

Waraporn Potaga 2013: The Relationship between Leadership Style of Top Management and Organizational Employee Engagement in Pump Dealership Business in Bangkok and Neighboring Provinces. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mr. Suparerk Sooksmarn, D.P.A. 144 pages.

This study aims to study personal factors to organizational employee engagement, leadership style of the top management, organizational employee engagement and the relationship between leadership style of the top management and organizational employee engagement in pump dealership business in Bangkok and neighboring provinces. The samples used in the study, 200 samples in total, are the employees in the position of first-line to middle management of the organization. The questionnaire contains the questions regarding personal characteristics, leadership style of the top management, and the organizational employee engagement. The data is analyzed by the computer software package for statistical analysis. The statistics used are percentage, deviation, t-test, F-test, and Pearson product moment correlation coefficient.

The results show that, in general, leadership style of the top management is in the moderate level while the relationship of the employees to the organization is in the high level. Personal factors including gender, age, marital status, education level, average income and position in the organization, do not affect the dimension of the commitment to the organization and behavior of work. Personal factors including age, marital status, education level, and average income, do not affect the attitude towards the organization. The gender and position in the organization; however, affects the attitude towards the organization at the significant level of 0.05. The transformational and transactional leadership style of the top management has positive relationship whereas the laissez-faire leadership has negative relationship to the organizational employee engagement in the attitude towards the organization, in the dimension of the commitment to the organization and behavior of work at the significant level of 0.01.

Suggestions for the top management that wants to improve the organization are that the support to and importance of the transformational and transactional leadership style must be focused and adapted to use in the organization. The use of this leadership style can benefit the organization to improve and develop the human resource quality and general organizational management to the better level and to create sustainable success for the organization.

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Thesis Advisor's signature