

Abstract

“The study of the relationship between adversity quotient, job satisfaction and employee’s turnover tendency: a case study of Aquatic Product Sales Business, Agribusiness and Food Industry (Aquaculture), Charoen Pokphand Group” is a survey research. The purposes of this study are as follows: to study levels and relationships of adversity quotient, job satisfaction and employee’s turnover tendency and also to design an equation for predicts employee’s turnover tendency from adversity quotient and job satisfaction.

The population consisted of 173 officers in Aquatic Product Sales Business, Agribusiness and Food Industry (Aquaculture), Charoen Pokphand Group.

The instruments were questionnaire consisting of 4 parts ; Part 1 : Four categories of Personal Factors included age, level of education, age of work and level of position. Part 2: Forty three categories measuring adversity quotient including 4 dimensions which are; control, origin and ownership, reach and endurance. Part 3: Thirty four categories measuring job satisfaction including 5 dimensions following; empowerment in work, compensation, promotion, supervision and co-workers and Part 4: Ten categories measuring employee’s turnover tendency.

The statistical measures used are frequency, percentage, arithmetic mean, standard deviation, Pearson’s product moment correlation and multiple regression analysis. The results of this study were as follows:

1. Officers of Aquatic Product Sales Business, Agribusiness and Food Industry (Aquaculture), Charoen Pokphand Group had a high level of adversity quotient, job satisfaction and had normal level of employee's turnover tendency.

2. There was relationship between adversity quotient and job satisfaction. When consider each dimensions of adversity quotient, we realized that, there was relationship between all dimensions of adversity and job satisfaction.

3. There was relationship between adversity quotient and employee's turnover tendency. When consider each dimensions of adversity quotient, we realized

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4. There was relationship between job satisfaction and employee's turnover tendency. When consider each dimensions of job satisfaction, we realized that, there was relationship between all dimensions of job satisfaction and employee's turnover tendency.

5. 45 percents of empowerment in work, compensation and promotion can predict employee's turnover tendency.