and understanding/knowledge of customers.

Later these ten dimensions were further purified and developed into five dimensions i.e.

Tangibility, reliability, responsiveness, assurance and empathy to measure service quality,

SERVQUAL (Parasuraman et al., 1988). These five dimensions identified as follows:

1. Tangibility are the physical evidence of front office staff is including a personality and appearance of personnel, tools, and equipment used to provide the service. For example, some hotel chains (e.g. Hilton, Mandarin, Sheraton, and Hyatt) consciously ensure that their properties are conformed to global standards of facilities wherever they are located (Nankervis, 1995). However, the researcher, in this study, is focusing on how well dressed the front office staffs are.

2. Reliability is the ability involves performing the promised service dependably and accurately. It includes .Doing it right the first time¹, which is one of the most important service components for customers. Reliability also extends to provide services when promised and maintain error-free records. The following examples present the reliability factor.

3. Responsiveness the front office staffs are willing to help customers and provide prompt service to customers such as quick service, professionalism in handling and recovering from mistakes. It has been said that .Today luxury is time¹. Consequently, service providers, ability to provide services in a timely manner are a critical component of service quality for many guests.

4. Assurance the assurance refers to the knowledge and courtesy of employees and their ability to convey trust and confidence including competence, courtesy, credibility and security.

5. Empathy refers to the provision of caring and individualized attention to customers including access, communication and understanding the customers.

In conclusion, SERVQUAL instrument is an invaluable tool for organizations to better understand what customer's value and how well their current organizations are meeting the needs and expectations of customers. SERVQUAL provides a benchmark based on customer opinions of an excellent company, on your company, on the importance ranking of key attributes, and on a comparison to what your employees believe customers feel. The SERVQUAL instrument can also be applied to the front office staff of a hotel, and in this case, other major gaps could be closed in the service quality gaps model.

2.6 Recruitment Concept

2.6.1 Definition of recruitment

Edwin B. Flippo (1984) define recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization.

Bratton and Gold (2007) define recruitment is the process of generating of capable people to apply for employment to an organization. Selection is the process by which managers and others use specific instruments to choose from a pool s a person or persons more likely to succeed in the job, given management goals and legal requirements.

2.6.2 Importance of recruitment

Foot and Hook (2005) suggest that although the two functions are closely connected, each requires a separate range of skills and expertise, and may in practice be fulfilled by different staff members. The recruitment activity, but not normally the selection decision, may be outsourced to an agency. It makes sense, therefore, to treat each activity separately.

Pilbeam and Corbridge (2006) provide a useful overview of potential positive and negative aspects noting that: ‘The recruitment and selection of employees is fundamental to the functioning of an organization, and there are compelling reasons for getting it right. Inappropriate selection decisions reduce organizational effectiveness, invalidate reward and development strategies, are frequently unfair on the individual recruit and can be distressing for managers who have to deal with unsuitable employees.

Edwin B. Flippo (1984), It is a process of finding and attracting capable applicants for employment. The process begins when new recruits are sought and ends when their applications are submitted. The result is a pool of applications from which new employees are selected. It is the process to discover sources of manpower to meet the requirement of staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force. Recruitment of candidates is the function preceding the selection, which helps create a pool of prospective employees for the organization so that the management can select the right candidate for the right job from this pool. The main objective of the recruitment process is to expedite the selection process.

HROA Special Interest Group Publishes (2009) Recruitment Process Outsourcing (RPO) is a form of business process outsourcing (BPO) where an employer transfers all or part of its recruitment processes to an external service provider. An RPO provider can provide its own or may assume the company's staff, technology, methodologies and reporting. In all cases, RPO differs greatly from providers such as staffing companies and contingent/retained search providers in that it assumes ownership of the design and management of the recruitment process and the responsibility of results.

2.7 Related research

Michael Borchert (2002) to studies career choice factors of high school students. Result found many factors affect career choices of high school students. Identifying these factors would give parents, educators, and industry an idea as to where students place most of their trust in the career selection process. It would also allow students to examine processes they use for career selection. The literature review has provided recommended models in career choices. The review of the literature showed that three areas of a student's life affect the career choices they make: environment, opportunity, and personality. All three played varying roles in career outcomes. This study attempted to identify to what extent these factors played a role in career choice and which were most important. Data was collected from seniors at Germantown High School, using a survey form. Specific objectives of the study were the following:

1. Some students do not begin to explore 'real' career possibilities until after high school graduation. Technical colleges might more aggressively inform students earlier in their schooling, of information, knowledge, and skills they could apply to their daily studies.

2. Some students do not seriously consider many alternative choices in career selection. Sources of influence, such as parents or mentors, could be brought into a circle of counseling and discussion to help the student form a comprehensive career plan or outline.

3. Industry could see where, why, and when it could be beneficial for them to invest resources for the purpose of training, while still in technical schools.

4. If career planning were done in an efficient manner, students would at the very least be following a career plan of informed decision-making, rather than one of happenstance.

The researcher will analyze the collected information and identify any existing trends. In addition, he will suggest and explore implications and recommendations.

Levon T. Esters and Blannie E. Bowen (2005) to studies factor influencing career choices of urban agricultural education student. The purpose of the study was to identify factors influencing the career choice behaviors of students who graduated from an urban agricultural education program. A secondary purpose was to identify factors that discriminated between individuals who choose careers in agriculture and those who do not. Former students in the study indicated their parents and friends as the individuals most influencing their choice of a career. The events and experiences reported by former students who chose a career in agriculture focused around several themes which included career opportunities, high school educational experiences, and work experiences. Of the former students who did not choose a career in agriculture, events and experiences cited included having other career interests, a lack of interest in agriculture, and a lack of career opportunities. A discriminant analysis procedure was used to identify factors that discriminated between individuals who chose careers in agriculture and those who did not. Findings indicated that a discriminant model consisting of selected factors could not discriminate between former students who chose or did not choose a career in agriculture after they completed a secondary agricultural program.

Oyamo and Amoth (2008) to studies in Kenya show that rural students tend to seek help from parents more than urban students and that parents more than teachers play a major role in the career choice of students. Generally, the choice of a career is influenced by parents, friends, and counselors however variations occur from one population to the other. In Kenya, every year form four secondary school students make their career choices before sitting for their final Kenya Certificate of Secondary Examination. The result of this final examination determines who joins university

since admissions into various careers are determined by grades obtained from the Kenya Certificate of Secondary Education.

Bampen Maitreesophon and other (2010) to studies factors affecting the career decisions of employees in service industries. This research aims to study factors affecting the career decisions of employees in service industries locate on the district of Hua-Hin, Prachuabkhirikan Province and to compare factors affecting the career decision as perceived by male and female employees. The factors are focused on three aspects; personal, family, and social aspect. The samples consist of 250 employees in services industries in Hua-Hin, Prachuabkhirikan Province. This descriptive evaluative research method was employed coupled with the aid of an instrument, which was designed by using a rating scale questionnaire. The employed statistical analysis methods including percentage, mean, was also conducted standard deviation, and ANOVA with at the given significant level of 0.05, which computerized by the statistical software package program. The study arrived at the following findings: Most respondents were female, more than 30 years old, single, held a bachelor degree and were on the operational levels with 1-3 years of experience. Their income rate was between 10,000 - 20,000 Baht per month. Furthermore, an overall mean of three factors affecting the career decisions of employees in service industries, was rated at an average level. As determined to each aspect: the highest rating was the Personal Aspect, followed by the Social Aspect, and the family aspect was the lowest. There was no significant difference on factors affecting the career decisions as perceived by male and female employees in service industries. Thus, this could be interpreted that factors affecting the career decisions as perceived by male and female employees in service industries were the same.

Almon Shumba and Matsidiso Naong (2012) to studies factors influencing students' career choice and aspirations in South Africa. The purpose of this study was to determine factors influencing career choice and aspirations among South African students. A quantitative paradigm guided this study. A survey method in the form of a structured questionnaire was used in this study in order to identify the factors that influence career choice and aspirations among South African students. A purposive

sample of 133 first and second year university students participated in the study. The Career Aspirations Questionnaire was used in this study. Career Aspirations Questionnaire which explored the factors that influence medical students' career choice and aspirations. Data were analyzed using percentages and tables. The study found that the family; the ability of the learner self to identify his/her preferred career choice; and teachers were significant factors that influence the career choice and aspirations of students. The implications of the findings and practical considerations are discussed in the study.

2.8 Conceptual Framework

Independent variable

Dependent variable

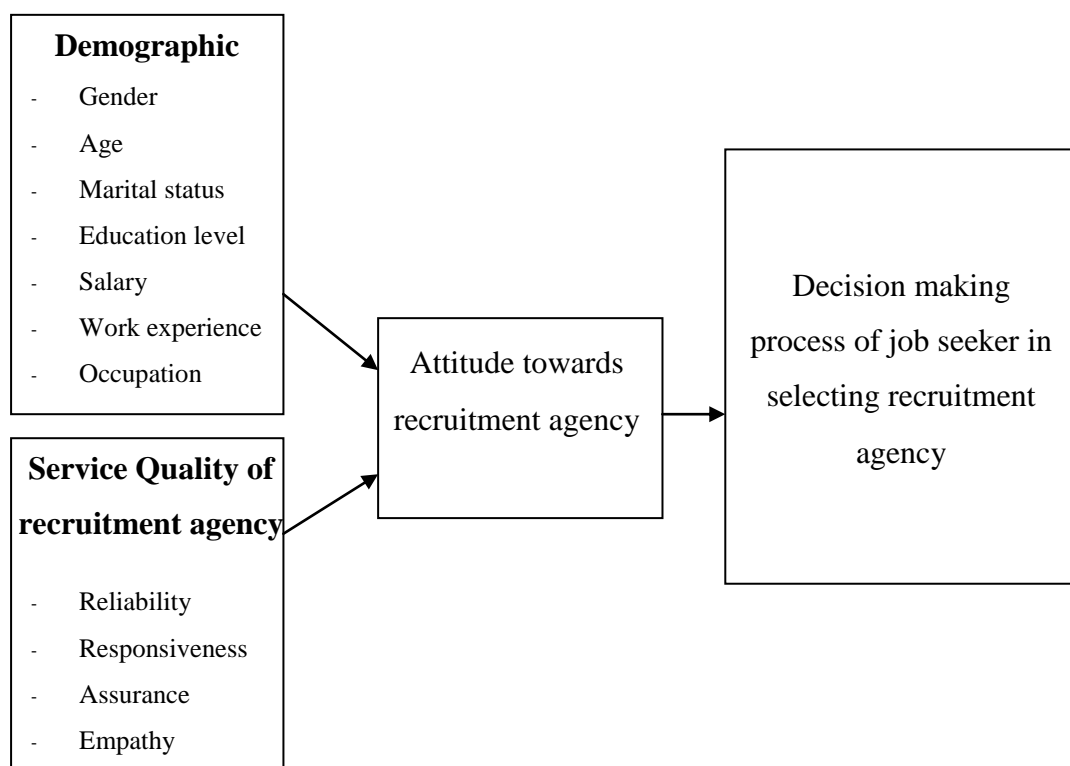


Figure 1; Conceptual Framework

2.9 Hypothesis of the study

1. Difference of demographic affects decision making process of job seeker in Bangkok selecting recruitment agency.
2. Service quality of recruitment agency has a relevant relationship to decision of job seeker in Bangkok selecting recruitment agency.
3. Attitude towards the recruitment agency has positive relationship to decision process job seeker in Bangkok selecting recruitment agency.

