

ABSTRACT

Title of Research Paper : Krung Thai Bank Officials' Working Morale : A Study of

3 Branches of Krung Thai Bank in 3 Southern Provinces

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The objectives of this research are to study 1. Krung Thai Bank officials' working morale, 2. factors affecting their morale, and 3. problems, obstacles and ways to correct them for the promotion of the Bank officials' working morale. The studied population comprises all of the employees of Krung Thai Banks (except at the management level) in 3 southern provinces, i.e., Pattani, Yala and Narathiwat, altogether 157 persons; Questionnaire is used as a tool for data collecting, after which the data are statistically analysed by frequency, percentage, mean, standard deviation and t-test for hypothesis testing.

Results of the study reveal that the bank officials' working morale as a whole is at the high level. However, when consider separately, the morale levels from high to low appear respectively in the following : sense of responsibility, sense of belonging, work satisfaction, work security, sense of success and relationship within working place.

Comparatively, it was found that differences in opportunity in work advancement, working environment, relationship with colleagues, superior's sense of justice, superior's being role model, and paying attention to the interiors will relate to the working morale differently at 0.05 statistically significant.

Problems and obstacles in promoting working morale among Krung Thai Bank's officials are, for example, unhelpful colleagues, lack of knowledge and understanding of new tools and equipments, inappropriate salary structure, inadequate welfare.

Among recommendations to promote higher working morale for Krung Thai Bank's officials are reducing conflict by working more coordinately, organizing activities for better relations among colleagues, proper training and others.