

ABSTRACT

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

Job Morale of Workers in the Northern Industrial Estate (Phase 3) Lamphun Province

By

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June 2000

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The objectives of this study were : 1) to examine the job morale of workers in the Northern Industrial Estate (Phase 3), Lamphun province; 2) to determine the factors affecting the job morale of the workers; 3) to recommend guidelines to develop workers' morale. Data were collected from a sample of 353 workers representing 5,599 workers from 9 companies through accidental sampling. Data were collected by pre-tested questionnaires and analyzed by SPSS of 7.5 for Windows. The findings were as follows.

Most of the sample consisted of single female workers aged from 18 to 25 years; the average level of education was Grade 12; worked with the company 1-3 years; with average monthly expenses at an average of Bht 5,000; and income between Bht 5,001 to Bht 6,000

Factor related to the working status highly affected the level of job morale of the individual worker. Those factors were namely: training opportunities to provide work knowledge; work safety; and, work assistance; Two major management factors affected high job morale of the workers were company rules and regulations, and

support for higher study or training in other fields. Fairness/equality in the working site; hiring and welfare conditions; opportunities for work progress; and security in life and property also had a medium effect toward the worker's morale.

Test of the hypotheses showed that 1) personal factors affecting the level of job morale were age in work conditions, and level of education 2) personal factors affecting the level of job morale in management were age and number of years worked with the company.

The researcher recommended guidelines for better job morale of the workers in the Northern Industrial Estate (Phase 3) Lamphun that the work conditions should support individual workers to retrieve information related to their job and the assigned work load should be suitable to each day work. The management, should provide opportunities for advance in their carrier. Moreover security in life and property; welfare benefits, and equity in work should be improved.