

Poratip Phanmanee 2012: Competency, Self-Esteem Based on Organization and Job Performance of Service Operation Staff in a Telecommunication Company. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Thipthinna Smuthranond, Ph.D. 128 pages.

The objectives of this research were: 1) to study the relationship between competency and job performance of service operation staff; 2) to study the relationship between self-esteem based on organization and job performance of service operation staff; and 3) to find competency and self-esteem based on an organization which can predict the job performance of service operation staff. Samples were 162 service operation staff in a telecommunication company. The data was collected with questionnaires. Percentage, mean, standard deviation, Pearson's product moment correlation coefficient, and stepwise multiple regression analysis were adopted for data analysis.

The findings indicated that: 1) customer focus competencies, drive for result competencies, mastering change competencies, problem solving and decision making competencies and communication competencies were positively related to the job performance of service operation staff at .01 level of significance; while in teamwork and collaboration competencies were positively related to job performance at .05 level of significance; 2) there was no relationship between self-esteem based on organization and job performance of service operation staff; and 3) communication competencies could jointly predict job performance of service operation staff at 7.4 percentage with .01 level of significance.

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Thesis Advisor's signature