

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of science in Cooperative Economics

WORK MORALE OF AGRICULTURAL COOPERATIVE OFFICIALS IN CHIANGMAI

By

RADAPORN THONGMA

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Chairman: Numpet Winichaikule

Department/Faculty: Department of Agricultural Economics and Cooperatives,
Faculty of Agricultural Business

The objectives of this research were: 1) to study the personnel management policy of the agriculture cooperatives in Chiangmai 2) to study the factors affecting the work morale of agricultural co-operative officials in Chiangmai 3) to compile the recommendation to increase the work morale of agricultural co-operative in Chiangmai. The data were collected from 180 agriculture cooperative staffs in Chiangmai by pretested mailed questionnaire and analyzed by using SPSS for window.

The findings shown that 53.9 percentage of the staffs were women, age between 35 - 41 years, worked in cooperative less than 6 years. Most of the respondent lived near the office, married (64.5%), had higher than vocational certificate education (73.3 %), had the salary lower than 8,001 bahts with low fringe benefits from the cooperative. All of them had to follow cooperative regulations to get a higher position.

The overall work morale of agricultural cooperative officials were in a moderate level. Four factors, out of 8 factors studied, had a high relationship to the work morale were: absence or late office environment, responsibility and relationship to the colleague. The other four factors had a moderate relationship, i.e. : salary, the career opportunity, regulations, and the position security. Salary, absence of late work, responsibility and relationship to the colleague had a significant relationship to the morale of level at 0.05. However, there was no relationship between the career opportunity and the position security to the level of morale.

The respondent recommended that the regulations should be more flexible and the work manual should be distributed to all staff to increase their morale. The modern instrument should be provided and the responsibility should be reasonable for the staff. Furthermore, they recommended unity development activities, such as, recreational game or sport; educational support, and career opportunity for the staff. Finally, bonus should be awarded to motivate for a more efficient operations.