

**FACTORS INFLUENCING JOB SEEKER IN SELECTING
RECRUITMENT AGENCY COMPANIES IN
BANGKOK METROPOLITAN AREA**



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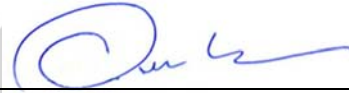
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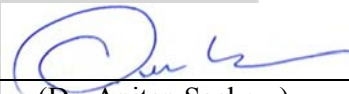


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Abstract

The study of “Factors influencing job seeker in selecting Recruitment Agency Companies in Bangkok” has a purpose 1) to study factors influencing the decision making to employ service recruitment agency company, 2) to compare factors influencing the decision making to employ service recruitment agency company by job seeker classified by gender, age, marital status, education, occupation, and monthly income.

This research that was conducted by using sampling frame of non-probability sampling method and purposive sampling there are 400 samples from job seeker used selecting Recruitment Agency Companies in Bangkok. The research tool was the online questionnaire. The collected data were compiled and analyzed through software computerizing program. The analysis was presented by descriptive statistics which consists of frequency, percentage, average, and standard deviation and quantitative analysis of test differences by t-test and F-test. Moreover, this research was used LSD method (Least Significance Difference) for dependent test difference between group and used Pearson Correlation test for relationship test.

The result of this study showed that the difference of demographic; gender, age, marital status, education level, occupation and monthly income have affect to decision process of job seeker to employ service recruitment agency companies in Bangkok. The result of relationship test also found that the service marketing mix (7P's) factors related to the decision making to employ service recruitment agency companies in Bangkok, by highest relation is physical evidence followed by people, product, process, price, place and promotion respectively.

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CHARTER 1

INTRODUCTION

Nowadays, job market is becoming increasingly competitive and the available skills grow more diverse. Recruiters need to be more selective in their choices, since poor recruiting decisions can produce long-term negative effects, among them high training and development costs to minimize the incidence of poor performance and high turnover which, in turn, impact staff morale, the production of high quality goods and services and the retention of organizational memory. At worst, the organization can fail to achieve its objectives thereby losing its competitive edge and its share of the market.

Using a recruitment agency can be a helpful tool in searching for a job. Agencies often have in-depth knowledge of their employer so can offer inside information before an interview. Reputable agencies will prepare you for a meeting with the organization, offering tips on what to ask and sharing information on the history and culture of the organization. They can sell your candidature in the early stages and even negotiate on your behalf if you succeed to the later stages of an interview. Some agencies have exclusive access to the jobs that would not be found through an online search. It is important to use an agency as part of your search rather than depend on them solely to secure a position.

Internal recruitment does not always produced the number or quality of personnel needed in such an instance, the organization needs to recruit from external sources either by six encouraging walk-in applicants; advertising vacancies in newspapers, magazines and journals, and the visual and/or audio media; using employment agencies to “recruitment”; advertising on-line via the Internet; or through job fairs and the use of college recruitment.

Also related to the success of a recruitment process are the strategies an organization is prepared to employ in order to identify and select the best candidates for its developing pool of human resources. Organizations seeking recruits for base-level entry positions often require minimum qualifications and experience. These

applicants are usually recent high school or university/ technical college graduates many of whom have not yet made clear decisions about future careers or are contemplating engaging in advanced academic activity. At the middle levels, senior administrative, technical and junior executive positions are often filled internally. The push for scarce, high-quality talent, often recruited from external sources, has usually been at the senior executive levels. Most organizations utilize both mechanisms to effect recruitment to all levels.

1.1 Statement of the Problems

Nowadays recruitment is about finding the right talent at the right time for an acceptable cost. The attraction and acquisition of talent has become more and more difficult, not only in the Western economies with its shrinking populations but also in emerging markets where skilled talent is getting more and more rare. Talent attraction is no longer just an HR initiative. The identification and attraction of talent is now a key business imperative that can impact organizational growth and performance. Since the competitions in recruiting business is very high, we also have to identify What are the factors influencing job seeker in selecting recruitment agency companies in Bangkok.

1.2 Objective of study

- 1) To study factors influencing the decision making to employ service recruitment agency company.
- 2) To compare factors influencing the decision making to employ service recruitment agency company by job seeker classified by gender, age, marital status, education, occupation, and monthly income.

1.3 Scope of the study

1.3.1 Content

This research focused on job seeker who employing agency service company in Bangkok. The study was limited in its scope only on the people who interested to find the new career job.

1.3.1.1 Independent Variables

Job seekers' demographic profile, which contains gender, age, marital status, education level, occupation and monthly income.

Service Marketing Mix '7Ps which contains product, price, place, promotion, people, physical evidence and process which influencing job seeker in selecting recruitment agency companies in Bangkok.

1.3.1.2 Dependent Variables

Dependent Variable is the decision making to employee recruitment agency companies service.

1.3.2 Population & Sampling

The sample group consisted of 400 job seekers who employed the Service provided by the recruitment agency companies in Bangkok.

1.3.3 Durations of Study

Study and data collection for this research were in between August – September 2015 according to the short period of studied time determined.

1.4 Research Question

What are the factors influencing job seeker in selecting recruitment agency companies in Bangkok?

1.5 Significance of the study

1) To acknowledge the factors that are influenced the job seekers in selecting the recruitment agency companies in Bangkok.

2) To learn the factors and its difference such as gender, age, marital status, education, occupation, and monthly income .In order to make the decision in selecting the recruitment agency companies in Bangkok.

3) Results will be guided on developing the recruitment agency companies in Bangkok and response to job seeker needs.

1.6 Conceptual Framework

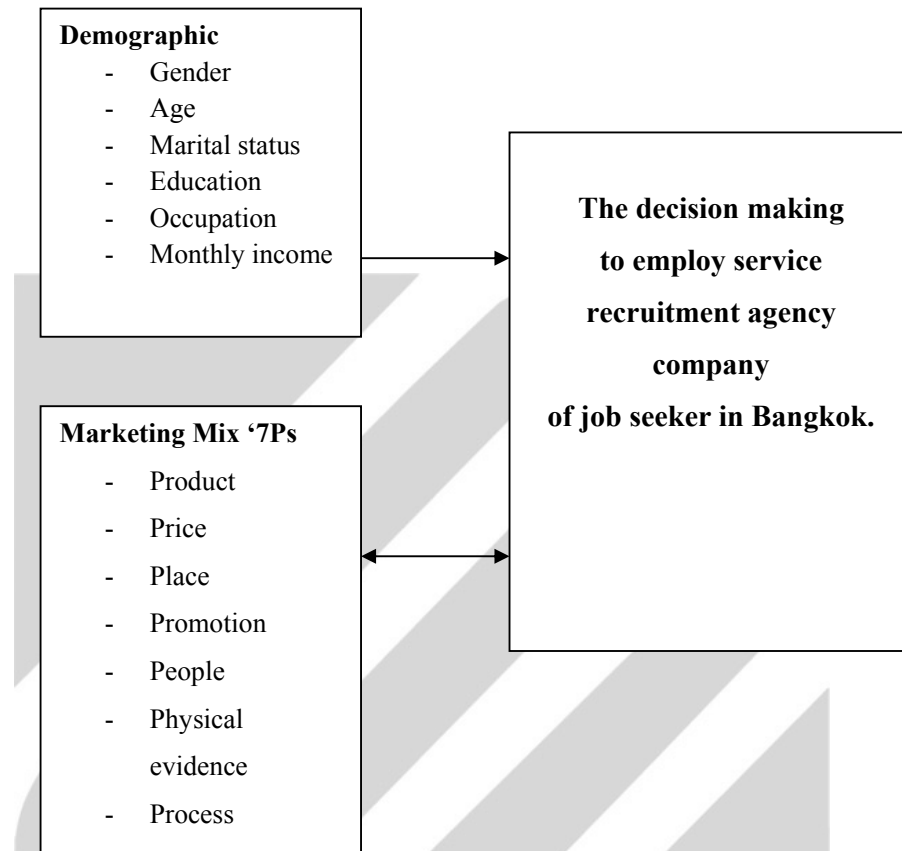


Figure 1.1 Conceptual Framework

1.7 Research Hypothesis

- 1) Difference of demographic affecting to selection for employing service recruitment agency companies in Bangkok.
- 2) Service Marketing Mix (7P's) factors related to the decision making to employ service recruitment agency companies in Bangkok.

1.8 Definition of term

Recruitment Agency means a business that works for organizations to find the jobs suitable person when the organizations need them.

Marketing Mix is a set of decision that needs to be considered prior to introducing a new product. These variables are also called the P's of marketing. They help an industry in making strategic decisions required for the smooth running of an organization. These variables are as follows:

Product: Product is seen as an item that satisfies what a consumer demands. It is a tangible good or an intangible service. Tangible products are those that have an independent physical existence.

Price: Price is very important as it determines the company's profit and hence, survival. Adjusting the price has a profound impact on the marketing strategy, and depending on the price elasticity of the product, often it will affect the demand and sales as well.

Place: Place is the location where an item can be bought and it focuses more on the availability of an item at the desired place and time. These places might be virtual stores such as e-malls and e-market, online while physical stores are like departmental stores and supermarkets. This encourages the consumer to pay heed to the item and this offers the place utility to the customer.