CHAPTER III

METHODOLOGY

3.1 Research design

This chapter outlines the research methodology of this study, including the theories and methodologies of the research will be discussed. The first section is an introduction and will discuss about the philosophy which are used in this paper, the second section is to do with the strategy of the research, the third section will provide the method of collecting data, and the fourth section will explain the method for analyzing the data, in the last section will describe the limitation of this research. This methodology plays an important role in implementing this research study accordingly. The details of the methodology are explained in detail in this chapter as follows;

3.2 Population and Sample selection

A population as defined by Samuel S. Wilks (1962) the population is very large, making a census or a complete enumeration of all the values in the population impractical or impossible. The sample represents a subset of manageable size. Samples are collected and statistics are calculated from the samples so that one can make inferences or extrapolations from the sample to the population. This process of collecting information from a sample is referred to as sampling.

In this study the researcher specifies the population as job seeker in Bangkok selecting recruitment agency that the researcher has not got the exact number. Thus, to specify the sample size for this study, the researcher employs the sample size formula for the unknown number population as shown in Yamane table below:

Table 1: Yamane' sample size table (At 95 % confidence)

Population size	Sample size in accordance with error					
	1%	2%	3%	4%	5%	10%
500	b	b	b	b	222	83
1,000	b	b	b	385	86	91
1,500	b	b	638	441	316	94
2,000	b	b	714	476	333	95
2,500	b	1250	769	500	345	96
3,000	b	1364	811	517	353	97
3,500	b	1458	843	530	359	97
4,000	b	1538	870	541	364	98
4,500	b	1607	891	549	367	97
5,000	b	1667	909	556	370	98
6,000	b	1765	938	566	378	98
7,000	b	1842	959	574	378	99
8,000	b	1905	976	580	381	99
9,000	b	1957	989	584	383	99
10,000	5000	2000	1000	588	385	99
15,000	6000	2143	1034	600	390	99
20,000	6667	2222	1053	606	392	100
25,000	7143	2273	1064	610	394	100
50,000	8333	2381	1087	617	397	100
100,000	9091	2439	1099	621	398	100
∞ or unknown number	10000	2500	1111	625	400	100

Source: Yamane (1973)

From Yamane table, the researcher expects at 95% confident or 5% error for this researcher, therefore, the sample size of this researcher must be 400 samples. Thus, by using sampling frame of non-probability sampling method and purposive sampling there will be 400 samples from job seeker in Bangkok.

3.3 Research Instrument

A questionnaire was designed for surveying via face-to-face with the total sample size of 400 respondents. All the questionnaires inclusive closed-ended which were divided into 4 parts as follows;

Part I: Questions of general information which are gender, age, marital status, education level, salary, work experience and occupation; “Check List” with 7 questions.

Part II: Questions of service quality of recruitment agency e.g. reliability, responsiveness, assurance, empathy and tangibility; measured by “Rating Scale” with 5 factor and 25 questions. The evaluation score of this part will be measured by the variable in the questionnaire based on the Rating Scale followed by the Likert Scaling technique with five ordered response levels (University of Northern Iowa, 2013). The evaluation scheme is shown by the below formula:

The score among	1	mean	least important
The score among	2	mean	less important
The score among	3	mean	moderate important
The score among	4	mean	most important
The score among	5	mean	very important

Part III: Questions of attitude towards recruitment agency; measured by “Rating Scale” with 1 factor and 5 questions. The scores will be measured by the variable in the questionnaire based on the Rating Scale followed by the Likert Scaling technique with five ordered response levels (University of Northern Iowa, 2013). The evaluation scheme is shown by the below formula:

The score among	1	mean	strongly disagree
The score among	2	mean	disagree
The score among	3	mean	neither agree
The score among	4	mean	agree
The score among	5	mean	strongly agree

Part IV: Questions of stages of the decision process of job seeker in Bangkok made on selection recruitment agency e.g. diagnosing the problem, generating alternative, evaluating alternatives, making the choice and evaluating the decision; measured by “Rating Scale” with 5 factor and 25 questions. The scores will be measured by the variable in the questionnaire based on the Rating Scale followed by the Likert Scaling technique with five ordered response levels (University of Northern Iowa, 2013). The evaluation scheme is shown by the below formula:

The score among 1 mean least important

The score among 2 mean less important

The score among 3 mean moderate important

The score among 4 mean most important

The score among 5 mean very important

3.4 Reliability Test

Neil R. Carlson (2009). Reliability is used to describe the overall consistency of a measure. A measure is said to have a high reliability if it produces similar results under consistent conditions. There are several reliability measurement techniques such as Coefficient Alpha or Cronbach Alpha method. The overall reliability pretest comes out as 0.8503 and posttest 0.9532, which is greater than the standardized definition at 0.70; therefore, the questionnaire for this research is valid. Result the source questions reliability test are Pre-Test and Post-Test as follows:

Item	Pre-Test (n = 30)	Post-Test (n = 400)
Service Quality of recruitment agency	0.7281	0.9596
Attitude towards recruitment agency	0.9236	0.9657
Decision process job seeker selecting recruitment agency	0.8553	0.9417
Overall	0.8503	0.9532

3.5 Data Collection Methods

Data collection will use both primary and secondary data sources to fully conduct this research as below:

3.5.1 Primary Data

Primary data is a data observed or collected by the researcher directly through instruments such as surveys, interviews, focus groups or observation. Tailored to specific needs, primary research provides the researcher with the most accurate. In this study, the data was collected by non-probability sampling method and purposive sampling from job seeker in Bangkok which is 400 samples surveys by face-to-face to respondents. In the data analysis, this research used the questionnaires returned to collect and to analyze using the statistical principals. The raw data from the questionnaires were coded and transcribed through software computerizing program.

3.5.2 Secondary Data

According to McCaston, M. Katherine (1998), the secondary analysis of qualitative data, good documentation cannot be underestimated as it provides necessary background and much needed context both of which make re-use a more worthwhile and systematic endeavor. Minocha (2006) classified the secondary data into two types based on their sources; internal and external.

In this study, both sources of secondary data were used. The information from business recruitment agency will be used in this study for deeper identification. Moreover, article from journals, published books and review of the literature based on the stages of the decision making process, career decision making, and service quality, including review about attitude concept, recruitment concept and related research are the search engine used here to provide clearer explanation.

3.6 Statistic analysis and presentation

At that stage, Use statistic of analysis data report has been used in analyzing data on statistic as will be seen below.

3.6.1 Descriptive statistics

Dodge, Y (2003) descriptive statistics aim to summarize a sample, rather than to use the data to learn about the population that the sample of data is thought to represent. This generally means that descriptive statistics, unlike inferential statistics,

are not developed on the basis of probability theory. In this study, analysis descriptive statistics has been used in analyzing data on statistic based which are frequency, percentage, average, standard deviation.

3.6.2 Quantitative analysis

Given, Lisa M. (2008) the objective of quantitative analysis is to develop and employ mathematical models, theories and/or hypotheses pertaining to phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships. Quantitative data is any data that is in numerical form such as statistics. In this study, quantitative analysis of test differences by T – test and F - test at 95% confidence level or 0.05 statistical significant. And test differences dependent between groups by LSD method (least significant difference). And test relationship by Pearson Correlation test at 95% confidence level or 0.05 statistical significant. Data were analyzed through software computerizing program.

3.7 Measurement values

Elaine and Seaman, Christopher (2007) Likert scaling is a bipolar scaling method, measuring either positive or negative response to a statement. Sometimes an even-point scale is used, where the middle option of "Neither agree nor disagree" is not available. This is sometimes called a "forced choice" method, since the neutral option is removed. This research use measurement values by Likert scaling technique as follows;

$$\text{Interval (I)} = \frac{\text{Rang}(R)}{\text{Class}(C)}$$

$$\begin{aligned} R &= \text{Highest score} - \text{lowest score} &= & 5-1 \\ C &= \text{Interval Scale} &= & 5 \\ \text{Interval (I)} &= \frac{5-1}{5} &= & 0.8 \end{aligned}$$

The formats of a typical five-point numerical scale part II and part IV of questions are:

The score among 1 means least important

The score among 2 means less important

The score among 3 means moderate important

The score among 4 means most important

The score among 5 means very important

Interpretation measurement

The score among 1.00-1.80 means least important

The score among 1.81-2.61 means less important

The score among 2.62-3.41 means moderate important

The score among 3.42-4.21 means most important

The score among 4.22-5.00 means very important

The formats of a typical five-point numerical scale part III of questions are:

The score among 1 means strongly disagree

The score among 2 means disagree

The score among 3 means neither agree

The score among 4 means agree

The score among 5 means strongly agree

Interpretation measurement

The score among 1.00-1.80 means strongly disagree

The score among 1.81-2.61 means disagree

The score among 2.62-3.41 means neither agree

The score among 3.42-4.21 means agree

The score among 4.22-5.00 means strongly agree

CHAPTER IV

Findings and Analysis

This research, “Factors influence job seeker in Bangkok in selecting recruitment agency”. A total 400 questionnaires of job seeker were coded and analyzed using software computerizing program to analyze the hypotheses. The analysis consists of:

Part 1 Demographic variable frequencies

Part 2 Service Quality of recruitment agency

Part 3 Attitude towards recruitment agency

Part 4 Decision process of job seeker made on selection of recruitment agency

Part 5 Hypothesis testing

Part 1 Demographic variable frequencies

This part studies demographic variable frequencies using frequency and percentage analysis method. Frequencies are drawn to identify the demographic characteristics of survey participants are depicted in Table 2 – 8

Table 2 Frequency and percentage of demographic characteristics classified by gender

Gender	Frequency	Percent
Male	193	48.25
Female	207	51.75
Total	400	100.00

The data revealed of table 2 shows that the majority of the respondents are female 207 or 51.75% and male are 193 or 48.25%.

Table 3 Frequency and percentage of demographic characteristics classified by age

Age	Frequency	Percent
Below 20 years old	53	13.25
20 - 30 years old	130	32.50
31 - 40 years old	117	29.25
41 - 50 years old	60	15.00
Above 50 years old	40	10.00
Total	400	100.00

The data revealed of table 3 shows the respondents are mostly in the age of 20 - 30 years old (130 or 32.50%) and the second largest group is 31 - 40 years old (117 or 29.25%), and the third largest age group is 41 - 50 years old (60 or 15.00%). The minority age groups are below 20 years old (53 or 13.25%) and above 50 years old (40 or 10.00%).

Table 4 Frequency and percentage of demographic characteristics classified by education

Education	Frequency	Percent
Secondary education	96	24.00
Under graduated	77	19.25
Graduated	146	36.50
Above graduated	81	20.25
Total	400	100.00

The data revealed of table 4 shows the largest group of respondents is at graduated level (146 or 36.50%). The second largest groups are secondary education level (96 or 24.00%) and the third largest groups are above graduated level (81 or 20.25%). The minority are under graduated level (77 or 19.25%).

Table 5 Frequency and percentage of demographic characteristics classified by marital status

Marital Status	Frequency	Percent
Single	205	51.25
Married	134	33.50
Divorced	52	13.00
Widow	9	2.25
Total	400	100.00

The data revealed of table 5 shows the respondents are mostly single (205 or 51.25%). The second largest group is married (134 or 33.50%). The minority is divorced (52 or 13.00%) with a few of widow (9 or 2.25%).

