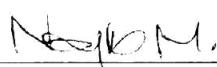


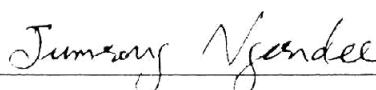
Nayika Matubhan 2007: Thai Airways International Flight Attendants Organizational Climate Perception, Attitudes towards Work and Behavior in Delivering Services. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Jumrong Ngerndee, M.Ed. 102 pages.

The objectives of this research were to: 1) to study the level of behavior in delivering services, 2) to compare the job behavior in delivering services of operating level personnel difference in personal data such as sex, age, level of education, duration of delivering services and salary, 3) to study the relationship between perception of organization climate and behavior in delivering services, 4) to study the relationship between attitudes towards work and behavior in delivering services, 5) to study personal data perception of organization and attitudes towards work can be predicted behavior in delivering services of the samples were 177 flight attendants of Thai Airways Co., Ltd. Which year of delivering services in 2005. Data were analyzed by using program of measuring percentage, mean, t-test, F-test, Pearson's product moment correlation coefficient and multiple regression analysis.

The results are as follows: 1) the level of behavior in delivering services as well as the behavior in delivering services level were mostly at the "High-level", 2) personnel whom difference in : experience had statistically difference in the behavior in delivering services at the significance level of .01 and sex, age, education-level difference at the nonsignificance, 3) the relationship between attitudes towards work and behavior in delivering services, 4) the perception of organizational climate, open climate, autonomous climate, familiar climate, paternal climate and close climate have positive correlation with behavior in delivering services. Perception of controlled climate have negative correlation with behavior in delivering services, 5) attitudes towards work, familiar climate and controlled climate support dimension could predict 71.7% of behavior in delivering services at significance level of 0.01.



Student's signature



Thesis Advisor's signature

29/MAY/2007