Promotion: This characterizes of all the communications that a promoter can use in the marketplace to raise the awareness of the product along with its benefits to the aimed segment. Promotion has four different elements: public relation, advertising, sales promotion and personal selling. Another effective and cheap way of promoting a product is the World Wide Web. Promotion is better started before the product is introduced in the market since it increases the interest of the customers and gets him eager to find out what the item is.

Physical Evidence: The evidence shows that a service was performed, such as the delivery packaging for the item delivered by a delivery service or a scar left by a surgeon. This reminds or reassures the consumer that the service took place, positively or negatively.

People: The employees that execute the service, chiefly concerning the manner and skill in which they do so.

Process. The processes and systems within the organization that affect the execution of its service, such as job queuing or query handling

Decision-making is the study of identifying and choosing alternatives based on the values and preferences of the decision maker. Decision-making is one of the central activities of management and is a huge part of any process of implementation.



CHAPTER 2

LITERATURE REVIEW

This chapter includes the review of the literature about factors influencing job seeker in selecting recruitment agency companies in Bangkok; the theoretical framework is composed of six parts with related research, conceptual framework and hypothesis. It will be divided as follows;

- 2.1 Recruitment Concept
- 2.2 Service Marketing Mix Concept
- 2.3 Career Decision Making Concept
- 2.4 Related Research

2.1 Recruitment Concept

2.1.1 Definition of recruitment

Edwin B. Flippo (1984) define recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization.

Randall S. Schuler (1987) define recruitment is described as the set of activities and processes used to legally obtain a sufficient number of qualified people at the right place and time so that the people and the organization can select each other in their own best short and long term interests.

Bratton and Gold (2007) define recruitment is organization is the process of generating of capable people to apply for employment to an organization. Selection is the process by which managers and others use specific instruments to choose from a pools a person more likely to succeed in the job, given management goals and legal requirement.

2.1.2 Importance of recruitment

Edwin B. Flippo (1984), It is a process of finding and attracting capable aicants for employment. The process begins when new recruits are sought and ends when their applications are submitted. The result is a pool of applications from which new employees are selected. It is the process to discover sources of manpower to meet the

requirement of staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force. Recruitment of candidates is the function preceding the selection, which helps create a pool of prospective employees for the organization so that the management can select the right candidate for the right job from this pool. The main objective of the recruitment process is to expedite the selection process.

Foot and Hook (2005) suggest that although the two function are closely connected, each requires a separate range of skills and expertise, and may in practice be fulfilled by different staff members. The recruitment activity, but not normally the selection decision, may be outsourced to an agency. It makes sense, therefore, to treat each activity separately.

2.1.3 The Recruitment Process

Successful recruitment involves several processes as follows:

1. Development of a policy on recruitment and retention and the systems that give life to the policy;
2. Needs assessment to determine the current and future human resource requirement of the organization. If the activity is to be effective, the human resource requirements for each job category and functional division/unit of the organization must be assessed and a priority assigned;
3. Identification, within and outside the organization, of the potential human resource pool and the likely competition for the knowledge and skills resident within it;
4. Job analysis and job evaluation to identify the individual aspects of each job and calculate its relative worth;
5. Assessment of qualifications profiles, drawn from job descriptions that identify responsibilities and required skills, abilities, knowledge and experience;
6. Determination of the organization's ability to pay salaries and benefits within a defined period;
7. Identification and documentation of the actual process of recruitment and selection to ensure equity and adherence to equal opportunity and other laws.

2.2 Service Mix Concept

2.2.1 Definition of Marketing Mix

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. However, nowadays, the marketing mix increasingly includes several other Ps like Packaging, Positioning, People and even Politics as vital mix elements.

2.2.2 Definition of Service Marketing Mix

In 1981, using the above mentioned information, Bernard H. Booms and Mary J. Bitner further developed the traditional marketing mix developed by the American Professor of Marketing Jerome McCarthy into the extended marketing mix or services marketing mix. This services marketing mix is also called the 7P model or the 7 Ps of Booms and Bitner. This service marketing mix strategy extends the original marketing mix model from four to seven elements. While Jerome McCarthy has only defined four verifiable marketing elements, the 7Ps are an extension as a result of which this services marketing mix can also be applied in service companies and knowledge intensive environments.

The traditional marketing mix (4 P's)

The four basic elements from the concept marketing mix that have been devised by the American marketing professor Jerome McCarthy are:

1. Product: this element is an object or service an organization produces on a large scale in a specific volume of units. An example of a material product is the disposable razor.

2. Price: this is the price the customer pays for a service or product. The price is the most important factor for marketing. The price of a product or service is determined by all factors that an organization invests during the preparation of the product. For instance material costs, market share, product identity etc. The price of a product may go up or go down depending on time and the price of a certain product may vary because of market developments.

3. Place: this element represents the location where the product is available for the customers. It is possible that the product is not available in all locations but only in a certain selection of locations.

4. Promotion: this element comprises all the efforts the company or organization makes to stimulate the popularity of their product in the market, for instance by advertising, promotional programs, etc.

Jerome McCarthy's 4Ps marketing model is the world's most famous product marketing model. It gives a picture of a product/price mix of an organization, in combination with a promotion plan so it can approach and serve customers on the basis of well-considered distribution and customer contact channels. The 4Ps offer marketing managers focus areas with respect to objectives and the resources to achieve those objectives.

Service Marketing mix: 7 P's model by Booms and Bitner

The 7 Ps model as the services marketing mix, goes beyond the four basic marketing principles for product marketing. Services have unique characteristics, for example intangibility, heterogeneity, inseparability and perish-ability. Bernard H. Booms and Mary J. Bitner's insight in relation to physical products and services led to an extension of the traditional marketing mix. In addition to the four traditional factors, THREE important factors have been added: People, Process and Physical Evidence, that make the services marketing mix.



Figure 2.1 7P's Boomer and Bitner

Source: Boomer and Bitner,n/a

In 1981, this service marketing mix approach was seen as very valuable and it provided new insights because of which the extension gained widespread acceptance in the science of services marketing. These added elements within the service marketing mix represent a service and provide intangibility by physical evidence, the result. Below the new elements are briefly explained one by one.

5. People: In Booms and Bitner's service marketing mix, 'people' include people who are directly or indirectly involved in the trade of the product or service. These are mainly customer contact employees (contact center employees, representatives, account managers, etc.), customers, personnel and management. It is mainly the customer contact employees who are the face of the organization and they translate the quality into a service. They are the 'service' providers because of their occupation or entrepreneurship. They include for instance stylists, hairdressers, coaches, trainers, gardeners, lawyers, contact center employees, etc. They deliver a physical service with a visible result.

Service companies are thoroughly aware that they must effectively manage the customer contact employees in order to monitor the quality of the service with respect to attitudes and behavior. This is very important in service companies because there might be a large variable in the performance of the customer contact employees in relation to the results of the services delivered. The quality of a service between service companies and customers (hospital intake, having a meal in a restaurant, accountancy, or management consultancy services) can vary very strongly in addition to other important factors. The lack of homogeneity in services creates difficulties for service companies. Delivery of services often occurs during an interaction between a customer and contact employees. Attitude and behavior of an employee create a perception of the service as experienced by the customer (customer perception). This perception may be either positive or negative. It is even more important because it can influence customer satisfaction and in turn the customer's purchase intentions.

6. Physical Evidence: The physical evidence within the service marketing mix refers to an environment in which a service comes about from an interaction between an employee and a customer, which is combined with a tangible commodity. The physical evidence includes a representation of a service for instance brochures,

company stationery, business cards, reports, company website, etc. A good example is a hotel. The design, furnishing, lighting and decoration of a hotel as well as the appearance and the attitudes of the employees have a certain influence on the quality of the service and customer experience. For example for a theme park, restaurant, or school, its 'service scape' or the environment in which the service takes places (service setting) is of crucial importance when it concerns communicating about the service and the positive influencing of customer experience. This service scape includes three physical environment dimensions that represent the relation between services and environment, namely:

1. Environmental conditions such as temperature, sound, smell, etc.
2. Space and functions such as map, equipment, decoration, etc.
3. Signs, symbols and artifacts such as signature, decoration style,

Personal touch, etc.

As services are intangible, customers are continuously looking for concrete clues to help them understand the nature of the service company. The more intangible the service the more important it is to make the service around it tangible. Credit cards are a good example of tangible proof compared to the provision of (intangible) credit facilities by credit card companies and banks. In conclusion, the physical evidence serves as a visual metaphor of what the company represents, what services it facilitates and the relations between customers and employees. Another important point for consideration: satisfied customers. Satisfied customers are the best publicity for the services or products to be delivered. The marketing strategy must be effective, in which satisfaction of existing customers can be communicated to potential customers. Social marketing is a useful tool in this respect. It is not tangible but it supplies physical evidence with the aid of for instance a written recommendation by a customer or user.

7. Process: The element 'Process' of the service marketing mix represents the activities, procedures, protocols and more by which the service in question is eventually delivered to the customer. As services are results of actions for or with customers, a process involves a sequence of steps and activities to get there. The element 'process' of the service marketing mix is an essential element within the

entire service marketing mix strategy. This element comprises all activities and services in which the people involved play an important role.

