

Arissara Intarakuntod 2014: The Factors Related to Service Behavior of Operation Employees of Three Star Hotels in Bangkok. Master of Arts (Human and Community Resources Development), Major Field: Human and Community Resource Development, Department of Human and Community Resource Development. Thesis Advisor: Assistant Professor Apichart Jai-aree, Ph.D. 157 pages.

This research purposes was to study service behaviors of operation employees, relationship between service providing factors and service behaviors, and also to find factors that influence in the service behaviors of operation employees of three-star hotels in Bangkok. Data collection methods was a survey sample and 202 operation employees working in three-star hotels were selected as a sample population, in where a proportional stratified random sampling was brought, from 6 hotels consented to data collection. The statistical analysis will be generated by percentage, mean, standard deviation, Pearson's Product Moment Correlation Coefficient and stepwise multiple regression.

The results of this research indicated that: The operation employees of three-star hotels had an overall service behaviors on a level that the behaviors were consistently conducted. The service providing factors which are service knowledge and service mind had a positive relationship with the service behaviors on the average; having the statistical significance at a level of .01. The organizational support was significantly found a low-rate positive relationship, at the level of .01. In conclusion, the factors affecting the service behaviors of the operation employees the most are the service mind, the service knowledge, and the organizational support, respectively, and the service behaviors can be predicted to 19.2 percent as in the below equations:

A prediction equation, raw score form

$$\hat{Y} = .624 + .082X_3 + .732X_1 + .077X_2$$

A prediction equation, standard score form

$$\hat{Z}_y = .167Z_{x_3} + .251Z_{x_1} + .195Z_{x_2}$$

Student's signature

Thesis Advisor's signature