Table 6 Frequency and percentage of demographic characteristics classified by salary

Monthly income (Thai Baht per month)	Frequency	Percent
Less than 10,000 baht	63	15.75
10,000-20,000 baht	109	27.25
20,001-30,000 baht	116	29.00
30,001-50,000 baht	39	9.75
Above 50,000 baht	73	18.25
Total	400	100.00

The data revealed of table 6 shows the largest groups of the respondents are those who have the monthly income in the range of 20,001-30,000 baht (116 or 29.00%). The second is 10,000-20,000 baht per month (109 or 27.25%). The third is above 50,000 baht (73 or 18.25%), followed by less than 10,000 baht (63 or 15.75%) and 30,001-50,000 baht (39 or 9.75%).

Table 7 Frequency and percentage of demographic characteristics classified by working experience

Work Experience	Frequency	Percent
Not have working experience	105	26.25
Have working experience	295	73.75
Total	400	100.00

The data revealed of table 7 shows that the majority of the respondents have working experience which are 295 or 73.75% and not have working experience are 105 or 26.25%.

Table 8 Frequency and percentage of demographic characteristics classified by occupation

Occupation	Frequency	Percent
Government Officer	66	22.37
Corporate employee	105	35.59
Business owners/Trader	46	15.59
State enterprise employee	47	15.93
Freelance	31	10.51
Total	295	100.00

The data revealed of table 8 shows the respondents having working experience 295 people from which the largest group is corporate employee (105 or 35.59%). The second is government officer (66 or 22.37%) and the third is state enterprise employee (47 or 15.93%) and business owners or traders are 46 or 15.59%. The minority is freelance which are 31 or 10.51%.

Part 2 Service Quality of recruitment agency

This part to study service quality of recruitment agency e.g. reliability, responsiveness, assurance, empathy and tangibility by using the mean and standard deviation analysis method are depicted in Table 9 – 14

Table 9 Mean and standard deviation opinion toward important service quality of recruitment agency in overall

(n = 400)

Service quality of recruitment agency	\bar{x}	SD.	Interpretation	Rank
Reliability	4.06	0.62	Most	1
Responsiveness	3.96	0.70	Most	2
Assurance	3.93	0.77	Most	4
Empathy	3.90	0.75	Most	5
Tangibility	3.94	0.62	Most	3
Overall	3.96	0.61	Most	

The data revealed of table 9 shows the respondents opinion toward important service quality of recruitment agency in overall, the standard deviations are all less than 1.5 (30% of mean); therefore, the data is not widely dispersed from the mean. Overall result found service quality of recruitment agency is important in most level mean 3.96 and standard deviation 0.61. The first is reliability (mean of 4.06) followed by responsiveness (mean of 3.96), tangibility (mean of 3.94) , assurance (mean of 3.93) and empathy (mean of 3.90), respectively.

Table 10 Mean and standard deviation opinion toward important service quality of recruitment agency related to reliability

(n = 400)

Reliability	\bar{x}	SD.	Interpretation
Reliable recruitment agency	4.55	0.89	Very most
Professional recruitment agency	4.41	0.90	Very most
Image of recruitment agency	3.99	0.67	Most
Recruitment agency correctly on service	3.94	0.74	Most
The recruitment alternative has success rate in placing great candidates with employers	3.39	1.15	Moderate
overall	4.06	0.62	Most

The data revealed of table 10 shows the respondents opinion toward important service quality of recruitment agency related to reliability, the standard deviations are all less than 1.5 (30% of mean); therefore, the data is not widely dispersed from the mean. Overall result found reliability is important in most level mean 4.06 and standard deviation 0.62. The result show 2 items in very high level ; reliable recruitment agency (mean of 4.55) and professional recruitment agency (mean of 4.41) followed by image recruitment agency (mean of 3.99), recruitment agency correctly on service (mean of 3.94) and recruitment alternative has success rate in placing great candidates with employers (mean of 3.39), respectively.

Table 11 Mean and standard deviation opinion toward important service quality of recruitment agency related to responsiveness

(n = 400)

Responsiveness	\bar{x}	SD.	Interpretation
Skills required to perform service	4.00	0.82	Most
Optimizing the process application	4.02	0.69	Most
Recruitment agency have many positions	3.93	0.97	Most
Staff of recruitment agency have competence and courtesy	3.88	1.04	Most
Recruitment agency have many staffs preparing operations	3.97	0.83	Most
overall	3.96	0.70	Most

The data revealed of table 11 shows the respondents opinion toward important service quality of recruitment agency related to responsiveness, the standard deviations are all less than 1.5 (30% of mean); therefore, the data is not widely dispersed from the mean. Overall result found responsiveness is important in most level mean 3.96 and standard deviation 0.70. The result found that optimizing the process application (mean of 4.02) is the first. The next is skills required to perform service (mean of 4.00) followed by recruitment agency have many staff preparing operations (mean of 3.97), recruitment agency have many position (mean of 3.94) and recruitment agency have competence and courtesy (mean of 3.88), respectively.

Table 12 Mean and standard deviation opinion toward important service quality of recruitment agency related to assurance

(n = 400)

Assurance	\bar{x}	SD.	Interpretation
Recruitment agency are trustworthy	4.03	0.69	Most
Recruitment agency recognizes the skills needed to do the job	3.95	0.98	Most
Personnel policies of the organization	3.79	0.98	Most
Effectiveness of recruitment agency	4.01	0.68	Most
Have an assurance achieving objective when apply job with recruitment agency	3.88	0.96	Most
overall	3.93	0.77	Most

The data revealed of table 12 shows the respondents opinion toward important service quality of recruitment agency related to assurance, the standard deviations are all less than 1.5 (30% of mean); therefore, the data is not widely dispersed from the mean. Overall result found assurance is important in most level mean 3.93 and standard deviation 0.77. The most important is recruitment agency are trustworthy (mean of 4.03), followed by effectiveness of recruitment agency (mean of 4.01), recruitment agency recognizes the skills needed to do the job (mean of 3.95), recruitment agency has assurance achieving objective when apply job with recruitment agency (mean of 3.88) and personnel policies of the organization recruitment agency (mean of 3.79), respectively.

Table 13 Mean and standard deviation opinion toward important service quality of recruitment agency related to empathy

(n = 400)

Empathy	\bar{x}	SD.	Interpretation
Knowledge and skill in service of staff	3.94	0.97	Most
Friendliness of Staff in recruitment agency	3.83	0.92	Most
Service-minded of Staff in providing service	4.11	0.70	Most
Accessibility	3.86	1.03	Most
Most striking empathy when apply job from recruitment agency	3.77	0.94	Most
overall	3.90	0.75	Most

The data revealed of table 13 shows the respondents opinion toward important service quality of recruitment agency related to empathy, the standard deviations are all less than 1.5 (30% of mean); therefore, the data is not widely dispersed from the mean. Overall result found empathy have an importance in most level mean 3.90 and standard deviation 0.75 which the highest degree is service-minded of staffs in recruitment agency (mean of 4.11), followed by knowledge and skill in service (mean of 3.94), accessibility (mean of 3.86), friendliness of staffs (mean of 3.83) and most striking empathy when apply job from recruitment agency (mean of 3.77), respectively.

Table 14 Mean and standard deviation opinion toward important service quality of recruitment agency related to tangibility

(n = 400)

Tangibility	\bar{x}	SD.	Interpretation
Environment of recruitment agency	4.03	0.65	Most
Technology on service of recruitment agency	3.86	0.78	Most
All recruitment procedures undergo vigorous quality control procedures designed to ensure the best	4.00	0.85	Most
Time consumed in recruitment Process	4.01	0.69	Most
Provide information about recruitment agency and job position on website, facebook, fan page etc.	3.82	0.79	Most
overall	3.94	0.62	Most

The data revealed of table 14 shows the respondents opinion toward important service quality of recruitment agency related to tangibility, the standard deviations are all less than 1.5 (30% of mean); therefore, the data is not widely dispersed from the mean. Overall result found tangibility have an importance in most level mean 3.94 and standard deviation 0.62 which environment of recruitment agency (mean of 4.03) is the highest rated, followed by time consumed in recruitment process (mean of 4.01), recruitment procedures undergo vigorous quality control procedures designed to ensure the best (mean of 4.00) , technology on service of recruitment agency (mean of 3.86) and information provided about recruitment agency and job position on website, facebook, fan page etc. (mean of 3.82), respectively.

Part 3 Attitude towards recruitment agency

This part to explain attitude towards recruitment agency by using the mean and standard deviation analysis method are depicted in Table 15

Table 15 Mean and standard deviation attitude towards recruitment agency

(n = 400)

Attitude towards recruitment agency	\bar{x}	SD.	Interpretation
Lower recruitment costs	3.94	0.64	Agree
Access the "hidden candidate" market	3.95	0.66	Agree
Advanced sourcing and selection process	3.97	0.68	Agree
Maintain confidentiality	3.85	0.80	Agree
Reduce advertising post on website	3.94	0.63	Agree
Selected job boards provides measure to spread awareness of targeted vacancy	3.92	0.63	Agree
Recruitment agency is useful for recruiting higher level	3.95	0.66	Agree
Recruitment agency has no cost	3.79	0.98	Agree
Interested to apply job from recruitment agency	3.81	0.78	Agree
Recruitment agency helps reducing cost of applying job	3.92	0.62	Agree
Overall	3.90	0.62	Agree

The data revealed of table 15 shows the respondents attitude towards recruitment agency, the standard deviations are all less than 1.5 (30% of mean); therefore, the data is not widely dispersed from the mean. Overall results found attitude towards recruitment agency in agree level mean 3.90 and standard deviation 0.62 which by highest ranked is an advanced sourcing and selection process (mean of 3.97), followed by recruitment agency is useful for recruiting higher level and access the "hidden candidate" market (mean of 3.95), lower recruitment costs and reduce advertising post on website (mean of 3.94), recruitment agency helps reducing cost of

applying job and selected job boards provides measures to spread awareness of vacancy to target (mean of 3.92) , maintain confidentiality (mean of 3.85), interested to apply job from recruitment agency (mean of 3.81) and recruitment agency has no cost (mean of 3.79), respectively.

Part 4 Decision process of job seeker made on selection of recruitment agency

This part is to identify opinion toward decision process of job seeker made on selection of recruitment agency by using the mean and standard deviation analysis method are depicted in Table 16

Table 16 Mean and standard deviation opinion toward decision process of job seeker made on selection of recruitment agency

(n = 400)

Decision process of job seeker made on selection recruitment agency	\bar{x}	SD.	Interpretation
Search recruitment agency information	3.95	0.67	Most
Select stable and professional recruitment agency	4.07	0.75	Most
Collecting information about recruitment agency	3.95	0.73	Most
Learning process of applying job with recruitment agency	3.95	0.66	Most
Interested in job vacancy from recruitment agency	3.97	0.68	Most
Would like to apply job from recruitment agency	3.97	0.69	Most
Friends and family help making decision to apply job	4.05	1.01	Most
Connect recruitment agency if need to change job	3.83	0.76	Most
Make an own choice	4.11	0.73	Most
Finding new job by recruitment agency service	4.08	0.70	Most
Overall	3.99	0.60	Most

The data revealed of table 16 shows the respondents opinion toward decision process of job seeker made on selection of recruitment agency, the standard deviations are all less than 1.5 (30% of mean); therefore, the data is not widely dispersed from the mean. Overall results found that opinion toward decision process of job seeker made on selection of recruitment agency in most level mean 3.99 and standard deviation 0.63 which the highest ranked is to make an own choice (mean of 4.11), followed by Finding new job by recruitment agency service (mean of 4.08), to select stable and professional recruitment agency (mean of 4.07), friends and family help making decision to apply job (mean of 4.05), interested in job vacancy from recruitment agency and would like to apply job from recruitment agency (mean of 3.97), to search recruitment agency information, collecting information about recruitment agency and learning process of applying job with recruitment agency (mean of 3.95) and to connect recruitment agency if need to change job (mean of 3.83), respectively.