2.3 Career Decision Making Concept

2.3.1 Definition of career decision making

Wilson and Wilson (1992). There are varying opinions and findings, however, as to which specific family characteristics influence career aspirations. For instance, conflicting data exist regarding the influence of socioeconomic variables.

Patton and McMahon's (1999) ideas provide one example of a career framework that can be used to explain the career development process to students, as well as explaining the place of various career theories (i.e. trait and factor, developmental, social learning, etc.) and their relationships to each other. Counselors are encouraged to learn about other career frameworks/ theories and to utilize the ideas that are most relevant to their own cultures.

Kniveton (2004) found that the family provides information and guidance directly or indirectly and influences young people's career choice. For example, parents offer appropriate support occupational choices, which tend to follow their own.

Palmer (2005) also noted the reduction in the numbers and caliber of students seeking admissions into engineering education in Australia. The poor image of the engineering profession generally and the poor understanding of engineering in schools were identified as contributing factors for the poor caliber of students.

Bojuwoye and Mbanjwa (2006) reported that their parents had a significant influence on their career decisions but mothers were more influential. This implies that mothers play a major role in career of their children and found that career choices of tertiary students from previously disadvantaged schools are negatively impacted by lack of finance, lack of career information, poor academic performance and unsatisfactory career counseling services.

Natalie (2006), young adults through interaction with the context of family, school and community learn about and explore careers which ultimately lead to their career choice.

2.3.2 Decision career choices

Schreuder, A.M.G. (2006) an individual's decision to join a firm may depend on any of three factors viz. Objective factor, subjective factor and critical contact.

1. Objective factor theory assumes that the applicants are rational. The choice, therefore, is exercised after an objective assessment of the tangible benefits of the job. Factors may include the salary, other benefits, location, opportunities for career advancement, etc.

2. Subjective factor theory suggests that decision making is dominated by social and psychological factors. The status of the job, reputation of the organization and other similar factors plays an important role.

3. Critical contact theory advances the idea that a candidate's observations while interacting with the organization plays a vital role in decision making. For example, how the recruiter keeps in touch with the candidate, the promptness of response and similar factors are important. This theory is more valid with experienced professionals.

The theories assume that candidates have a free choice of employers and careers. In reality scarcity of jobs and strong competition for desirable jobs severely skews the decision making process. In many markets employees work particular career simply because they were forced to accept whatever work was available to them.

2.3.3 Key types of career support

Law, B. & Watts, A.G. (1977) Key types of career support include:

1. Career information describes information that supports career and learning choices. An important sub-set of career information is labor market information (LMI), such as salaries of various professions, employment rate in various professions, available training programs and current job openings.

2. Career assessments are tests that come in a variety of forms and rely on both quantitative and qualitative methodologies. Career assessments can help individuals identify and better articulate their unique interest, personality, values, and skills to determine how well they may match with a certain career. Some skills that career assessments could help determine are job-specific skills, transferable skills, and

self-management skills. Career assessments can also provide a window of potential opportunities by helping individuals discover the tasks, experience, education and training that is needed for a career they would want to pursue. Career counselors, executive coaches, educational institutions, career development centers, and outplacement companies often administer career assessments to help individuals focus their search on careers that closely match their unique personal profile.

3. Career counseling assesses people's interests, personality, values and skills, and helps them to explore career options and research graduate and professional schools. Career counseling provides one-on-one or group professional assistance in exploration and decision making tasks related to choosing a major/occupation, transitioning into the world of work or further professional training.

4. Career education describes a process by which individuals come to learn about themselves, their careers and the world of work. There is a strong tradition of career education in schools, however career education can also occur in a wider range of other contexts including further and higher education and the workplace.

Grubb, W.N., Lazerson, M. (2005) A commonly used framework for careers education is DOTS which stands for decision learning (D), opportunity awareness (O), transition learning (T), and self-awareness (S). Oftentimes, higher education is thought of as being too narrow or too researched based and lacking of a deeper understanding of the material to develop the skills necessary for a certain career.

2.3.4 Factors affecting career choices

Chuck Dye (2010) Choosing a career is one of the most important decisions you make in your life. Researchers have found that many of the factor affecting career choices quickly become apparent through honest self-reflection. Truthful answers to questions about your interest, which careers you're suited for, where you want to live, how much the job pays and how you want to work can be the keys to making a good career choice, factors affecting career choices; as follows

1. Individual Factors, many factors shape learning and development. These factors continue to play role in the choices young adults make about education and careers. According to the book "Development through Life" by Barbara M. Newman and Phillip R. Newman, these individual factors include "abilities,

achievement needs, attitudes, and self-expectancies.” The authors contend that individual factors are the most influential in career choice. Often a student who is better with language than art arrives at a career choice emphasizing this natural talent for communication.

2. Socioeconomic Background, scholars view the factor of socioeconomic background in our career decision as pulling in two directions. On one hand, your financial background might make certain education and career choices more difficult to reach. On the other hand, those very same financial circumstances and expectations can make other choices seem more possible. Particular careers or levels of income are among the most common expectations factoring into our career choices.

3. Location, many careers are affected by geography, which can play a factor in career choices in a number of ways. For example, a young professional choosing a management career in retail packaged food will find most career paths leading to Chicago, which is the center of the consumer packaged goods industry. An aspiring magazine writer will find most career paths leading to New York and Los Angeles, where the majority of U.S. magazines are headquartered. For some, location is the first factor in career choice, as they first choose where to live and then look for available career options there.

4. Work-Life Balance, unlike factors of ability and salary expectations, work-life balance and job satisfaction don't become apparent to many until one gains experience in the workforce. Other factors tend to be more recognizable in career choices from the earliest stages of the decision process. Job satisfaction and work-life balance become a factor as the drive for career achievement is eventually tempered by the rise of priorities away from the workplace, such as travel or raising a family.

2.4 Related Research

Michael Borchert (2002) to studies career choice factors of high school students. Result found many factors affect career choices of high school students. Identifying these factors would give parents, educators, and industry an idea as to where students place most of their trust in the career selection process. It would also

allow students to examine process they use for career selection. The literature review has provided recommended models in career choices. The review of the literature showed that three areas of a student's life affect the career choices they make: environment, opportunity, and personality. All three played varying roles in career outcomes. This study attempted to identify to what extent these factors played a role in career choice and which were most important. Data was collected from seniors at Germantown High School, using a survey form. Specific objectives of the study were the following:

1. Some students do not begin to explore 'real' career possibilities until after high school graduation. Technical colleges might more aggressively inform students earlier in their schooling, of information, knowledge, and skills they could apply to their daily studies.
2. Some students do not seriously consider many alternative choice in career selection. Source of influence, such as parents or mentors, could be brought into a circle of counseling and discussion to help the student form a comprehensive career plan or outline.
3. Industry could see where, why, and when it could be beneficial for them to invest resources for the purpose of training, while still in technical schools.
4. If career planning were done in an efficient manner, students would at the very least be following a career plan of informed decision-making, rather than one of happenstance.

The researcher will analyze the collected information and identify any existing trends. In addition, he will suggest and explore implications and recommendations.

Levon T. Ester and Blannie E. Browen (2005) to studies factor influencing career choices of urban agricultural educations student. The purpose of the study was to identify factors influencing the career choice behaviors of students who graduated from an urban agricultural education program. A secondary purpose was to identify factors that discriminated between individuals who choose careers in agriculture and those who do not. Former students in the study indicated their parents and friends as the individuals most influencing their choice of a career. The events and experiences reported by former students who chose a career in agriculture focused around several

themes which included career opportunities, high school educational experiences, and work experiences. Of the former students who did not choose a career in agriculture, events and experiences cited included having other career interests, a lack of interest in agriculture, and a lack of career opportunities. A discriminant analysis procedure was used to identify factors that discriminated between individuals who chose careers in agriculture and those who did not. Findings indicated that a discriminant model consisting of selected factors could not discriminate between former students who chose or did not choose a career in agriculture after they completed a secondary agricultural program.

Oyamo and Amoth (2008) to studies in Kenya show that rural students tend to seek help from parents more than urban students and that parents more than teachers play a major role in the career choice of students. Generally, the choice of a career is influenced by parents, friends, and counselors however variations occur from one population to the other. In Kenya, every year form four secondary school students make their career choice before sitting for their final Kenya Certificate of Secondary Examination. The result of this final examination determines who joins university since admissions into various careers are determined by grades obtained from the Kenya Certificate of Secondary Education.

