

Sirichan Kaewwonglom 2014: Causal Factors Effecting the Success of One Tambon One Products. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Assistant Professor Phiphat Nonthanathorn, Ph.D. 184 pages.

The purposes of this research were to study, 1) level of transformational leadership, organizational citizenship behavior, community factors and organizational effectiveness, 2) the path coefficient from transformational leadership, organizational citizenship behavior, community factors and organizational effectiveness, 3) influence of transformational leadership, organizational citizenship behavior and community factors directly influences organizational effectiveness. The sample consisted of 491 owner and employees from producer group of five stars one tambon one products. The research instrument was a questionnaire constructed by the researcher. The data were analyzed through descriptive statistics, correlation coefficient analysis, exploratory factor analysis, and structural equation model analysis.

The research results indicated that 1) transformational leadership, organizational citizenship behavior, community factors and organizational effectiveness were at the high level, 2) the path coefficient model of transformational leadership, organizational citizenship behavior, community factors and organizational effectiveness up had high statistically positive at 0.01 significant level. Transformational leadership and organizational citizenship behavior were at the most relationship ($\rho = 0.86$) and 3) the consistency check results of the structural equation model agreed with the empirical data. The model validation indicated that the causal model were fitted to the empirical data with RMSEA = 0.0689, SRMR = 0.0363, NNFI=0.983 and CFI = 0.986. The model accounted for 64 percent of the variance on organizational effectiveness.

Student's signature

Thesis Advisor's signature