

Abstract

The objectives of “Motivating Factors that Keep Bank Workers Working at Branch Level” are to study factors that motivate workers to continue working in the bank and to study the relationship between personal factors and factors that keep the workers working in the bank. The sample population consists of 373 bank workers at branch level in Metropolitan Region 6, Bangkok. The study adopts a specific sampling approach and uses questionnaire as a tool with 60 samples. Data are statistically analyzed, using percentage, mean, and standard deviation. The findings are presented in tables accompanying descriptions and analysis.

The study finds that most workers are female, 36-40 years of age, single, with a bachelor's degree education, earning a monthly income of 25,001-30,000 baht, while their household income is 25,001-50,000 baht. Most are in debt, with obligations to take care of their parents, spouses, children, relatives, siblings or any other person. The motivation level of the workers is moderate with respect to maintenance factors, psychological factors, and economically-related factors. More specifically, the psychological factor is the relationship between co-workers; organizational and structure factor is the reputation and security of the bank; work-related factor is continuous self-development; factor that reflects the worker's emotional tie with the bank is the attachment with the bank; inter-personal factor is loving care between co-workers; work-environment factor that keeps the workers working in the bank is work safety; maintenance factor is welfare and compensation; and economically-related factor is that if they move to work at another bank, they will have to perform for results all the same in order to maintain the same targets.

The study recommends that the bank should conduct an analysis of various factors beneficial to the bank and workers alike. Arrangements should be made to put the workers to jobs that better suit them so as to avoid work boredom, to enable them to make full and appropriate use of their knowledge and skills, and to encourage them to feel more attached to the bank, as well as allowing them to develop their potentials for their future advancement.