Part 5 Hypothesis testing

Hypothesis 1; Difference of demographic affect to decision process of job seeker made on selection of recruitment agency.

Hypotheses H_0 = Difference of demographic not affect to decision process of job seeker made on selection of recruitment agency.

Hypotheses H_1 = Difference of demographic affect to decision process of job seeker made on selection of recruitment agency.

Hypotheses 1.1 Test differences between gender and decision process of job seeker made on selection of recruitment agency.

Table 17 Hypothesis test between gender and decision process of job seeker made on selection of recruitment agency

(n = 400)

Decision process job seeker selecting recruitment agency	Gender	N	\bar{x}	SD.	t.	Sig.
	Male	193	4.06	0.52	2.082	0.038*
	Female	207	3.93	0.67		
	Total	400	3.99	0.60		

*Significant at or below the 0.05 level

The data revealed of table 17 shows test differences between gender and decision process of job seeker made on selection of recruitment agency by T-test. The results found $t. = 2.082$, $Sig. = 0.038 < 0.05$.

Hypothesis decision: Accept H_1 or the difference of gender affects to decision process of job seeker made on selection of recruitment agency, by result found that male (mean of 4.06) have more decision process than the female genders (mean of 3.93), This was significant at or below the 0.05 level.

Hypotheses 1.2 Test differences between age and decision process of job seeker made on selection of recruitment agency.

Table 18 Hypothesis test between age and decision process of job seeker made on selection of recruitment agency

(n = 400)

Decision process job seeker selecting recruitment agency	Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	22.990	4	5.747	18.563	0.000*
	Within Groups	122.299	395	0.310		
	Total	145.289	399			

*Significant at or below the 0.05 level

The data revealed of table 18 shows test differences between age and decision process of job seeker made on selection of recruitment agency by F-test. The results found $F= 18.563$, Sig. $0.000 < 0.05$.

Hypothesis Accept H_1 or the difference of age affects to decision process of job seeker made on selection of recruitment agency, this was significant at or below the 0.05 level. A test for least significant difference between age and decision process of job seeker made on selection of recruitment agency presented in table 19.

Table 19 Test for least significant differences between age and decision process of job seeker made on selection of recruitment agency

		(n = 400)				
Decision process job seeker selecting recruitment agency	\bar{x}	Below 20 years old	20 - 30 years old	31 - 40 years old	41 - 50 years old	Above 50 years old
		3.46	4.01	4.23	4.06	3.84
Below 20 years old	3.46		0.55*	0.77*	0.60*	0.38*
20 - 30 years old	4.01			0.22*	0.05	-0.17
31 - 40 years old	4.23				-0.17*	-0.39*
41 - 50 years old	4.06					-0.22
Above 50 years old	3.84					

* Significant at or below the 0.05 level

The data revealed of table 19 shows a test for least significant differences between age and decision process of job seeker made on selection of recruitment agency, significant at or below the 0.05 level. There are 3 pair differences as follows;

1) Job seeker aged below 20 years old (mean of 3.46) have less decision process than job seeker aged 20- 30 years old, job seeker aged 31 - 40 years old, 41 - 50 years old and above 50 years old.

2) Job seeker aged 20 - 30 years old (mean of 4.01) have less decision process than job seeker aged 31 - 40 years old.

3) Job seeker aged 31– 40 years old (mean of 4.12) have more decision process than job seeker aged 41 - 50 years old and above 50 years old.

Hypotheses 1.3 Test differences between educational and decision process of job seeker made on selection of recruitment agency.

Table 20 Hypothesis test between educational and decision process of job seeker made on selection of recruitment agency

(n = 400)						
	Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
Decision process of job seeker made on selection of recruitment agency	Between Groups	15.544	3	5.181	15.814	0.000*
	Within Groups	129.745	396	0.328		
	Total	145.289	399			

*Significant at or below the 0.05 level

The data revealed of table 20 shows test differences between educational and decision process of job seeker made on selection of recruitment agency by F-test. The results found $F = 15.814$, $\text{Sig. } 0.000 < 0.05$.

Hypothesis Accept H_1 or the difference of educational affects to decision process of job seeker made on selection of recruitment agency, this was significant at or below the 0.05 level. A test for least significant difference between educational and decision process of job seeker made on selection of recruitment agency is presented in table 21.

Table 21 Test for least significant differences between educational and decision process of job seeker made on selection of recruitment agency

(n = 400)

Decision process job seeker made on selection of recruitment agency	\bar{x}	Secondary education	Under graduated	Graduated	Above graduated
		3.78	4.04	3.91	4.35
Secondary education	3.78		0.26*	0.13	0.56*
Under graduated	4.04			-0.13	0.31*
Graduated	3.91				0.44*
Above graduated	4.35				

*Significant at or below the 0.05 level

The data revealed of table 21 shows a test for least significant differences between educational and decision process of job seeker made on selection of recruitment agency, significant at or below the 0.05 level. The result was that there are 3 pair differences as follows;

1) Job seeker with secondary education level (mean of 3.78) has less decision process than job seeker under graduated and above graduated level.

2) Job seeker with under graduated level (mean of 4.04) has less decision process than job seeker above graduated level.

3) Job seeker with graduated level (mean of 3.91) have less decision process than job seeker above graduated level.

Hypotheses 1.4 Test differences between monthly salary and decision process of job seeker made on selection of recruitment agency.

Table 22 Hypothesis test between salary and decision process of job seeker made on selection of recruitment agency

(n = 400)

Decision process of job seeker	Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
made on selection of recruitment agency	Between Groups	24.955	4	6.239	20.479	0.000*
	Within Groups	120.334	395	0.305		
	Total	145.289	399			

* Significant at or below the 0.05 level

The data revealed of table 22 shows test differences between salary and decision process of job seeker made on selection of recruitment agency by F-test. The results found $F = 20.479$, $\text{Sig. } 0.000 < 0.05$.

Hypothesis Accept H_1 or the difference of salary affects to decision process of job seeker made on selection of recruitment agency. This was significant at or below the 0.05 level. A test for least significant difference between salary and decision process of job seeker made on selection of recruitment agency is presented in table 23.

Table 23 Test for Least significant differences between salary and decision process of job seeker made on selection of recruitment agency

(n = 400)

Decision process of job seeker made on selection of recruitment agency	\bar{X}	Less than	10,000-	20,001-	30,001-	Above
		10,000	20,000	30,001	50,000	50,000
		baht	baht	baht	baht	baht
		3.53	4.07	4.03	4.35	4.16
Less than 10,000 baht	3.53		0.54*	0.51*	0.83*	0.63*
10,000-20,000 baht	4.07			-0.03	0.29*	0.09
20,001-30,001 baht	4.03				0.32*	0.12
30,001-50,000 baht	4.35					-0.20
Above 50,000 baht	4.16					

* Significant at or below the 0.05 level

The data revealed of table 23 shows a test for least significant differences between salary and decision process of job seeker made on selection of recruitment agency, significant at or below the 0.05 level. The result was that there are 3 pair differences as follows;

1) Job seeker with salary less than 10,000 baht (mean of 3.53) has less decision process than job seeker with salary 10,000-20,000 baht, 20,001-30,000 baht, 30,001-50,000 baht and above 50,000 baht.

2) Job seeker with salary 10,000-20,000 baht (mean of 4.07) has less decision process than job seeker with salary 30,001-50,000 baht

3) Job seeker with salary 20,001-30,000 baht (mean of 4.03) has less decision process than job seeker with salary 30,001-50,000 baht

Hypotheses 1.5 Test differences between marital status and decision process of job seeker made on selection of recruitment agency.

Table 24 Hypothesis test between marital status and decision process of job seeker made on selection of recruitment agency

(n = 400)						
Decision process of job seeker made on selection of recruitment agency	Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	4.086	3	1.362	3.820	0.010*
	Within Groups	141.203	396	0.357		
	Total	145.289	399			

*Significant at or below the 0.05 level

The data revealed of table 24 shows test differences between marital status and decision process of job seeker made on selection of recruitment agency by F-test. The results found $F = 3.820$, $\text{Sig. } 0.010 < 0.05$.

Hypothesis Accept H_1 or the difference of marital status affects to decision process of job seeker made on selection of recruitment agency, this was significant at or below the 0.05 level. A test for least significant difference between marital status and decision process of job seeker made on selection of recruitment agency is presented in table 25.

Table 25 Test for Least significant differences between marital status and decision process of job seeker made on selection of recruitment agency

(n = 400)					
Decision process of job seeker made on selection of recruitment agency	N	Single	Married	Divorced	Widow
		3.91	4.13	4.01	3.79
Single	3.91		0.21*	0.09	-0.12
Married	4.13			-0.12	-0.34*
Divorced	4.01				-0.22*
Widow	3.79				

*Significant at or below the 0.05 level

The data revealed of table 25 shows a test for least significant differences between marital status and decision process of job seeker made on selection of recruitment agency, significant at or below the 0.05 level. The result was that there are 3 pair differences as follows;

1) Job seeker who is single (mean of 3.91) has less decision process than job seeker who is married.

2) Job seeker who is married (mean of 4.13) has more decision process than job seeker who is widow.

3) Job seeker who is divorced status (mean of 4.01) have mroe decision process than job seeker who is widow.

Hypotheses 1.6 Test differences between working experience and decision process of job seeker made on selection of recruitment agency.

Table 26 Hypothesis test between working experience and decision process of job seeker made on selection of recruitment agency

(n = 400)

Decision process of job seeker made on selection of recruitment agency	Working experience	N	\bar{x}	SD.	t.	Sig.
	Not have working experience	105	3.90	105	-1.820	0.069
	Have working experience	295	4.03	295		
	Total	400	3.99	400		

The data revealed of table 26 shows test differences between working experience and decision process of job seeker made on selection of recruitment agency by T-test. The results found $t. = -1.820$, $Sig. = 0.069 > 0.05$.

Hypothesis decision: Accept H_0 or the difference of working experience not affects to decision process of job seeker made on selection of recruitment agency, this was significant at or below the 0.05 level.

Hypotheses 1.7 Test differences between occupation and decision process of job seeker made on selection of recruitment agency.

Table 27 Hypothesis test between occupation and decision process of job seeker made on selection of recruitment agency

(n = 295)

Decision process of job seeker made on selection of recruitment agency	Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	1.737	4	0.434	1.208	0.307
	Within Groups	104.262	290	0.360		
	Total	105.999	294			

The data revealed of table 27 shows test differences between occupation and decision process of job seeker made on selection of recruitment agency by F-test. The results found $F = 1.208$, $Sig. 0.307 > 0.05$.

Hypothesis Accept H_0 or the difference of occupation not affects to decision process of job seeker made on selection of recruitment agency, this was significant at or below the 0.05 level.

Summary Hypothesis 1 Difference of demographic are gender, age, educational, salary and marital status have affect to decision process of job seeker made on selection of recruitment agency, This was significant at or below the 0.05 level.

Hypotheses 2; Service Quality of recruitment agency has positive relationship to decision process of job seeker made on selection of recruitment agency.

