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PATAMA YIMPONG : INFLUENCE OF LEADERSHIP BEHAVIOR AND  
ORGANIZATIONAL CLIMATE ON THE ACCEPTANCE OF TOTAL QUALITY  
MANAGEMENT AMONG PERSONNEL AT SINGBURI HOSPITAL. THESIS ADVISORS :  
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The main objective of this cross sectional survey research was to study the ways in which leadership behavior and organizational climate influence the acceptance of TQM among personnel in Singburi Hospital. The sample consisted of 253 respondents including leaders, secretaries and members of the groups QC, 5S and Suggestion Team which were active from 1995-1998. A total of 87.8% self-administered questionnaires were completed and returned for statistical analysis. Pearson's Product-Moment Correlation coefficient and Stepwise Multiple Regression were used for data analysis.

It was found that gender, age, education, position, participation, attitude, leadership behavior and organizational climate showed significant correlation with acceptance of TQM among personnel in Singburi Hospital at  $p < 0.05$ . Regresstion analysis showed that attitude, position, organizational climate, gender, participation and age were the most important factors, accounting for 58.9% of the variance regarding TQM acceptance.

Therefore, it is recommended that top managers who play important roles in successfully creating organization climate should be well prepared for the implementation of TQM in an organization. For the best results, all personnel should participate with a positive attitude toward TQM and the program should be made voluntary. Participation must be encouraged and modeled by the administration at all levels.