Bampen Maitreesophon and other (2010) to studies factors affecting the career decisions of employees in service industries. This research aims to study factors affecting the career decisions of employees in service industries locate on the district of Hua-Hin, Prachuabkhirikan Province and to compare factors affecting the career decision as perceived by male and female employees. The factors are focused on three aspect; personal, family, and social aspect. The samples consist of 250 employees in services industries in Hua-Hin, Prachuabkhirikan Province. This descriptive evaluative research method was employed coupled with the aid of an instrument, which was designed by using a rating scale questionnaire. The employed statistical analysis methods including percentage, mean, was also conducted standard deviation, and ANOVA with at the given significant level of 0.05, which computerized by the statistical software package program. The study arrived at the following findings: Most respondents were female, more than 30 years old, single,

held a bachelor degree and were on the operational levels with 1-3 years of experience. Their income rate was between 10,000-20,000 Baht per month. Furthermore, an overall mean of three factors affecting the career decisions of employees in service industries, was rated at an average level. As determined to each aspect: the highest rating was the Personal Aspect, followed by the Social Aspect, and the family aspect was the lowest. There was no significant difference on factor affecting the career decisions as perceived by male and female employees in service industries. Thus, this could be interpreted that factors affecting the career decision as perceived by male and female employees in service industries were the same.

Almon Shumba and Matsidiso Naong (2012) to studies factors influencing students' career choice and aspirations in South Africa. The purpose of this study was to determine factors influencing career choice and aspirations among South African students. A quantitative paradigm guided this study. A survey method in the form of a structured questionnaire was used in this study in order to identify the factors that influence career choice and aspirations among South African students. A purposive sample of 133 first and second year university students participated in the study. The Career Aspirations Questionnaire was used in this study. Career Aspirations Questionnaire which explored the factors that influence medical students' career choice and aspirations. Data were analyzed using percentage and tables. The study found that the family; the ability of the learner self to identify his/her preferred career choice; and teachers were significant factors that influence the career choice and aspirations of students. The implications of the findings and practical considerations are discussed in the study.

CHAPTER 3

METHODOLOGY

3.1 Research design

In this study, the population as job seeker used selecting recruitment agency companies in Bangkok, which the research does not have the exact number. Thus, to specify the size of this study, the researcher applies the sample size formula for unknown population as shows in Yamane table below: From Yamane table, the research was expected at 95% confident or 5% error, therefore, there are 400 samples as the sample size of this research. Thus, by using sampling frame of non-probability sampling method and purposive sampling there are 400 samples from job seeker used selecting Recruitment Agency Companies in Bangkok.

3.3 Instrumentation

A questionnaire was designed by online questionnaire with the total sample size of 400 respondents. All questionnaires inclusive closed-ended which were divided into 3 parts as follows;

Part I: Questions of general information, which are gender, age, marital status, education level, occupation and monthly income; “Check List” with 6 questions.

Part II: Questions of service marketing mix ‘7Ps which contain product, price, place, promotion, people, physical evidence and process influencing process of job seeker that select the Recruitment Agency Companies in Bangkok; measured by “Rating Scale” with 7 factors and 25 questions. The evaluation score of this part will be measured by the variable in the questionnaire based on the Rating Scale followed by the Likert Scaling technique with five ordered response levels (University of Northern Iowa, 2013). The evaluation scheme is shown by the below formula:

The score 5 means strongly agree

The score 4 means agree

The score 3 means neither agree

The score 2 means disagree

The score 1 means strongly disagree

Part III: Questions of the decision making process of job seeker about selection of Recruitment Agency Companies in Bangkok; measured by “Rating Scale” with 6 questions.

The evaluation score of this part is measured by the variable in the questionnaire based on the Rating Scale followed by the Likert Scaling technique with five ordered response levels (University of Northern Iowa, 2013). The evaluation scheme is shown by the below formula:

The score 5 means very important
The score 4 means most important
The score 3 means moderate important
The score 2 meansless important
The score 1 meansleast important

3.4 Reliability Test

Reliability is applied to describe the overall consistency of a measure. Several statistical indexes are applied to measure the amount of internal consistency of a measure. The most popular index is referred to as Conbach’s alpha. The overall reliability as 0.870 which is greater than standardized definition at 0.70; therefore, the questionnaire of this researcher is valid. Result the source questions reliability test as follows:

3.5 Methods of Data Collection

Data collection is applied both primary and secondary data sources to fully conduct this research as below:

3.5.1 Primary Data

In this study, non-probability sampling method and purposive sampling collected the data from job seeker that is 400 samples via online questionnaire. The data analysis, the raw data from the questionnaires were coded and transcribed through software computerizing program.

3.5.2 Secondary Data

In this study, the information from recruitment agency companies was applied for in-depth identification. Moreover, the article from journals, published books and review of the literature based on the decision making process, Service Marketing Mix '7Ps concept, recruitment concept and related research are the search engine that provided clearer explanation.

3.6 Statistic analysis and presentation

At this stage, the statistical analysis data report has been used for analyzing data on statistic as below.

3.6.1 Descriptive statistics

Descriptive statistics is the branch of statistics that involve organizing, displaying, and describing data. In this study, analysis descriptive statistics has been used in analyzing data on statistics based which are frequency, percentage, average, and standard deviation.

3.6.2 Quantitative analysis

In this study, quantitative analysis of different test by t-test and F-test at 95% confidence level or .05 statistical significant. And different test dependent between groups by LSD method(least significant difference). And relationship test by Pearson's correlation coefficient test at 95% confidence level or .05 statistical significant. Data was analyzed through software computerizing program.

3.7 Measurement values

3.7.1 Likert Scale

Likert Scale is a bipolar scaling method, measuring either positive or negative response to a statement. Sometimes an even-point scale is used, where the middle option of "Neither agree nor disagree" is not available. This research use measurement values by Likert scaling technique as follow;

$$Interval(I) = \frac{Rang(R)}{Class(C)}$$

$$Rang(R) = \text{Highest score} - \text{lowest score} = 5-1$$

$$\begin{aligned} \text{Class(C)} &= \text{Interval Scale} && = 5 \\ \text{Interval (I)} &= \frac{5-1}{5} && = 0.8 \end{aligned}$$

The formats of typical five-point numerical scale part II of questions are:

The score 5 means strongly agree

The score 4 means agree

The score 3 means neither agree

The score 2 means disagree

The score 1 means strongly disagree

Interpretation measurement

The score among 4.22-5.00 mean strongly agree

The score among 3.42-4.21 mean agree

The score among 2.62-3.41 mean neither agree

The score among 1.81-2.61 mean disagree

The score among 1.00-1.80 mean strongly disagree

The formats of typical five-point numerical scale part III of questions are:

The score 5 means very important

The score 4 means most important

The score 3 means moderate important

The score 2 means less important

The score 1 means least important

Interpretation measurement

The score among 4.22-5.00 mean very important

The score among 3.42-4.21 mean most important

The score among 2.62-3.41 mean moderate important

The score among 1.81-2.61 mean less important

The score among 1.00-1.80 mean least important

3.7.2 Correlation coefficient

Pearson's correlation coefficient is a statistical measure of the strength of a linear relationship between paired data. A sample is denoted by r and is by design constrained as follows

$$-1 \leq r \leq 1$$

Furthermore:

- Positive values denote positive linear correlation;
- Negative values denote negative linear correlation;
- A values of 0 denote no linear correlation;
- The closer the value is to 1 or -1, the stronger linear correlation.

Evans (1996) suggests for the absolute value of r :

.00 - .19 mean very weak

.20 - .39 mean weak

.40 - .59 mean moderate

.60 - .79 mean very weak

.80 - 1.00 mean very strong

CHAPTER 4

FINDINGS AND ANALYSIS

This research, “Factors influence job seeker in selecting Recruitment Agency Companies in Bangkok” A total 400 respondent were analyzed using software computerizing program to analyze the hypotheses. The analysis consists of :

Part 1 Demographic variable frequencies

Part 2 Service Marketing Mix influencing job seeker in selecting Recruitment Agency Companies in Bangkok

Part 3 Decision process of job seeker made on selection Recruitment Agency Companies in Bangkok

Part 4 Hypothesis testing

Part 1 Demographic variable frequencies

This part studies demographic variable frequencies using frequency and percentage analysis method. Frequencies are drawn to identify the demographic characteristics of survey participant are depicted in Table 2-7

Table 4.1 Frequency and percentage of demographic characteristics classified by gender

Gender	Frequency	Percent
Male	179	44.8
Female	221	55.2
Total	400	100.0

The data revealed of table 4.1 shows that the majority of the respondents are female 221 or 55.2% and male are 179 or 44.8%.

Table 4.2 Frequency and percentage of demographic characteristics classified by age

Age	Frequency	Percent
Less than 20 years old	11	2.8
20-30 years old	230	57.5
31-40 years old	112	28.0
Above 40 years old	47	11.8
Total	400	100.0

The data revealed of table 4.2 shows the respondents are mostly in the age of 20-30 years old (230 or 57.5%) and the second largest group is 31-40 years old (112 or 28.0%), and the third largest group is above 40 years old (47 or 11.8%). The minority age groups is less than 20 years old (11 or 2.8%).

Table 4.3 Frequency and percentage of demographic characteristics classified by marital status

Marital Status	Frequency	Percent
Single	288	72.0
Married	77	19.2
Divorced/ Widow	35	8.8
Total	400	100.0

The data revealed of table 4.3 shows the respondents are mostly single (288 or 72.0%) and the second largest group is married (77 or 19.2%). The minority is divorced/ widow (35 or 8.8%).