Hypotheses H_0 = Service Quality of recruitment agency has no relationship to decision process of job seeker made on selection of recruitment agency.

Hypotheses H_1 = Service Quality of recruitment agency has positive relationship to decision process of job seeker made on selection of recruitment agency.

Table 28 Hypothesis test relationship between service quality of recruitment agency and decision process of job seeker made on selection of recruitment agency

(n = 400)

Service Quality of recruitment agency	Decision process of job seeker made on selection of recruitment agency		
	Pearson Correlation	Sig.	Interpretation
Reliability	0.563	0.000*	Positive relationship
Responsiveness	0.470	0.000*	Positive relationship
Assurance	0.443	0.000*	Positive relationship
Empathy	0.514	0.000*	Positive relationship
Tangibility	0.534	0.000*	Positive relationship
Overall	0.566	0.000*	Positive relationship

*Significant at or below the 0.05 level

The data revealed of table 28 shows the results of testing the relationship between service quality of recruitment agency and decision process of job seeker made on selection of recruitment agency using a Pearson Correlation. The results found Sig. 0.000 < 0.05 = 5 issues are reliability (sig. = 0.000), responsiveness (sig. = 0.000), assurance (sig. = 0.000), empathy (sig. = 0.000) and tangibility (sig. = 0.000)

Summary overall result found Sig. = 0.000 < 0.05 Accept H₁ or service quality of recruitment agency has positive relationship to decision process of job seeker made on selection of recruitment agency, by highest relation is reliability (r. = 0.563), followed by tangibility (r. = 0.534), empathy (r. = 0.514) ,responsiveness (r. = 0.470) and assurance (r. = 0.443) respectively. This was significant at or below the 0.05 level.

Hypotheses 3; Attitude towards recruitment agency has positive relationship to decision process of job seeker made on selection of recruitment agency.

Hypotheses H₀ = Attitude towards recruitment agency has no relationship to decision process of job seeker made on selection of recruitment agency.

Hypotheses H₁ = Attitude towards recruitment agency has positive relationship to decision process of job seeker made on selection of recruitment agency.

Table 29 Hypothesis test relationship between attitude towards recruitment agency and decision process of job seeker made on selection of recruitment agency

(n = 400)

Attitude towards recruitment agency	Decision process of job seeker made on selection of recruitment agency		
	Pearson Correlation	Sig.	Interpretation
	0.518	0.000*	Positive relationship

* Significant at or below the 0.05 level

The data revealed of table 29 shows the results of testing the relationship between attitude towards recruitment agency and decision process of job seeker made on selection of recruitment agency using a Pearson Correlation. The results found $r = 0.518$ and $\text{Sig.} = 0.000 < 0.05$

Hypothesis Accept H_1 or attitude towards recruitment agency has positive relationship to decision process of job seeker made on selection of recruitment agency; this was significant at or below the 0.05 level.

CHAPTER V

DISCUSSION AND RECOMMENDATIONS

This chapter contains the summary results of this study “Factors influence job seeker in Bangkok in selecting recruitment agency”. Chapter V uses all the information that the researcher has gathered, analyzed and organized in previous chapters. This chapter will enable readers to see conclusions and recommendations resulting for further study and applications. The study itself has three (3) major objectives.

1. To explore the key factors influencing job seeker in Bangkok in selecting recruitment agency.
2. To identify how the factors affecting job seekers attitude towards recruitment agency.
3. To explain what the decision making process of job seeker in Bangkok in selecting recruitment agency.

5.1 Conclusions

The researcher conducted detailed analysis and conclusions as follow:

5.1.1 Demographic variable

Analysis of demographic variable, the researcher found that the majority of the respondents are female 51.75% and male 48.25%. The respondents are mostly in the age group 20 - 30 years old (32.50%), followed by 31 - 40 years old (29.25%), 41 - 50 years old (15.00%) which most of them are at graduated level (36.50, secondary education level (24.00%) ,above graduated level (20.25%) and under graduated level. They are single (51.25%), married (33.50%) , divorced (13.00%) and widow (2.25%)

The respondents with the salary range of 20,001-30,000 baht (29.00%) is the largest group , followed by salary range of 10,000-20,000 baht (27.25%), above 50,000 baht and (15.75%) , less than 30,001-50,000 baht (9.75%) respectively. The respondents have working experience at 73.75% and have no working experience at 26.25% which by the respondents who have working experience, the largest group is

corporate employee (35.59%) , followed by government officer (22.37%) and state enterprise employee (15.93%).

5.1.2 Service Quality of recruitment agency

The respondents have opinion toward important service quality of recruitment agency in most level mean 3.96 and standard deviation 0.61. The summary of each is as follows;

Reliability result found that the respondents have opinion toward important service quality of recruitment agency in most level mean 4.06 and standard deviation 0.62 which the result shows 2 items in very high level; reliable recruitment agency and professional recruitment agency , followed by image recruitment agency, recruitment agency correctly on service and recruitment alternative has success rate in placing great candidates with employers respectively.

Responsiveness result found the respondents have opinion toward important service quality of recruitment agency in most level mean 3.96 and standard deviation 0.70; the result found that optimizing the process application is the first. The next is skills required to perform service, followed by recruitment agency have many staff preparing operations recruitment agency have many position and recruitment agency have competence and courtesy, respectively.

Assurance result found the respondents have opinion toward important service quality of recruitment agency in most level mean 3.93 and standard deviation 0.77, which found that recruitment agency are trustworthy, followed by effectiveness of recruitment agency, recruitment agency recognizes the skills needed to do the job , recruitment agency has assurance achieving objective when apply job with recruitment agency and personnel policies of the organization recruitment agency, respectively.

Empathy result found the respondents have opinion toward important service quality of recruitment agency in most level, result found empathy have an importance in most level mean 3.90 and standard deviation 0.75 which the highest degree is service-minded of staffs in recruitment agency, followed by knowledge and

skill in service, accessibility, friendliness of staffs and most striking empathy when apply job from recruitment agency respectively.

Tangibility result found the respondents have an importance in most level mean 3.94 and standard deviation 0.62 which environment of recruitment agency is the highest rated, followed by time consumed in recruitment process, recruitment procedures undergo vigorous quality control procedures designed to ensure the best , technology on service of recruitment agency and information provided about recruitment agency and job position on website, facebook, fan page etc., respectively.

5.1.3 Attitude towards recruitment agency

The respondents have an attitude towards recruitment agency in agree level mean 3.90 and standard deviation 0.62 which by highest ranked is an advanced sourcing and selection process, followed by recruitment agency is useful for recruiting higher level and access the "hidden candidate" market, lower recruitment costs and reduce advertising post on website , recruitment agency helps reducing cost of applying job and selected job boards provides measures to spread awareness of vacancy to target, maintain confidentiality ,interested to apply job from recruitment agency and recruitment agency has no cost, respectively.

5.1.4 Decision making process of job seeker in selecting recruitment agency

The respondents have opinion toward decision making process of job seeker in selecting recruitment agency in most level mean 3.99 Standard Deviation 0.63 which the highest ranked is to make an own choice, followed by Finding new job by recruitment agency service, to select stable and professional recruitment agency, friends and family help making decision to apply job, interested in job vacancy from recruitment agency and would like to apply job from recruitment agency , to search recruitment agency information, collecting information about recruitment agency and learning process of applying job with recruitment agency and to connect recruitment agency if need to change job, respectively.

5.1.5 Hypotheses testing

Hypotheses 1; Difference of demographic affects to decision process of job seeker made on selection of recruitment agency.

Hypotheses 1.1 Test differences between gender and decision process of job seeker made on selection of recruitment agency.

Hypothesis decision: Accept H_1 or the difference of gender affects to decision process of job seeker made on selection of recruitment agency, by result found that male have more decision process than female, this was significant at or below the 0.05 level.

Hypotheses 1.2 Test differences between age and decision process of job seeker made on selection of recruitment agency.

Hypothesis Accept H_1 or the difference of age affects to decision process of job seeker made on selection of recruitment agency, this was significant at or below the 0.05 level. There are 3 different pairs as follows;

1) Job seeker aged below 20 years old has less decision process than job seeker aged 20- 30 years old, job seeker aged 31 - 40 years old, 41 - 50 years old and above 50 years old.

2) Job seeker aged 20 - 30 years old has less decision process than job seeker aged 31 - 40 years old.

3) Job seeker aged 31– 40 years old has more decision process than job seeker aged 41 - 50 years old and above 50 years old.

Hypotheses 1.3 Test differences between educational and decision process of job seeker made on selection of recruitment agency.

Hypothesis Accept H_1 or the difference of educational affects to decision process of job seeker made on selection of recruitment agency, this was significant at or below the 0.05 level. There are 3 different pairs as follows;

1) Job seeker with secondary education level has less decision process than job seeker under graduated and above graduated level.

2) Job seeker with under graduated level has less decision process than job seeker above graduated level.

3) Job seeker with graduated level has less decision process than job seeker above graduated level.

Hypotheses 1.4 Test differences between salary and decision process of job seeker made on selection of recruitment agency.

Hypothesis Accept H_1 or the difference of salary affects to decision process of job seeker made on selection of recruitment agency. This was significant at or below the 0.05 level. There are 3 different pairs as follows;

1) Job seeker with salary less than 10,000 baht has less decision process than job seeker with salary 10,000-20,000 baht, 20,001-30,000 baht, 30,001-50,000 baht and above 50,000 baht.

2) Job seeker with salary 10,000-20,000 baht has less decision process than job seeker with salary 30,001-50,000 baht.

3) Job seeker with salary 20,001-30,000 baht has less decision process than job seeker with salary 30,001-50,000 baht.

Hypotheses 1.5 Test differences between marital status and decision process of job seeker made on selection of recruitment agency.

Hypothesis Accept H_1 or the difference of marital status affects to decision process of job seeker made on selection of recruitment agency, this was significant at or below the 0.05 level. There are 3 different pairs as follows;

1) Job seeker who is single has less decision process than married job seeker.

2) Job seeker who is married has more decision process than job seeker who is widow.

3) Job seeker who is divorced status has more decision process than job seeker who is widow.

Hypotheses 1.6 Test differences between working experience and decision process of job seeker made on selection of recruitment agency.

Hypothesis decision: Accept H_0 or the difference of working experience not affects to decision process of job seeker made on selection of recruitment agency, this was significant at or below the 0.05 level.

Hypotheses 1.7 Test differences between occupation and decision process of job seeker made on selection of recruitment agency.

Hypothesis Accept H_0 or the difference of occupation not affects to decision process of job seeker made on selection of recruitment agency, this was significant at or below the 0.05 level.

Summary Hypothesis 1 Difference of demographic are gender, age, educational, salary and marital status have affect to decision process of job seeker made on selection of recruitment agency, This was significant at or below the 0.05 level.

Hypothesis 2; Service Quality of recruitment agency has positive relationship to decision process of job seeker made on selection of recruitment agency.

Hypothesis Accept H_1 or service quality of recruitment agency has positive relationship to decision process of job seeker made on selection of recruitment agency, by highest relation is reliability ($r = 0.563$), followed by tangibility ($r = 0.534$), empathy ($r = 0.514$), responsiveness ($r = 0.470$) and assurance ($r = 0.443$) respectively. This was significant at or below the 0.05 level.

Hypothesis 3; Attitude towards recruitment agency has positive relationship to decision process of job seeker made on selection of recruitment agency.

Hypothesis Accept H_1 or attitude towards recruitment agency has positive relationship to decision process of job seeker made on selection of recruitment agency; this was significant at or below the 0.05 level.

