

## **ABSTRACT**

The purpose of this study was to measure the level of employees' satisfaction in company's welfare and benefit of Sahaviriya Group and to analyze the factors that affect staff turnover and the level of satisfaction from each company benefit.

According to the data from questionnaires completed by 171 respondents at 12 companies in Sahaviriya Group only at Bangkok branches, the study found that the level of employee satisfaction in terms of company welfare and benefits was at a moderate level (score 3.15 from 5). The most important factor which affected employee satisfaction was job interest (score 4.04 from 5). The least important factor which affected the employee satisfaction was training programs (score 3.28 from 5). Most respondents were satisfied with the company welfare and benefit at a high level in terms of sick leave, business leave, annual checkup, health insurance, and accidental insurance. On the other hand, most respondent were not satisfied with holiday leave nor uniform at a high level either.

The outcome of this research will be submitted to the Human Resource Department in order that it can be used to set the strategies for improving employee satisfaction and ensuring that good quality employees to stay with Sahaviriya Group. Moreover, this outcome can be useful for implementing plans to reduce the staff turnover rate.