Table 4.4 Frequency and percentage of demographic characteristics classified by education level

Education Level	Frequency	Percent
Secondary Education	11	2.8
Under Graduated	157	39.2
Graduated	204	51.0
Above Graduated	28	7.0
Total	400	100.0

The data revealed of table 4.4 shows the largest group of respondents is at graduated level (204 or 51.0%) and the second largest group is under graduated level (157 or 39.2%). The third largest group is above graduated level (28 or 7.0%). The minority is secondary education (11 or 2.8%).

Table 4.5 Frequency and percentage of demographic characteristics classified by occupation

Occupation	Frequency	Percent
Government Officer	6	1.5
Corporate Employee	292	73.0
Business Owners / Trader	17	4.2
State Enterprise Employee	43	10.8
Freelance	42	10.5
Total	400	100.0

The data revealed of table 4.5 shows the largest group of respondents is corporate employee (292 or 73.0%) and the second largest group is state enterprise employee (43 or 10.8%). The third largest group is freelance (42 or 10.5%). The minority are business owners / trader (17 or 4.2%) and government officer (6 or 1.5%).

Table 4.6 Frequency and percentage of demographic characteristics classified by monthly income

Monthly Income	Frequency	Percent
Less than 10,000 baht	21	5.2
10,000 - 20,000 baht	102	25.5
20,001 - 30,000 baht	150	37.5
30,001 - 50,000 baht	91	22.8
Above 50,000 baht	36	9.0
Total	400	100.0

The data revealed of table 4.6 shows the largest groups of respondents are those who have monthly income in the range of 20,001 - 30,000 baht (150 or 37.5%). The second is 10,000 - 20,000 baht per month (102 or 25.5%). The third is 30,001 - 50,000 baht per month (91 or 22.8%), follow by above 50,000 baht (36 or 9.0%) and less than 10,000 baht (21 or 5.2%).

Part 2 Service Marketing Mix influencing job seeker in selecting Recruitment Agency Companies in Bangkok

Table 4.7 Mean and Standard deviation service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok in overall

Service Marketing Mix	\bar{x}	SD.	Interpretation
Product	3.72	.577	Agree
Price	4.11	.528	Agree
Place	3.33	.773	Neither agree
Promotion	3.61	.572	Agree
People	3.90	.505	Agree
Physical evidence	3.78	.616	Agree
Process	3.95	.705	Agree
Overall	3.77	.413	Agree

The data revealed of table 4.7 shows the respondents attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok in overall, overall result found attitude toward service marketing mix in agree level mean 3.77 and standard deviation .413 .The first is price (mean of 4.11) followed by process (mean of 3.95), people(mean of 3.90), physical evidence(mean of 3.78), product(mean of 3.72), promotion(mean of 3.61) and place (mean of 3.33), respectively.

Table 4.8 Mean and Standard deviation service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok related to product

Product	\bar{x}	SD.	Interpretation
The reputation and trustworthiness of the recruitment agency companies.	3.68	.740	Agree
The recruitment agency companies have been granted the proper license according to rules and regulations of the Labour Ministry.	3.68	.957	Agree
The recruitment agency companies is able to supply the technical positions.	3.73	.764	Agree
The professionalism of the recruitment agency companies.	3.79	1.026	Agree
Overall	3.72	.577	Agree

The data revealed of table 4.8 shows the respondents attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok related to product. Overall result found product in agree level mean 3.72 and standard deviation 0.577. The result found that the professionalism of the recruitment agency companies (mean of 3.79) is the first. The next is the recruitment agency companies is able to supply the technical positions(mean of 3.73) followed by the reputation and trustworthiness of the recruitment agency companies(mean of 3.68) and the recruitment agency companies have been granted the proper license according to rules and regulations of the Labour Ministry(mean of 3.68), respectively.

Table 4.9 Mean and Standard deviation service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok related to price

Price	\bar{x}	SD.	Interpretation
Reduce the cost of finding the jobs.	3.87	.932	Agree
There is no cost related on applying for the jobs.	4.32	.701	Strongly agree
Shorten the time to find the jobs.	4.15	.676	Agree
Overall	4.11	.528	Agree

The data revealed of table 4.9 shows the respondents attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok related to price. Overall result found price in agree level mean 4.11 and standard deviation 0.528. The result found that there is no cost related on applying for the jobs(mean of 4.32) is the first followed by shorten the time to find the jobs (mean of 4.15) and reduce the cost of finding the jobs(mean of 3.87), respectively.

Table 4.10 Mean and Standard deviation service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok related to place

Place	\bar{x}	SD.	Interpretation
The recruitment agency companies are easy to find/reach.	3.77	.850	Agree
The recruitment agency companies are located in the business areas/downtown.	3.48	1.268	Agree
The recruitment agency companies have provided the spacious and adequate car parks.	2.73	1.107	Neither agree
Overall	3.33	.773	Neither agree

The data revealed of table 4.10 shows the respondents attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok related to place. Overall result found place in neither agree level mean 3.33 and standard deviation 0.773. The result found that the recruitment agency companies are easy to find/reach (mean of 3.77) is the first followed by the recruitment agency companies are located in the business areas/downtown (mean of 3.48) and the recruitment agency companies have provided the spacious and adequate car parks (mean of 2.73), respectively.

Table 4.11 Mean and Standard deviation service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok related to promotion

Promotion	\bar{x}	SD.	Interpretation
The recruitment agency companies have provided the website with enough/clear information.	4.35	.740	Strongly agree
The recruitment agency companies have been advertised in the internet.	3.87	1.001	Agree
The recruitment agency companies have been advertised in the newspapers.	3.07	.994	Neither agree
The recruitment agency companies have been provided its information through brochures/leaflets.	3.17	1.189	Neither agree
Overall	3.61	.572	Agree

The data revealed of table 4.11 shows the respondents attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok related to promotion. Overall result found promotion in agree level mean 3.61 and standard deviation 0.572. The result show 1 item in strongly agree level; the recruitment agency companies have provided the website with enough/clear information (mean of 4.35) followed by the recruitment agency companies have been advertised in the internet (mean of 3.87), the recruitment agency companies have been provided its information through brochures/leaflets (mean of 3.17) and the recruitment agency companies have been advertised in the newspapers (mean of 3.07), respectively.

Table 4.12 Mean and Standard deviation service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok related to people

People	\bar{x}	SD.	Interpretation
Employees of the recruitment agency companies have been legally registered with the Department of Employment, Ministry of Labour.	3.61	.977	Agree
Employees of the recruitment agency companies are knowledgeable in supplying the jobs based on the demands.	3.78	1.041	Agree
Employees of the recruitment agency companies are polite and kindly.	4.15	.772	Agree
Employees of the recruitment agency companies are attentive and service minded.	4.05	.697	Agree
Overall	3.90	.505	Agree

The data revealed of table 4.12 shows the respondents attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok related to people. Overall result found people in agree level mean 3.90 and standard deviation 0.505. The result found that employees of the recruitment agency companies are polite and kindly (mean of 4.15) is the first followed by employees of the recruitment agency companies are attentive and service minded (mean of 4.05), employees of the recruitment agency companies are knowledgeable in supplying the jobs based on the demands (mean of 3.78) and employees of the recruitment agency companies have been legally registered with the Department of Employment, Ministry of Labour (mean of 3.61) , respectively.

Table 4.13 Mean and Standard deviation service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok related to physical evidence

Physical evidence	\bar{x}	SD.	Interpretation
The reputation and image of the recruitment agency companies are reliable.	4.09	.631	Agree
The design and decoration are impressive.	3.46	1.035	Agree
Tools and equipment are modern and they provide the fast service.	3.79	.825	Agree
Overall	3.78	.616	Agree

The data revealed of table 4.13 shows the respondents attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok related to physical evidence. Overall result found physical evidence in agree level mean 3.78 and standard deviation 0.616. The result found that the reputation and image of the recruitment agency companies are reliable (mean of 4.09) is the first followed by tools and equipment are modern and they provide the fast service (mean of 3.79) and the design and decoration are impressive (mean of 3.46), respectively.

Table 4.14 Mean and Standard deviation service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok related to process

Process	\bar{x}	SD.	Interpretation
The recruitment agency companies have a clear procedure.	4.05	.787	Agree
The recruitment agency companies are using the e-mails for sending and receiving the necessary documents in order to facilitate the procedures.	3.87	1.113	Agree
The recruitment agency companies are having the clear/easy procedures.	3.82	1.033	Agree
The recruitment agency companies are confidential.	4.05	.996	Agree
Overall	3.95	.705	Agree

The data revealed of table 4.14 shows the respondents attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok related to process. Overall result found process in agree level mean 3.95 and standard deviation 0.705. The result found that the recruitment agency companies have a clear procedure (mean of 4.05) is the first followed by the recruitment agency companies are confidential (mean of 4.05), the recruitment agency companies are using the e-mails for sending and receiving the necessary documents in order to facilitate the procedures (mean of 3.87) and the recruitment agency companies are having the clear/easy procedures (mean of 3.82), respectively.