5.2 Discussion

According to the research found that the respondents have an opinion towards service quality by prioritizing reliability at the first followed by responsiveness, tangibility, assurance and empathy respectively. This result is compatible with **Parasuraman et al.**, (1988) who proposed SERVQUAL instrument as an invaluable tool for organizations to better understand what customer's value is and how well their current organizations are meeting the needs and expectations of customers.

In addition, the respondents have an attitude towards recruitment agency in agree level as an advanced sourcing and selection process which is compatible to

Schiffman and Kanuk (2004) who proposed that attitude could be regarded as permanent if consumer behavior matches up with consumer attitude.

The research also found that the respondents will make an own choice firstly if they are looking for a new job before making a decision to find a new job with recruitment agency. This is compatible with **Kartha, DeePa** (2010) who proposed that all human beings are faced with certain situations in their everyday life, where they need to take important decisions. These steps will also help enhance decision making skills for different types of decision making.

Furthermore, according to hypothesis testing which the result found that the difference of demographic - gender, age, educational, salary and marital status have affect to decision process of job seeker made on selection of recruitment agency, result compatible with **Chuck Dye (2010)** whose research found individual factors affecting career choices. Related to salary issue, the result is compatible with **Schreuder, A. M. G. (2006)** who proposed salary factor played important role to decision making for career choices. This study found job seeker with salary less than 10,000 baht has less decision process than job seeker with salary 10,000-20,000 baht, 20,001-30,000 baht, 30,001-50,000 baht and above 50,000 baht.

The result of relationship test also found that the service quality of recruitment agency has a positive relationship to decision process of job seeker made on selection of recruitment agency which is ranked from reliability, tangibility, empathy, responsiveness and assurance respectively.

Finally, the result of relationship test found attitude towards recruitment agency has a positive relationship to decision process of job seeker made on selection of recruitment agency.

5.3 Recommendation

5.3.1 Recommendation for Future Application

Based on the findings above which found that the service quality of recruitment agency has a positive relationship to decision process of job seeker made on selection of recruitment agency which is ranked from reliability, tangibility, empathy, responsiveness and assurance respectively. Therefore, the recruitment agency should have professional management recruitment together with high

standards process of screening which could increase the success rate of selection process.

Moreover, the result found attitude towards recruitment agency has a positive relationship to decision process of job seeker made on selection of recruitment agency, therefore recruitment agency should have a performance based assessment that is a process finding if job applicants could perform the responsibilities for which they are applying. This is to help reducing the probability that job applicants once recruited and selected will leave the organization only after a short period of time.

Finally, the recruitment agency should have any professionals who can focus on productive ways in order to maintain and to develop the talented and qualified database linked with recruitment practices. They could design and implement better recruitment decisions that ultimately influence important organizational outcomes.

5.3.2 Recommendation for Future Study

The researcher would propose the trend for studying related to the satisfaction toward using recruitment agency or study comparison of satisfaction recruitment agency by separating occupational group and business type. The further research should study other factors affecting decision process of job seeker made on selection of recruitment agency. In addition, this study was conducted only in a short period of time. The attitude and opinion of the respondents might change according to the time. Hence, continually research on the certain topic should be conducted to yield the most current results.

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APPENDIX: A
Questionnaire English Version

QUESTIONNAIRE

“Factors influencing job seeker in Bangkok in selecting recruitment agency”

This questionnaire has been developed by Stamford International University’s MBA International Student to be used for Independent Study. All of the information given by respondents will be treated with high confidentiality and the given information will be used for education purpose only. Please complete all questions truthfully by marking “✓” in or filling in the space given below. The following questions are separated into 4 parts:

- Part 1 Demographic variable frequencies
- Part 2 Service Quality of recruitment agency
- Part 3 Attitude towards recruitment agency
- Part 4 Decision process of job seeker in Bangkok made on selection recruitment agency

Part 1 Demographic variable frequencies

1. Gender:
 - 1. Male
 - 2. Female

2. Age:
 - 1. Less than 20 years old
 - 2. 20 - 30 years old
 - 3. 31 - 40 years old
 - 4. 41 - 50 years old
 - 5. above 50 years old

3. Educational qualification:
 - 1. Secondary education
 - 2. Under graduated
 - 3. Graduate d
 - 4. Above graduated

4. Marital Status:
 - 1. Single
 - 2. Married
 - 3. Divorced
 - 4. Widow

5. Please mention your salary (Thai Baht per month):
 - 1. Less than 10,000 baht
 - 2. 10,000 - 20,000 baht
 - 3. 20,001 - 30,000 baht
 - 4. 30,001 - 50,000 baht
 - 5. Above 50,000 baht

6. Please mention working Experience:
 - 1. Not have working experience
 - 2. Have working experience

7. If have working experience, please mention your occupation:

1. Government Officer 2. Corporate employee
 3. Business owners/Trader 4. State enterprise employee
 5. Freelance

Part 2 Service Quality of recruitment agency

Please rate your opinion toward service quality of recruitment agency affecting to decision process made on selection recruitment agency. Mark your answer by marking “√” in the space given below:

Service quality of recruitment agency	Degree of Important				
	(1) Least	(2) Low	(3) Moderate	(4) Most	(5) Very Most
<u>1. Reliability</u>					
1. Reliable recruitment agency					
2. Professional recruitment agency					
3. Image of recruitment agency					
4. Recruitment agency correctly on service					
5. The recruitment alternative has success rate in placing great candidates with employers					
<u>2. Responsiveness</u>					
1. Skills required to perform service					
2. Optimizing the process application					
3. Recruitment agency have many position					
4. Staff of recruitment agency have competence and courtesy					
5. Recruitment agency have many staffs preparing operations					
<u>3. Assurance</u>					
1. Recruitment agency are trustworthy					
2. Recruitment agency recognizes the skills needed to do the job					
3. Personnel policies of the organization					
4. Effectiveness of recruitment agency					
5. Have an assurance achieving objective when apply job with recruitment agency					
<u>4. Empathy</u>					
1. Knowledge and skill in service of staff					
2. Friendliness of Staff in recruitment agency					
3. Service-minded of Staff in providing service					
4. Accessibility					
5. Most striking empathy when apply job from recruitment agency					
<u>5. Tangibility</u>					
1. Environment of recruitment agency					
2. Technology on service of recruitment agency					
3. All recruitment procedures undergo vigorous quality control procedures designed to ensure the best					
4. Time consumed in recruitment Process					
5. Provide information about recruitment agency and job position on website, facebook, fan page etc.					

Part 3 Attitude towards recruitment agency

Please rate your Attitude towards recruitment agency. Mark your answer by marking “√” in the space given below:

Attitude towards recruitment agency	Degree of opinion				
	(1) Strongly disagree	(2) Disagree	(3) Neither agree nor disagree	(4) Agree	(5) strongly agree
1.Lower recruitment costs					
2.Access the "hidden candidate" market					
3.Advanced sourcing and selection process					
4.Maintain confidentiality					
5.Reduce advertising post on website					
6.Selected job boards provides measure to spread awareness of targeted vacancy					
7. Recruitment agency is useful for recruiting higher level					
8.Recruitment agency has no cost					
9.Interested to apply job from recruitment agency					
10.Recruitment agency helps reducing cost of applying job					

Part 4 Decision process job seeker selecting recruitment agency

Please rate your decision process made on selection of recruitment agency. Mark your answer by marking circle “√” in the space given below:

Decision process of job seeker made on selection of recruitment agency	Degree of Important				
	(1) Least	(2) Low	(3) Moderate	(4) Most	(5) Very Most
1.Search recruitment agency information					
2.Select stable and professional recruitment agency					
3.Collecting information about recruitment agency					
4.Learning process of applying job with recruitment agency					
5.Interested in job vacancy from recruitment agency					
6.Would like to apply job from recruitment agency					
7.Friends and family help making decision to apply job					
8.Connect recruitment agency if need to change job					
9.Make an own choice					
10.Finding new job by recruitment agency service					

APPENDIX: A
Questionnaire Thai Version

แบบสอบถาม

“ปัจจัยที่มีผลต่อการเลือกบริษัทจัดหางานของผู้สมัครงานในเขตกรุงเทพมหานคร”

แบบสอบถามฉบับนี้สร้างขึ้นเพื่อใช้ประกอบการศึกษาอิสระของนักศึกษาระดับปริญญาโท สาขาบริหารธุรกิจระหว่างประเทศ มหาวิทยาลัยนานาชาติแสตมฟอร์ด (ประเทศไทย) ข้อมูลทั้งหมดที่ได้รับจากผู้ตอบแบบสอบถามจะใช้เพื่อการศึกษาเพียงอย่างเดียว และถูกข้อมูลจะถูกเก็บไว้เป็นความลับ

โปรดใส่เครื่องหมาย “✓” ช่อง โดยแบบสอบถามถูกแบ่งเป็น 4 ส่วน มีรายละเอียดดังนี้

ส่วนที่ 1 ลักษณะส่วนบุคคลของกลุ่มตัวอย่าง

ส่วนที่ 2 คุณภาพการให้บริการของบริษัทจัดหางาน

ส่วนที่ 3 ทศนคติที่มีบริษัทจัดหางาน

ส่วนที่ 4 การตัดสินใจเลือกเลือกบริษัทจัดหางานของผู้สมัครงาน

ส่วนที่ 1 ลักษณะส่วนบุคคลของกลุ่มตัวอย่าง

7. เพศ

1. ชาย

2. หญิง

8. อายุ:

1. น้อยกว่า 20 ปี

2. 20 - 30 ปี

3. 31 - 40 ปี

4. 41 - 50 ปี

5. มากกว่า 50 ปี

9. ระดับการศึกษา:

1. ระดับมัธยมศึกษา

2. ต่ำกว่าปริญญาตรี

3. ระดับปริญญาตรี

4. สูงกว่าปริญญาตรี

10. สถานภาพสมรส:

1. โสด

2. สมรส

3. หย่าร้าง 4. หม้าย

11. เงินเดือนที่ได้รับ (บาทต่อเดือน):

 1. น้อยกว่า 10,000 บาท 2. 10,000 - 20,000 บาท 3. 20,001 - 30,000 บาท 4. 30,001 - 50,000 บาท 5. มากกว่า 50,000 บาท

12. ประสบการณ์ทำงานของคุณ:

 1. ไม่มีประสบการณ์ทำงาน 2. มีประสบการณ์ทำงาน

7. ถ้าคุณมีประสบการณ์ทำงาน, โปรดระบุอาชีพของคุณ:

 1. รับราชการ 2. พนักงานบริษัท 3. ธุรกิจส่วนตัว/ค้าขาย 4. พนักงานรัฐวิสาหกิจ 5. อาชีพอิสระ**ส่วนที่ 2 คุณภาพการให้บริการของบริษัทจัดหางาน**

ระดับความคิดเห็นที่มีต่อคุณภาพการให้บริการของบริษัทจัดหางาน โปรดใส่เครื่องหมาย “✓” ในช่องที่ตรงกับความคิดเห็นของคุณ

