

Wornwipha Pohmoung 2014: Perception of Organizational Communication at Siriraj Piyamaharajkarun Hospital. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Associate Professor Yupawan Vannavanit, M.B.A. 109 pages.

This research is to study Perception of content, direction and style of communication, including number of group and significant features of each group in Siriraj Piyamaharajkarun Hospital. This research is a surveyed quantitative data research which populations are 841 hospital staff. The analysis based on Probability Sampling, Stratified Random Sampling, according to Yamane, 271 samples are suitable, then surveyed with Proportion to size Sampling and divided the organization into 3 departments, Office of the Director, Medical Department and Administration Department which 266 had returned. The statistic of Frequency, Percentage, Average and Two-step Cluster Analysis had been analyzed in this research.

Research result in brief: main samples are 222 females = 83.5 %, Age: 25-30 = 50.0 %, Working experiences: 1-3 years = 37.2 %, Educational level: Bachelor Degree = 79.3 %, Position ranking: 3C-3A = 75.2 %. In general, the perception of content regarding task is high, social and innovation is moderate. The perception of all communication directions, downward, vertical and horizontal is also high. The perception of official style communication is moderate and unofficial is high. For Two-Step Cluster Analysis, could divide samples into two groups, the first group = 87.2% and the second group = 12.8%. To consider the perception of content, direction and style of communication, the first group is all high whilst the second group is all moderate. The perception of each group of staff in the hospital is equal. There is no significant, regarding the personal factors, to the perception of communication of both groups in the researched organization.

Researcher recommends board of hospital to use written communication to thoroughly communicate with all staffs, such as memorandum, circular notice or poster.

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Thesis Advisor's signature