

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration in Business Administration

JOB SATISFACTION OF GOVERNMENT SAVINGS BANK EMPLOYEE IN MUANG DISTRICT, CHIANGMAI

By

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The purposes of this research were to study 1) the level of job satisfaction of Government Saving Bank (GSB)'S personel who worked in the offices located in Muang district of ChiangMai and 2) factors affecting the level of job satisfaction of those personel.

The data were collected by questionnaires from 149 out of 176 GSB's personel in the designated area. Descriptive statistices and t-test were analyzed via SPSS/PC software. The results were as the follows.

Most of the respondent were married female, 36 - 45 years of age, bachalor degree educated and worked in the organization for less than ten years. Their salaries were within the range of 10,001 to 20,000 bahts.

The findings indicated that most of the respondent were highly satisfied with the relationships among their colleagues, the level of their responsibilities, work environment, fringe benefits, job description, and chain of command , respectively.

They were moderately satisfied with their salary, extra income, career opportunity and policy in organization management. They had overall satisfaction at a high level.

Once categorized by genders statistically significant difference were found from satisfaction in salary, extra benefit, and promotion opportunity ; while classified by education level only satisfaction organization management policy showed the significant difference. When analyzed based on job-nature factor, the significant difference were shown in satisfaction of working environment, job environment, and fringe benefit.

Most of the respondents had an overall satisfaction of salary , fringe benefit and relationship among colleagues.

It was concluded that the respondent had high overall satisfaction ,especially on their salary. Therefore, the administrative board should recognize these factors to increase the level of job satisfaction of its personel, which in effect ,will lead to a more efficient organization.