Part 3 Decision process of job seeker made on selection Recruitment Agency Companies in Bangkok

Table 4.15 Mean and Standard deviation decision process of job seeker in selecting recruitment agency companies in Bangkok

Decision process of job seeker made on selection Recruitment Agency Companies in Bangkok	\bar{x}	SD.	Interpretation
The recruitment agency companies help reducing the time on finding the jobs.	4.12	.704	most important
The recruitment agency companies help reducing the costs on finding the jobs.	3.97	.816	most important
The recruitment agency companies are able to find the job that meets your need.	4.14	.986	most important
There is no cost related on applying for the jobs through the recruitment agency companies.	4.12	.727	most important
Able to choose the recruitment agency companies which are reliable/trustworthy.	4.12	.767	most important
Able to choose the recruitment agency companies which are professional.	4.06	.880	most important
Overall	4.09	.558	most important

The data revealed of table 4.15 shows the respondents opinion toward decision process of job seeker made on selection recruitment agency companies in Bangkok, overall result found that opinion toward decision process of job seeker made on selection recruitment agency companies in Bangkok in most important level mean 4.09 and standard deviation 0.558 which the highest ranked is the recruitment agency companies are able to find the job that meets your need (mean of 4.14), followed by the recruitment agency companies help reducing the time on finding the jobs (mean of 4.12), there is no cost related on applying for the jobs through the recruitment agency companies (mean of 4.12), able to choose the recruitment agency companies which are reliable/trustworthy(mean of 4.12), able to choose the recruitment agency companies which are professional (mean of 4.06) and the recruitment agency companies help reducing the costs on finding the jobs(mean of 3.97) , respectively.

Part 4 Hypothesis testing

Hypotheses 1 ; Difference of demographic affect to decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypotheses 1.1 ; Test difference between gender and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypotheses H_0 : Difference of gender do not affect to decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypotheses H_1 : Difference of gender affect to decision process of job seeker to employ service recruitment agency companies in Bangkok.

Table 4.16 Hypothesis test between gender and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Decision process job seeker to	Gender	N	\bar{x}	SD.	t-test	Sig.
employ recruitment agency companies in Bangkok.	Male	179	3.96	.511	-4.283	.000*
	Female	221	4.19	.573		

*Significant at or below the 0.05 level

The data revealed of table 4.16 shows test differences between gender and decision process of job seeker to employ service recruitment agency companies in Bangkok by t-test. The results found $t = -4.283$, Sig. < 0.05 .

Hypothesis decision: Reject H_0 or the difference of gender affect to decision process of job seeker to employ service recruitment agency companies in Bangkok, by result found that female (mean of 4.19) have more decision process than the male gender (mean of 3.96), this was significant at or below the 0.05 level.

Hypotheses 1.2 ; Test difference between age and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypotheses H_0 : Difference of age do not affect to decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypotheses H_1 : Difference of age affect to decision process of job seeker to employ service recruitment agency companies in Bangkok.

Table 4.17 Hypothesis test between age and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Decision process job seeker to employ recruitment agency companies in Bangkok.	Source of variance	Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	18.032	3	6.011	22.428	.000*
	Within Groups	106.128	396	.268		
	Total	124.160	399			

*Significant at or below the 0.05 level

The data revealed of table 4.17 shows test differences between age and decision process of job seeker to employ service recruitment agency companies in Bangkok by F-test. The results found $F = 22.428$, Sig. < 0.05 .

Hypothesis decision: Reject H_0 or the difference of age affect to decision process of job seeker to employ service recruitment agency companies in Bangkok, this was significant at or below the 0.05 level. A test for least significant difference between age and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Table 4.18 Test for least significant difference between age and decision process of job seeker to employ service recruitment agency companies in Bangkok

Decision process job seeker to employ recruitment agency companies in Bangkok.	\bar{x}	Below 20 years old	20-30 years old	31-40 years old	Above 40 years old
		3.50	4.15	4.22	3.60
Below 20 years old	3.50	-	.000*	.000*	.581
20-30 years old	4.15		-	.281	.000*
31-40 years old	4.22			-	.000*
Above 40 years old	3.60				-

*Significant at or below the 0.05 level

The data revealed of table 4.18 shows a test for least significant difference between age and decision process of job seeker to employ service recruitment agency companies in Bangkok, significant at or below the 0.05 level. The result was that there are 4 pair differences as follows;

- 1) Job seeker aged below 20 years old (mean of 3.50) have less decision process than job seeker aged 20-30 years old (mean of 4.15).
- 2) Job seeker aged below 20 years old (mean of 3.50) have less decision process than job seeker aged 31-40 years old (mean of 4.22).
- 3) Job seeker aged above 40 years old (mean of 3.60) have less decision process than job seeker aged 20-30 years old (mean of 4.15).
- 4) Job seeker aged above 40 years old (mean of 3.60) have less decision process than job seeker aged 31-40 years old (mean of 4.22).

Hypotheses 1.3 ; Test difference between marital status and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypotheses H_0 : Difference of marital status do not affect to decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypotheses H_1 : Difference of marital status affect to decision process of job seeker to employ service recruitment agency companies in Bangkok.

Table 4.19 Hypothesis test between marital status and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Decision process job seeker to employ recruitment agency companies in Bangkok.	Source of variance	Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	22.159	2	11.079	43.122	.000*
	Within Groups	102.001	397	.257		
	Total	124.160	399			

*Significant at or below the 0.05 level

The data revealed of table 4.19 shows test differences between marital status and decision process of job seeker to employ service recruitment agency companies in Bangkok by F-test. The results found $F = 43.122$, $\text{Sig.} < 0.05$.

Hypothesis decision: Reject H_0 or the difference of marital status affect to decision process of job seeker to employ service recruitment agency companies in Bangkok, this was significant at or below the 0.05 level. A test for least significant difference between marital status and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Table 4.20 Test for least significant difference between marital status and decision process of job seeker to employ service recruitment agency companies in Bangkok

Decision process job seeker to employ recruitment agency companies in Bangkok.	\bar{x}	Single	Married	Divorced/ Widow
		4.04	4.49	3.58
Single	4.04	-	.000*	.000*
Married	4.49		-	.000*
Divorced/ Widow	3.58			-

*Significant at or below the 0.05 level

The data revealed of table 4.20 shows a test for least significant difference between marital status and decision process of job seeker to employ service recruitment agency companies in Bangkok, significant at or below the 0.05 level. The result was that there are 3 pair differences as follows;

1) Job seeker who is single (mean of 4.04) have less decision process than job seeker who is married (mean of 4.49).

2) Job seeker who is divorced/ widow (mean of 3.58) have less decision process than job seeker who is single (mean of 4.04).

3) Job seeker who is divorced/ widow (mean of 3.58) have less decision process than job seeker who is married (mean of 4.49).

Hypotheses 1.4 ; Test difference between education level and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypotheses H_0 : Difference of education level do not affect to decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypotheses H_1 : Difference of education level affect to decision process of job seeker to employ service recruitment agency companies in Bangkok.

Table 4.21 Hypothesis test between education level and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Decision process job seeker to employ recruitment agency companies in Bangkok.	Source of variance	Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	12.114	3	4.038	14.272	.000*
	Within Groups	112.045	396	.283		
	Total	124.160	399			

*Significant at or below the 0.05 level

The data revealed of table 4.21 shows test differences between education level and decision process of job seeker to employ service recruitment agency companies in Bangkok by F-test. The results found $F = 14.272$, $\text{Sig.} < 0.05$.

Hypothesis decision: Reject H_0 or the difference of education level affect to decision process of job seeker to employ service recruitment agency companies in Bangkok, this was significant at or below the 0.05 level. A test for least significant difference between education level and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Table 4.22 Test for least significant difference between education level and decision process of job seeker to employ service recruitment agency companies in Bangkok

Decision process job seeker to employ recruitment agency companies in Bangkok.	\bar{x}	Secondary Education	Under Graduated	Graduated	Above Graduated
		3.50	3.93	4.21	4.29
Secondary Education	3.50	-	.010*	.000*	.000*
Under Graduated	3.93		-	.000*	.001*
Graduated	4.21			-	.504
Above Graduated	4.29				-

*Significant at or below the 0.05 level

The data revealed of table 23 shows a test for least significant difference between education level and decision process of job seeker to employ service recruitment agency companies in Bangkok, significant at or below the 0.05 level. The result was that there are 5 pair differences as follows;

- 1) Job seeker with secondary education level (mean of 3.50) have less decision process than job seeker with under graduated level (mean of 3.93).
- 2) Job seeker with secondary education level (mean of 3.50) have less decision process than job seeker with graduated level (mean of 4.21).
- 3) Job seeker with secondary education level (mean of 3.50) have less decision process than job seeker with above graduated level (mean of 4.29).
- 4) Job seeker with under graduated level (mean of 3.93) have less decision process than job seeker with graduated level (mean of 4.21).
- 5) Job seeker with under graduated level (mean of 3.93) have less decision process than job seeker with above graduated level (mean of 4.29).

Hypotheses 1.5 ; Test difference between occupation and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypotheses H_0 : Difference of occupation do not affect to decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypotheses H₁ : Difference of occupation affect to decision process of job seeker to employ service recruitment agency companies in Bangkok.