คุณภาพการให้บริการของบริษัทจัดหางาน	ระดับความคิดเห็น				
	(1) น้อย ที่สุด	(2) น้อย	(3) ปานกลาง	(4) มาก	(5) มากที่สุด
ความน่าเชื่อถือได้					
1. ความน่าเชื่อถือของบริษัทจัดหางาน					
2. ความเป็นมืออาชีพในการจัดหางานของบริษัท					
3. ภาพลักษณ์ของบริษัทจัดหางาน					
4. ความถูกต้องในการให้บริการของบริษัทจัดหางาน					
5. ความประสบความสำเร็จในการจัดหางานให้นายจ้างของบริษัทจัดหางาน					
การตอบสนอง					
1. ทักชะในการให้บริการของบริษัทจัดหางาน					
2. ขั้นตอนการสมัครงานของบริษัทจัดหางาน					
3. มีหลากหลายตำแหน่งงาน					

4. พนักงานบริษัทจัดหางานมีความสามารถและความเอาใจใส่					
5. บริษัทจัดหางานมีจำนวนพนักงานให้บริการเพียงพอ					

ส่วนที่ 2 (ต่อ)

คุณภาพการให้บริการของบริษัทจัดหางาน	ระดับความคิดเห็น				
	(1) น้อย ที่สุด	(2) น้อย	(3) ปานกลาง	(4) มาก	(5) มากที่สุด
3. ความมั่นใจ					
ความน่าไว้วางใจของบริษัทจัดหางาน					
เป็นบริษัทที่ได้รับการยอมรับจากการจัดหางาน					
นโยบายการบริหารบุคลากรของบริษัท					
ประสิทธิภาพในการจัดหางาน					
รับประกันว่าจะได้งานตรงตามความต้องการ					
4. ความเอาใจใส่					
1. ความรู้และทักษะในการให้บริการพนักงานบริษัทจัดหางาน					
2. ความเป็นกันเองของพนักงานบริษัทจัดหางาน					
3. ความเป็นมิตรในการให้บริการของบริษัทจัดหางาน					
4. การเข้าถึงผู้สมัครงานของบริษัทจัดหางาน					
5. ได้รับการดูแลเป็นอย่างดีเมื่อใช้บริการบริษัทจัดหางาน					
5. ลักษณะทางกายภาพ					
1. สภาพสิ่งแวดล้อมภายในบริษัทจัดหางาน					
2. เทคโนโลยีในการให้บริการของบริษัทจัดหางาน					
3. ทุกขั้นตอนการสมัครงานถูกจัดการเป็นอย่างดี					
4. ระยะเวลาในการสมัครงาน					
5. การให้ข้อมูลรายละเอียดงาน ตำแหน่งงาน บนเว็บไซต์ เฟสบุ๊ค แฟนเพจ					

ส่วนที่ 3 ทักษะคดีที่มีบริษัทจัดหางาน

ระดับทักษะคดีที่มีบริษัทจัดหางาน โปรดใส่เครื่องหมาย “✓” ในช่องที่ตรงกับความคิดเห็นของคุณ

ทักษะคดีที่มีบริษัทจัดหางาน	ระดับความคิดเห็น				
	(1) ไม่เห็นด้วย อย่างยิ่ง	(2) ไม่เห็น ด้วย	(3) ไม่แน่ใจ	(4) เห็น ด้วย	(5) เห็นด้วย อย่างยิ่ง
บริษัทจัดหาช่วยลดค่าใช้จ่ายในการสมัครงาน					
บริษัทจัดหาสามารถเข้าถึงผู้สมัครในตลาดแรงงาน					
บริษัทจัดหาเป็นกระบวนการจัดหาและคัดเลือกพนักงานที่ดี					
บริษัทจัดหาสามารถรักษาความลับของผู้สมัครได้					
การสมัครงานผ่านบริษัทจัดหาช่วยลดการโพสต์ข้อความสมัครงานผ่านเว็บไซต์					
บริษัทจัดหาสามารถคัดเลือกและสรรหางานตรงตามเป้าหมาย					
บริษัทจัดหาเป็นประโยชน์สำหรับการหางานในตำแหน่งที่สูงขึ้น					
ไม่มีค่าใช้จ่ายในการสมัครงาน					
สนใจที่จะสมัครงานผ่านบริษัทจัดหางาน					
บริษัทจัดหางานช่วยลดเวลาและค่าใช้จ่ายในการสมัครงาน					

ส่วนที่ 4 การตัดสินใจเลือกเลือกบริษัทจัดหางานของผู้สมัครงาน

การตัดสินใจเลือกเลือกบริษัทจัดหางานเป็นอย่างไร โปรดใส่เครื่องหมาย “✓” ในช่องที่ตรงกับความคิดเห็นของคุณ

การตัดสินใจเลือกเลือกบริษัทจัดหางาน	ระดับความสำคัญ				
	(1) น้อย ที่สุด	(2) น้อย	(3) ปานกลาง	(4) มาก	(5) มากที่สุด
ค้นหาบริษัทจัดหางาน					
เลือกบริษัทจัดหางานที่มั่นคงและมีอาชีพ					
รวบรวมข้อมูลของบริษัทจัดหางาน					
ศึกษาวิธีการสมัครงานผ่านบริษัทจัดหางาน					
สนใจงานหรือตำแหน่งว่างของบริษัทจัดหางาน					
ต้องการสมัครงานผ่านบริษัทจัดหางาน					
เพื่อนและครอบครัวช่วยตัดสินใจในการสมัครงาน					
หาบริษัทจัดหางานเมื่อหางานใหม่					
ตัดสินใจหางานด้วยตนเอง					
ตัดสินใจหางานใหม่โดยใช้บริการบริษัทจัดหางาน					

APPENDIX: B
SPSS Output

Appendix B

Reliability test

Reliability pretest (n.30)

Overall

Reliability Statistics

Cronbach's Alpha	N of Items
.8503	52

Service quality of recruitment agency

Reliability Statistics

Cronbach's Alpha	N of Items
.7281	25

Attitude towards recruitment agency

Reliability Statistics

Cronbach's Alpha	N of Items
.9236	10

Decision process job seeker selecting recruitment agency

Reliability Statistics

Cronbach's Alpha	N of Items
.8553	10

Reliability posttest (n.30)**Overall****Reliability Statistics**

Cronbach's Alpha	N of Items
.9532	52

Service quality of recruitment agency**Reliability Statistics**

Cronbach's Alpha	N of Items
.9596	25

Attitude towards recruitment agency**Reliability Statistics**

Cronbach's Alpha	N of Items
.9657	10

Decision process job seeker selecting recruitment agency**Reliability Statistics**

Cronbach's Alpha	N of Items
.9417	10

SPSS Output

Frequency analysis

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	193	48.3	48.3	48.3
	Female	207	51.8	51.8	100.0
	Total	400	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less 20 years old	53	13.3	13.3	13.3
	20 - 30 years old	130	32.5	32.5	45.8
	31 - 40 years old	117	29.3	29.3	75.0
	41 - 50 years old	60	15.0	15.0	90.0
	Above 50 years old	40	10.0	10.0	100.0
	Total	400	100.0	100.0	

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below undergraduate	96	24.0	24.0	24.0
	Undergraduate	77	19.3	19.3	43.3
	Graduate	146	36.5	36.5	79.8
	Above graduate	81	20.3	20.3	100.0
	Total	400	100.0	100.0	

Expected salary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000 baht	63	15.8	15.8	15.8
	10,000-20,000 baht	109	27.3	27.3	43.0
	20,001-30,001 baht	116	29.0	29.0	72.0
	30,001-50,000 baht	39	9.8	9.8	81.8
	Above 50,000 baht	73	18.3	18.3	100.0
	Total	400	100.0	100.0	

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	205	51.3	51.3	51.3
	Married	134	33.5	33.5	84.8
	Divorced	52	13.0	13.0	97.8
	Window/Widower	9	2.3	2.3	100.0
	Total	400	100.0	100.0	

Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not	105	26.3	26.3	26.3
	Have	295	73.8	73.8	100.0
	Total	400	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government	66	16.5	22.4	22.4
	Corporate employee	105	26.3	35.6	58.0
	Business owns/Trader	46	11.5	15.6	73.6
	State enterprise employee	47	11.8	15.9	89.5
	Freelance	31	7.8	10.5	100.0
	Total	295	73.8	100.0	
Missing	99	105	26.3		
Total		400	100.0		

Descriptive analysis

Service quality of recruitment agency

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Fair recruitment agency	400	2	5	4.55	.889
Professional recruitment agency	400	2	5	4.41	.905
Image recruitment agency	400	3	5	3.99	.668
Recruitment agency correctly on service	400	2	5	3.94	.735
The recruitment alternative has success rate in placing great candidates with employers	400	2	5	3.39	1.147
Skills required to perform service	400	2	5	4.00	.823
Optimizing the process application	400	2	5	4.02	.688
Recruitment agency have many position	400	2	5	3.93	.966
Staff of recruitment agency have competence and courtesy	400	2	5	3.88	1.040
Recruitment agency have many staff prepare for the operations	400	2	5	3.97	.830
Recruitment agency are trustworthy	400	2	5	4.03	.688
Recruitment agency have recognize the skills needed to do the job	400	2	5	3.94	.979
Personnel policies of the organization recruitment agency	400	2	5	3.79	.976
Effectiveness of recruitment agency	400	2	5	4.01	.675
Have assurance will achieve objective when apply job from recruitment agency	400	2	5	3.88	.963
Knowledge and skill in service of staff recruitment agency	400	2	5	3.94	.969
Staff of recruitment agency friendly service	400	2	5	3.83	.917
Relationship of staff recruitment agency	400	2	5	4.11	.704
A ccessibility of applicant	400	2	5	3.86	1.026
Most striking empathy when apply job from recruitment agency	400	2	5	3.77	.943
Env ironment of recruitment agency	400	2	5	4.03	.648
Technology on service of recruitment agency	400	2	5	3.86	.784
All recruitment procedures undergo vigorous quality control procedures designed to ensure the best	400	2	5	4.00	.850
Time involved in recruitment Process	400	2	5	4.01	.690
Propose information about recruitment agency and job position on Website, Facebook ,Fanpage etc.	400	2	5	3.82	.787
Valid N (listwise)	400				

Attitude towards recruitment agency

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Lower recruitment costs	400	3	5	3.94	.636
Access the "hidden candidate" market	400	3	5	3.95	.658
Advanced sourcing and selection process	400	3	5	3.97	.676
Maintain confidentiality	400	2	5	3.85	.795
Reduce post-hire downtime	400	3	5	3.94	.634
Selected job boards provides measures to spread awareness of vacancy to target	400	3	5	3.92	.632
Recruitment agency is useful that require recruiting for higher level	400	3	5	3.95	.661
Recruitment agency not have cost	400	2	5	3.79	.976
Interested to apply job from recruitment agency	400	2	5	3.81	.778
Recruitment agency to decrease cost for apply job	400	3	5	3.92	.618
Valid N (listwise)	400				

Decision process job seeker selecting recruitment agency

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Information search recruitment agency	400	2	5	3.95	.672
Search recruitment agency firms and professional positions	400	2	5	4.07	.754
Collecting information about recruitment agency	400	2	5	3.95	.730
Learning process apply job from recruitment agency	400	2	5	3.95	.657
Interest job vacancies from recruitment agency	400	2	5	3.96	.682
Would like to apply job from recruitment agency	400	2	5	3.97	.691
Friends and family help decision to apply job	400	2	5	4.05	1.007
Make my own choice	400	2	5	3.83	.763
Find info on recruitment agency when want change to new job	400	3	5	4.10	.728
Decision find new job with recruitment agency	400	3	5	4.08	.705
Valid N (listwise)	400				

Hypothesis testing

T-Test

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Decision process job seeker	Male	193	4.0570	.52288	.03764
	Female	207	3.9329	.66558	.04626

