

Sarawut Sangprakai 2013: Working Motivation and Organizational Commitment of Salespeople: A Case Study of The Durbell Company Limited. Master of Business Administration (Industrial Administration and Development), Major Field: Industrial Administration and Development, Faculty of Management Science. Thesis Advisor: Mr. Jumphoth Boriraj, D.B.A. 147 pages.

The main objective of this research is to study the relations between working motivation and organizational commitment of salespeople. The unit of analysis was gathered from 323 salespeople of the Durbell Company Limited. Questionnaires are used as a tool in collecting data and the input data are analyzed by a statistical program measured in terms of percentage, frequency, mean, standard deviation, Pearson's correlation and test difference of variables with critical ratio (t-test) and the analysis of variance (F-test).

The study is result can be summarized that motivation of Durbell's salespeople is significantly related to work motivation and organizational commitment at the level of .01. The relations by factors of work motivation and organizational commitment are related with hygiene factors such as company's policy and relations between administration, supervisor, colleagues, working environment, salary, benefits and work life balance. For motivation factors such as successfulness, respectfulness, job characteristics, job responsibility, job progress, and growth in career path are significantly related to work motivation and organizational commitment at the level of .01. However other factors such as sex, age, and marriage status are found that there are no statistically significant differences.

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Student's signature

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Thesis Advisor's signature