

ABSTRACT

This research measured satisfaction of employees with channels of communication in MSD (Thailand) Ltd: Electronic Mail and Face-to-Face communication. In addition, the study investigated the problems and described the characteristic of employees who prefer communication via email or FTF channels. The respondents of the study were all office based staff who work in the MSD (Thailand) office in Bangkok which were 120 people. The sample size in this study was equal to the population. The design of this study was a cross-sectional survey. A questionnaire, the instrument of the study, was distributed to the respondents in English since they typically read and write messages in English. The format of the questionnaire consisted of closed-ended questions, an open-ended question, and a Likert scale. Statistical Package for the Social Science or SPSS program version 12.0 was used to analyze the data including percentile, frequency, mean and mode. It was found that overall employee satisfaction with e-mail and face-to-face communication was at a satisfactory level. However, the employee satisfaction level with face-to-face communication was higher than e-mail. The results from this study will be submitted to the Human Resources Department, MSD (Thailand) Ltd. The researcher hopes that it will help the company to improve the internal communication and help employees communicate more effectively.