Table 4.23 Hypothesis test between occupation and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Decision process job seeker to employ recruitment agency companies in Bangkok.	Source of variance	Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	4.857	4	1.214	4.021	.003*
	Within Groups	119.302	395	.302		
	Total	124.160	399			

*Significant at or below the 0.05 level

The data revealed of table 24 shows test differences between occupation and decision process of job seeker to employ service recruitment agency companies in Bangkok by F-test. The results found $F = 4.021$, $\text{Sig.} < 0.05$.

Hypothesis decision: Reject H₀ or the difference of occupation affect to decision process of job seeker to employ service recruitment agency companies in Bangkok, this was significant at or below the 0.05 level. A test for least significant difference between occupation and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Table 4.24 Test for least significant difference between occupation and decision process of job seeker to employ service recruitment agency companies in Bangkok

Decision process job seeker to employ recruitment agency companies in Bangkok.	\bar{x}	Government Officer	Corporate Employee	Business Owners / Trader	State Enterprise Employee	Freelance
		4.00	4.15	3.71	3.94	4.00
Government Officer	4.00	-	.518	.260	.796	.987

Table 4.24 Test for least significant difference between occupation and decision process of job seeker to employ service recruitment agency companies in Bangkok (Cont.)

Decision process job seeker to employ recruitment agency companies in Bangkok.	\bar{x}	Government Officer	Corporate Employee	Business Owners / Trader	State Enterprise Employee	Freelance
		4.00	4.15	3.71	3.94	4.00
Corporate Employee	4.15		-	.001*	.021*	.097
Business Owners / Trader	3.71			-	.141	.067
State Enterprise Employee	3.94				-	.627
Freelance	4.00					-

*Significant at or below the 0.05 level

The data revealed of table 4.24 shows a test for least significant difference between occupation and decision process of job seeker to employ service recruitment agency companies in Bangkok, significant at or below the 0.05 level. The result was that there are 2 pair differences as follows;

- 1) Job seeker who is corporate employee (mean of 4.15) have more decision process than job seeker who is business owners / trader (mean of 3.71).
- 2) Job seeker who is corporate employee (mean of 4.15) have more decision process than job seeker who is state enterprise employee (mean of 3.94).

Hypotheses 1.6 ; Test difference between monthly income and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypotheses H_0 : Difference of monthly income do not affect to Decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypotheses H_1 : Difference of monthly income affect to decision process of job seeker to employ service recruitment agency companies in Bangkok.

Table 4.25 Hypothesis test between monthly income and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Decision process job seeker to employ recruitment agency companies in Bangkok.	Source of variance	Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	13.827	4	3.457	12.376	.000*
	Within Groups	110.332	395	.279		
	Total	124.160	399			

*Significant at or below the 0.05 level

The data revealed of table 4.25 shows test differences between monthly income and decision process of job seeker to employ service recruitment agency companies in Bangkok by F-test. The results found $F = 12.376$, $\text{Sig.} < 0.05$.

Hypothesis decision: Reject H_0 or the difference of monthly income affect to decision process of job seeker to employ service recruitment agency companies in Bangkok, this was significant at or below the 0.05 level. A test for least significant difference between monthly income and decision process of job seeker to employ service recruitment agency companies in Bangkok present in Table 27.

Table 4.26 Test for least significant difference between monthly income and decision process of job seeker to employ service recruitment agency companies in Bangkok

Decision process job seeker to employ recruitment agency companies in Bangkok.	\bar{x}	Below 10,000 baht	10,000 - 20,000 baht	20,001 - 30,000 baht	30,001 - 50,000 baht	Above 50,000 baht
		3.70	3.92	4.26	3.99	4.34
Below 10,000 baht	3.70	-	.086	.000*	.025*	.000*
10,000 - 20,000 baht	3.92		-	.000*	.368	.000*
20,001 - 30,000 baht	4.26			-	.000*	.427
30,001 - 50,000 baht	3.99				-	.001*
Above 50,000 baht	4.34					-

*Significant at or below the 0.05 level

The data revealed of table 4.26 shows a test for least significant difference between monthly income and decision process of job seeker to employ service recruitment agency companies in Bangkok, significant at or below the 0.05 level. The result was that there are 7 pair differences as follows;

- 1) Job seeker with monthly income below 10,000 baht (mean of 3.70) have less decision process than job seeker with monthly income 20,001 - 30,000 baht (mean of 4.26).
- 2) Job seeker with monthly income below 10,000 baht (mean of 3.70) have less decision process than job seeker with monthly income 30,001 - 50,000 baht (mean of 3.99).
- 3) Job seeker with monthly income below 10,000 baht (mean of 3.70) have less decision process than job seeker with monthly income above 50,000 baht (mean of 4.34).
- 4) Job seeker with monthly income 10,000 - 20,000 baht (mean of 3.92) have less decision process than job seeker with monthly income 20,001 - 30,000 baht (mean of 4.26).
- 5) Job seeker with monthly income 10,000 - 20,000 baht (mean of 3.92) have less decision process than job seeker with monthly income above 50,000 baht (mean of 4.34).
- 6) Job seeker with monthly income 20,001 - 30,000 baht (mean of 4.26) have more decision process than job seeker with monthly income 30,001 - 50,000 baht (mean of 3.99).
- 7) Job seeker with monthly income 30,001 - 50,000 baht (mean of 3.99) have less decision process than job seeker with monthly income above 50,000 baht (mean of 4.34).

Hypotheses 2 ; Service Marketing Mix (7P's) factors related to the decision making to employ service recruitment agency companies in Bangkok.

Hypotheses H_0 : Service Marketing Mix (7P's) factors do not related to the decision making to employ service recruitment agency companies in Bangkok.

Hypotheses H_1 : Service Marketing Mix (7P's) factors related to

the decision making to employ service recruitment agency companies in Bangkok.

Table 4.27 Hypothesis test relationship between service marketing mix (7P's) factors and the decision making to employ service recruitment agency companies in Bangkok

Service Marketing Mix (7P's)	The decision making to employ service recruitment agency companies in Bangkok.		
	Pearson Correlation	Sig.	Interpretation
Product	.546	.000*	Moderate related
Price	.433	.000*	Moderate related
Place	.303	.000*	Weak related
Promotion	.130	.009*	Very weak related
People	.597	.000*	Moderate related
Physical evidence	.598	.000*	Moderate related
Process	.491	.000*	Moderate related
Overall	.644	.000*	Strong related

*Significant at or below the 0.05 level

The data revealed of table 4.27 shows the results of testing the relationship between service marketing mix (7P's) factors and the decision making to employ service recruitment agency companies in Bangkok using a Pearson Correlation. Overall result found Sig. $0.000 < 0.05$; reject H_0 or service marketing mix (7P's) factors related to the decision making to employ service recruitment agency companies in Bangkok, by highest relation is physical evidence ($r=0.598$), followed by people ($r=0.597$), product ($r=0.546$), process ($r=0.491$), price ($r=0.433$), place ($r=0.303$) and promotion ($r=0.130$) respectively. This was significant at or below the 0.05 level.

CHAPTER 5

CONCLUSION DISCUSSION AND RECOMMENDATIONS

This chapter contains the summary results of this study “Factors influencing job seeker in selecting Recruitment Agency Companies in Bangkok Metropolitan Area”. Chapter V uses all the information that the researcher has gathered, analyzed and organized in previous chapters. This chapter will enable readers to see conclusion and recommendations resulting from further study and applications. The study itself has two major objectives.

- 1) To study factors influencing the decision making to employ service recruitment agency company.
- 2) To compare factors influencing the decision making to employ service recruitment agency company by job seeker classified by gender, age, marital status, education, occupation, and monthly income.

5.1 Conclusion

The researcher conducted detailed analysis and conclusions as follows:

5.1.1 Demographic variable

Analysis of demographic variable, the researcher found that the majority of respondents are female 55.2% and male 44.8%. The respondents are mostly in the age of 20-30 years old 57.5%, followed by 31-40 years old 28.0% and above 40 years old 11.8%. They are single 72.0%, married 19.2% and divorced/ widow 8.8% which most of them are at graduated level 51.0%, under graduated level 39.2% and above graduated level 7.0%. The respondents are corporate employee 73.0%, state enterprise employee 10.8% and freelance 10.5%. The respondents with the monthly income in the range of 20,001 - 30,000 baht 37.5% is the large group, followed by monthly income range of 10,000 - 20,000 baht 25.5% and 30,001 - 50,000 baht 22.8%, respectively.

5.1.2 Service Marketing Mix influencing job seeker in selecting Recruitment Agency Companies in Bangkok

The respondents have an attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok in agree level mean 3.77 and standard deviation 0.413. The summary of each is as follows;

Product result found that the respondents have an attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok in agree level mean 3.72 and standard deviation 0.577. The result found that the professionalism of the recruitment agency companies is the first. The next is the recruitment agency companies is able to supply the technical positions followed by the reputation and trustworthiness of the recruitment agency companies and the recruitment agency companies have been granted the proper license according to rules and regulations of the Labour Ministry, respectively.

Price result found that the respondents have an attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok in agree level mean 4.11 and standard deviation 0.528. The result found that there is no cost related on applying for the jobs is the first followed by shorten the time to find the jobs and reduce the cost of finding the jobs (mean of 3.87), respectively.

