

Sombat Wantanavanichkull 2006: Perception on Organizational Culture and Organizational Commitment which Effect Employees' Turnover Intention : A Case Study at the Public Enterprise. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Associate Professor Phuangphet Wacharayoo, Ed.D. 130 pages. ISBN 974-16-2000-4

The objectives of this research were to: 1) find the employees' level of perception on organization culture, organizational commitment and turnover intention. 2) compare the difference of perception on organizational culture according to personal characteristics. 3) compare the difference on organizational commitment according to personal characteristics. 4) compare the difference of employees' turnover intention according to personal characteristics. 5) study the relationship between perception on organizational culture and employees' turnover intention. 6) study the relationship between organizational commitment and employees' turnover intention. 7) study the effect of personal characteristics, perception on organizational culture and organizational commitment towards employees' turnover intention. The samples were 151 employees at the public enterprise. The data were collected by questionnaires. Data were analyzed by applied statistical program of computer. The statistics methods used for analyzing the data were : percentage, mean, standard deviation, t-test, F-test, pearson product moment correlation coefficient and stepwise multiple regression analysis.

The results were: 1) employees' perception on organizational culture and organizational commitment were at "moderate level" but turnover intention was at "low level". 2) employees at the same age and level of education perceived different model of organizational culture at the same statistical level of .05 but no difference in work experience and in work group. 3) employees in different work experience, education and work group had significantly difference in organizational commitment at the same statistical level of .05 but no difference in employees of different age. 4) employees in different age, work experience and work group had significantly difference in turnover intention respectively at the statistical level of .01, .01 and .05 but no difference in employees in different education. 5) there was negative correlations between each models of perception on organizational culture and employees' turnover intention at the statistical level of .001. 6) there was negative correlations between all and each factors of organizational commitment and employees' turnover intention at the statistical level of .001. 7) **organizational commitment** on the belief and acceptance and the effort-used, **personal characteristics** on work experience, and **perception on organizational culture** on hierarchy and market could jointly predict employees' turnover intention at the 54.20 percent and at the statistical level of .001. The "effort-used" of organizational commitment was the best predict one in turnover intention.

Student's signature

Thesis Advisor's signature