

ABSTRACT

TITLE : SATISFACTION ON THE FRINGE BENEFITS OF THE
ELECTRICITY GENERATING AUTHORITY OF THAILAND:
A CASE STUDY OF THE BUS SERVICE FOR THE
NORTH AND SOUTH BANGKOK THERMAL PLANTS.

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IN THIS THESIS, THE MAIN PURPOSE IS TO STUDY SATISFACTION ON THE FRINGE BENEFITS OF THE ELECTRICITY GENERATING AUTHORITY OF THAILAND: A CASE STUDY OF THE BUS SERVICE FOR THE NORTH AND SOUTH BANGKOK THERMAL PLANTS IN BANGKOK, NONTHABURI AND SAMUTPRAKARN IN ORDER TO OBTAIN THE FACT CONCERNING SATISFACTION, ATTITUDE AND NEED IN GENERAL. THE RESULT OF THIS STUDY BE USED AS A GUIDELINE FOR IMPROVEMENT IN ACCORDANCE WITH THE PRESENT SITUATION.

IT WAS FOUND FROM THIS STUDY THAT PERSONNEL SATISFACTION TOWARDS THE BUS SERVICE IS APPROXIMATELY ON THE AVERAGE (3.45 OUT OF A SCALE OF 5.00). THIS IS NOT UNUSUAL BECAUSE ANY SERVICE GIVEN TO PERSONNEL BY ANY AGENCY, WHETHER IT BE PRIVATE, PUBLIC ENTERPRISE OR GOVERNMENTAL, TENDS TO BRING

ABOUT A NEGATIVE RESPONSE MUCH MORE THAN A POSITIVE ONE. WITH REGARDS TO THE RELATIONSHIP BETWEEN SOCIOECONOMIC CHARACTERISTICS AND SATISFACTION TOWARDS BUS SERVICE, IT WAS FOUND THAT SEX, AFFILIATION POSITION AND CHARACTERISTICS OF THE "JOB REQUIREMENT ARE RELATED TO SATISFACTION WHEREAS AGE, MARITAL STATUS, EDUCATION, TENURE AND SALARY SCALE ARE NOT.