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Decision process job seeker	Equal variances assumed	20.640	.000	2.064	398	.040	.1241	.06014	.00592	.24237
	Equal variances not assumed			2.082	387.032	.038	.1241	.05964	.00689	.24140

Oneway

Descriptives

Decision process job seeker

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
less 20 years old	53	3.4604	.60458	.08305	3.2937	3.6270	2.90	4.70
20 - 30 years old	130	4.0092	.51706	.04535	3.9195	4.0990	2.90	4.90
31 - 40 years old	117	4.2333	.59015	.05456	4.1253	4.3414	2.90	5.00
41 - 50 years old	60	4.0583	.50364	.06502	3.9282	4.1884	2.90	4.90
Above 50 years old	40	3.8425	.58699	.09281	3.6548	4.0302	2.90	4.90
Total	400	3.9927	.60343	.03017	3.9334	4.0521	2.90	5.00

ANOVA

Decision process job seeker

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.990	4	5.747	18.563	.000
Within Groups	122.299	395	.310		
Total	145.289	399			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Decision process job seeker
LSD

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
less 20 years old	20 - 30 years old	-.5489*	.09068	.000	-.7271	-.3706
	31 - 40 years old	-.7730*	.09213	.000	-.9541	-.5918
	41 - 50 years old	-.5980*	.10489	.000	-.8042	-.3917
	Above 50 years old	-.3821*	.11654	.001	-.6112	-.1530
20 - 30 years old	less 20 years old	.5489*	.09068	.000	.3706	.7271
	31 - 40 years old	-.2241*	.07091	.002	-.3635	-.0847
	41 - 50 years old	-.0491	.08684	.572	-.2198	.1216
	Above 50 years old	.1667	.10061	.098	-.0311	.3645
31 - 40 years old	less 20 years old	.7730*	.09213	.000	.5918	.9541
	20 - 30 years old	.2241*	.07091	.002	.0847	.3635
	41 - 50 years old	.1750*	.08836	.048	.0013	.3487
	Above 50 years old	.3908*	.10192	.000	.1905	.5912
41 - 50 years old	less 20 years old	.5980*	.10489	.000	.3917	.8042
	20 - 30 years old	.0491	.08684	.572	-.1216	.2198
	31 - 40 years old	-.1750*	.08836	.048	-.3487	-.0013
	Above 50 years old	.2158	.11358	.058	-.0075	.4391
Above 50 years old	less 20 years old	.3821*	.11654	.001	.1530	.6112
	20 - 30 years old	-.1667	.10061	.098	-.3645	.0311
	31 - 40 years old	-.3908*	.10192	.000	-.5912	-.1905
	41 - 50 years old	-.2158	.11358	.058	-.4391	.0075

*. The mean difference is significant at the .05 level.

Oneway

Descriptives

Decision process job seeker

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below undergraduate	96	3.7833	.62621	.06391	3.6565	3.9102	2.90	5.00
Undergraduate	77	4.0390	.47411	.05403	3.9314	4.1466	2.90	5.00
Graduate	146	3.9096	.56499	.04676	3.8172	4.0020	2.90	5.00
Above graduate	81	4.3469	.60334	.06704	4.2135	4.4803	2.90	5.00
Total	400	3.9927	.60343	.03017	3.9334	4.0521	2.90	5.00

ANOVA

Decision process job seeker

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.544	3	5.181	15.814	.000
Within Groups	129.745	396	.328		
Total	145.289	399			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Decision process job seeker

LSD

(I) Education level	(J) Education level	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Below undergraduate	Undergraduate	-.2556*	.08757	.004	-.4278	-.0835
	Graduate	-.1263	.07521	.094	-.2741	.0216
	Above graduate	-.5636*	.08636	.000	-.7334	-.3938
Undergraduate	Below undergraduate	.2556*	.08757	.004	.0835	.4278
	Graduate	.1294	.08062	.109	-.0291	.2879
	Above graduate	-.3080*	.09110	.001	-.4871	-.1288
Graduate	Below undergraduate	.1263	.07521	.094	-.0216	.2741
	Undergraduate	-.1294	.08062	.109	-.2879	.0291
	Above graduate	-.4373*	.07930	.000	-.5932	-.2814
Above graduate	Below undergraduate	.5636*	.08636	.000	.3938	.7334
	Undergraduate	.3080*	.09110	.001	.1288	.4871
	Graduate	.4373*	.07930	.000	.2814	.5932

*. The mean difference is significant at the .05 level.

Oneway

Descriptives

Decision process job seeker

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 10,000 baht	80	3.5275	.64572	.07219	3.3838	3.6712	2.90	5.00
10,000-20,000 baht	100	4.0680	.58359	.05836	3.9522	4.1838	2.90	5.00
20,001-30,001 baht	116	4.0345	.48903	.04541	3.9445	4.1244	2.90	5.00
30,001-50,000 baht	39	4.3538	.57439	.09198	4.1677	4.5400	3.00	4.90
Above 50,000 baht	65	4.1585	.46162	.05726	4.0441	4.2728	2.90	5.00
Total	400	3.9928	.60343	.03017	3.9334	4.0521	2.90	5.00

ANOVA

Decision process job seeker

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.955	4	6.239	20.479	.000
Within Groups	120.334	395	.305		
Total	145.289	399			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Decision process job seeker

LSD

(I) Expected salary	(J) Expected salary	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 10,000 baht	10,000-20,000 baht	-.5405*	.08279	.000	-.7033	-.3777
	20,001-30,001 baht	-.5070*	.08021	.000	-.6647	-.3493
	30,001-50,000 baht	-.8263*	.10779	.000	-1.0383	-.6144
	Above 50,000 baht	-.6310*	.09217	.000	-.8122	-.4498
10,000-20,000 baht	Less than 10,000 baht	.5405*	.08279	.000	.3777	.7033
	20,001-30,001 baht	.0335	.07532	.657	-.1146	.1816
	30,001-50,000 baht	-.2858*	.10420	.006	-.4907	-.0810
	Above 50,000 baht	-.0905	.08794	.304	-.2633	.0824
20,001-30,001 baht	Less than 10,000 baht	.5070*	.08021	.000	.3493	.6647
	10,000-20,000 baht	-.0335	.07532	.657	-.1816	.1146
	30,001-50,000 baht	-.3194*	.10216	.002	-.5202	-.1185
	Above 50,000 baht	-.1240	.08552	.148	-.2921	.0441
30,001-50,000 baht	Less than 10,000 baht	.8263*	.10779	.000	.6144	1.0383
	10,000-20,000 baht	.2858*	.10420	.006	.0810	.4907
	20,001-30,001 baht	.3194*	.10216	.002	.1185	.5202
	Above 50,000 baht	.1954	.11180	.081	-.0244	.4152
Above 50,000 baht	Less than 10,000 baht	.6310*	.09217	.000	.4498	.8122
	10,000-20,000 baht	.0905	.08794	.304	-.0824	.2633
	20,001-30,001 baht	.1240	.08552	.148	-.0441	.2921
	30,001-50,000 baht	-.1954	.11180	.081	-.4152	.0244

*. The mean difference is significant at the .05 level.

Oneway

Descriptives

Decision process job seeker

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Single	205	3.9117	.64509	.04505	3.8229	4.0005	2.90	5.00
Married	134	4.1254	.50853	.04393	4.0385	4.2123	2.90	5.00
Divorced	52	4.0058	.61178	.08484	3.8354	4.1761	2.90	5.00
Window/Widower	9	3.7889	.59465	.19822	3.3318	4.2460	3.00	4.80
Total	400	3.9927	.60343	.03017	3.9334	4.0521	2.90	5.00

ANOVA

Decision process job seeker

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.086	3	1.362	3.820	.010
Within Groups	141.203	396	.357		
Total	145.289	399			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Decision process job seeker

LSD

(I) Marital status	(J) Marital status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Single	Married	-.2137*	.06634	.001	-.3441	-.0833
	Divorced	-.0941	.09272	.311	-.2763	.0882
	Window/Widower	.1228	.20337	.546	-.2770	.5226
Married	Single	.2137*	.06634	.001	.0833	.3441
	Divorced	.1196	.09756	.221	-.0722	.3114
	Window/Widower	.3365	.20562	.103	-.0678	.7407
Divorced	Single	.0941	.09272	.311	-.0882	.2763
	Married	-.1196	.09756	.221	-.3114	.0722
	Window/Widower	.2169	.21558	.315	-.2070	.6407
Window/Widower	Single	-.1228	.20337	.546	-.5226	.2770
	Married	-.3365	.20562	.103	-.7407	.0678
	Divorced	-.2169	.21558	.315	-.6407	.2070

*. The mean difference is significant at the .05 level.

T-Test

Group Statistics

Experience		N	Mean	Std. Deviation	Std. Error Mean
Decision process job seeker	Not	105	3.9010	.60519	.05906
	Have	295	4.0254	.60045	.03496

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Decision process job seeker	Equal variances assumed	.886	.347	-1.820	398	.069	-.1245	.06838	-.25889	.00995
	Equal variances not assumed			-1.814	181.755	.071	-.1245	.06863	-.25989	.01095

Oneway

Descriptives

Decision process job seeker

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Government/State enterprise employee	66	4.0227	.55381	.06817	3.8866	4.1589	2.90	5.00
Corporate employee	105	4.0276	.62657	.06115	3.9064	4.1489	2.90	5.00
Trader/Private business	46	4.1239	.48953	.07218	3.9785	4.2693	3.00	5.00
House wife/house husband	47	4.0596	.59222	.08638	3.8857	4.2335	2.90	5.00
Student	31	3.8258	.74340	.13352	3.5531	4.0985	2.90	4.90
Total	295	4.0254	.60045	.03496	3.9566	4.0942	2.90	5.00

ANOVA

Decision process job seeker

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.737	4	.434	1.208	.307
Within Groups	104.262	290	.360		
Total	105.999	294			

Correlations

Correlations

		Decision process job seeker	Reliability	Responsiveness	Assurance	Empathy	Tangibles	overall
Decision process job seeker	Pearson Correlation	1	.563*	.470*	.443*	.514*	.534*	.566*
	Sig. (2-tailed)	.	.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400
Reliability	Pearson Correlation	.563*	1	.618*	.562*	.643*	.713*	.786*
	Sig. (2-tailed)	.000	.	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400
Responsiveness	Pearson Correlation	.470*	.618*	1	.896*	.900*	.680*	.936*
	Sig. (2-tailed)	.000	.000	.	.000	.000	.000	.000
	N	400	400	400	400	400	400	400
Assurance	Pearson Correlation	.443*	.562*	.896*	1	.911*	.557*	.905*
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000	.000
	N	400	400	400	400	400	400	400
Empathy	Pearson Correlation	.514*	.643*	.900*	.911*	1	.734*	.957*
	Sig. (2-tailed)	.000	.000	.000	.000	.	.000	.000
	N	400	400	400	400	400	400	400
Tangibles	Pearson Correlation	.534*	.713*	.680*	.557*	.734*	1	.821*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.	.000
	N	400	400	400	400	400	400	400
overall	Pearson Correlation	.566*	.786*	.936*	.905*	.957*	.821*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.
	N	400	400	400	400	400	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Decision process job seeker	Attitude towards recruitment agency
Decision process job seeker	Pearson Correlation	1	.518*
	Sig. (2-tailed)	.	.000
	N	400	400
Attitude towards recruitment agency	Pearson Correlation	.518*	1
	Sig. (2-tailed)	.000	.
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).