Place result found that the respondents have an attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok in neither agree level mean 3.33 and standard deviation 0.773. The result found that the recruitment agency companies are easy to find/reach is the first followed by the recruitment agency companies are located in the business areas/downtown and the recruitment agency companies have provided the spacious and adequate car parks, respectively.

Promotion result found that the respondents have an attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok in agree level mean 3.61 and standard deviation 0.572. The result show 1 item in strongly agree level; the recruitment agency companies have provided the website with enough/clear information followed by the recruitment agency companies have been advertised in the internet, the recruitment agency companies have been

provided its information through brochures/leaflets and the recruitment agency companies have been advertised in the newspapers, respectively.

People result found that the respondents have an attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok in agree level mean 3.90 and standard deviation 0.505. The result found that employees of the recruitment agency companies are polite and kindly is the first followed by employees of the recruitment agency companies are attentive and service minded, employees of the recruitment agency companies are knowledgeable in supplying the jobs based on the demands and employees of the recruitment agency companies have been legally registered with the Department of Employment, Ministry of Labour, respectively.

Physical evidence result found that the respondents have an attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok in agree level mean 3.78 and standard deviation 0.616. The result found that the reputation and image of the recruitment agency companies are reliable is the first followed by tools and equipment are modern and they provide the fast service and the design and decoration are impressive, respectively.

Process result found that the respondents have an attitude toward service marketing mix influencing job seeker in selecting recruitment agency companies in Bangkok in agree level mean 3.95 and standard deviation 0.705. The result found that the recruitment agency companies have a clear procedure is the first followed by the recruitment agency companies are confidential, the recruitment agency companies are using the e-mails for sending and receiving the necessary documents in order to facilitate the procedures and the recruitment agency companies are having the clear/easy procedures, respectively.

5.1.3 Decision process of job seeker made on selection Recruitment Agency Companies in Bangkok

The respondents have opinion toward decision process of job seeker made on selection recruitment agency companies in Bangkok in most important level mean 4.09 and standard deviation 0.558 which the highest ranked is the recruitment agency

companies are able to find the job that meets your need , followed by the recruitment agency companies help reducing the time on finding the jobs, there is no cost related on applying for the jobs through the recruitment agency companies, able to choose the recruitment agency companies which are reliable/trustworthy, able to choose the recruitment agency companies which are professional and the recruitment agency companies help reducing the costs on finding the jobs, respectively.

5.1.4 Hypothesis testing

Hypotheses 1 ; Difference of demographic affect to decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypotheses 1.1 ; Test difference between gender and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypothesis decision: Reject H_0 or the difference of gender affect to decision process of job seeker to employ service recruitment agency companies in Bangkok, by result found that female have more decision process than the male gender; this was significant at or below the 0.05 level.

Hypotheses 1.2; Test difference between age and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypothesis decision: Reject H_0 or the difference of age affect to decision process of job seeker to employ service recruitment agency companies in Bangkok, this was significant at or below the 0.05 level. There are 4 different pairs as follows;

5) Job seeker aged below 20 years old have less decision process than job seeker aged 20-30 years old.

6) Job seeker aged below 20 years old have less decision process than job seeker aged 31-40 years old.

7) Job seeker aged above 40 years old have less decision process than job seeker aged 20-30 years old.

8) Job seeker aged above 40 years old have less decision process than job seeker aged 31-40 years old.

Hypotheses 1.3 ; Test difference between marital status and decision

process of job seeker to employ service recruitment agency companies in Bangkok.

Hypothesis decision: Reject H_0 or the difference of marital status affect to decision process of job seeker to employ service recruitment agency companies in Bangkok, this was significant at or below the 0.05 level. There are 3 different pairs as follows;

4) Job seeker who is single have less decision process than job seeker who is married.

5) Job seeker who is divorced/ widow have less decision process than job seeker who is single.

6) Job seeker who is divorced/ widow have less decision process than job seeker who is married.

Hypotheses 1.4 ; Test difference between education level and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypothesis decision: Reject H_0 or the difference of education level affect to decision process of job seeker to employ service recruitment agency companies in Bangkok, this was significant at or below the 0.05 level. There are 5 different pairs as follows;

6) Job seeker with secondary education level have less decision process than job seeker with under graduated level.

7) Job seeker with secondary education level have less decision process than job seeker with graduated level.

8) Job seeker with secondary education level have less decision process than job seeker with above graduated level.

9) Job seeker with under graduated level have less decision process than job seeker with graduated level.

10) Job seeker with under graduated level have less decision process than job seeker with above graduated level.

Hypotheses 1.5; Test difference between occupation and decision Process of job seeker to employ service recruitment agency companies in Bangkok.

Hypothesis decision: Reject H_0 or the difference of occupation affect to decision process of job seeker to employ service recruitment agency companies in Bangkok, this was significant at or below the 0.05 level. There are 2 different pairs as follows;

3) Job seeker who is corporate employee have more decision process than job seeker who is business owners / trader.

4) Job seeker who is corporate employee have more decision process than job seeker who is state enterprise employee.

Hypotheses 1.6 ; Test difference between monthly income and decision process of job seeker to employ service recruitment agency companies in Bangkok.

Hypothesis decision: Reject H_0 or the difference of monthly income affect to decision process of job seeker to employ service recruitment agency companies in Bangkok, this was significant at or below the 0.05 level. There are 7 different pairs as follows;

3) Job seeker with monthly income below 10,000 baht have less decision process than job seeker with monthly income 20,001 - 30,000 baht.

4) Job seeker with monthly income below 10,000 baht have less decision process than job seeker with monthly income 30,001 - 50,000 baht.

5) Job seeker with monthly income below 10,000 baht have less decision process than job seeker with monthly income above 50,000 baht.

6) Job seeker with monthly income 10,000 - 20,000 baht have less decision process than job seeker with monthly income 20,001 - 30,000 baht.

7) Job seeker with monthly income 10,000 - 20,000 baht have less decision process than job seeker with monthly income above 50,000 baht.

8) Job seeker with monthly income 20,001 - 30,000 baht have more decision process than job seeker with monthly income 30,001 - 50,000 baht.

9) Job seeker with monthly income 30,001 - 50,000 baht have less decision process than job seeker with monthly income above 50,000 baht.

Summary Hypotheses 1 ; Difference of demographic are gender, age, marital status, education level, occupation and monthly income have affect to decision

process of job seeker to employ service recruitment agency companies in Bangkok, this was significant at or below the 0.05 level.

Hypotheses 2 ; Service Marketing Mix (7P's) factors related to the decision making to employ service recruitment agency companies in Bangkok.

Hypothesis Reject H_0 or service marketing mix (7P's) factors related to the decision making to employ service recruitment agency companies in Bangkok, by highest relation is physical evidence ($r = 0.598$), followed by people ($r = 0.597$), product ($r = 0.546$), process ($r = 0.491$), price ($r = 0.433$), place ($r = 0.303$) and promotion ($r = 0.130$) respectively. This was significant at or below the 0.05 level.

5.2 Discussion

According to the research found that the difference of demographic; gender, age, marital status, education level, occupation and monthly income have affect to decision process of job seeker to employ service recruitment agency companies in Bangkok by result found that female have more decision process than the male gender.

1. Job seeker aged below 20 years old have less decision process than job seeker aged 20-30 years old and 31-40 years old .
2. Job seeker aged above 40 years old have less decision process than job seeker aged 20-30 years old and 31-40 years old.
3. Job seeker who is divorced/ widow have less decision process than job seeker who is single and married.
4. Job seeker with above graduated level and graduated level have more decision process than job seeker with under graduated level and secondary education level.
5. Job seeker who is corporate employee has more decision process than job seeker who is business owners / trader and state enterprise employee.
6. Job seeker with monthly income below 10,000 baht have less decision process than job seeker with monthly income 20,001 - 30,000 baht, 30,001 - 50,000 baht and above 50,000 baht

The result of compatible with Chuck Dye (2010) whose research found individual factors affecting career choices. Relate to monthly income issue, the result is compatible with Schreuder, A. M. G. (2006) who proposed salary factor played important role to decision making for career choices.

The result of relationship test also found that the service marketing mix (7P's) factors related to the decision making to employ service recruitment agency companies in Bangkok, by highest relation is physical evidence followed by people, product, process, price, place and promotion respectively.

5.3 Suggestions

1. The recruitment companies should emphasize on physical evidence of the job seekers such as the recognition, the image and the liability as well as the services of the recruitment companies to service with high technology and promptly response. From the report, the recruitment companies can improve their services to make it more efficiency and also improve the services tools to make it more faster to serve the large amount of the job seekers.

2. The recruitment companies should emphasize on the serviced empowers, so they should be informative and enthusiasm. By having the good quality of the serviced empowers, it would help the company to have more the job seekers.

5.4 Recommendations for further studies

1. It should increase the studied tools for more comprehensive scope, for example focus group discussion, to acquire more benefited and extensive information for Recruitment Agency Company's improvement.

2. There should be the more study about other factors excluded in the service marketing mix that also influence the decision on selecting the Recruitment Agency Company.

3. Those other factors could be caused by situation of the country economy or each business domain.

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APPENDIX A
SURVEY QUESTIONNAIRE

Questionnaire

Factors influencing job seeker in selecting Recruitment Agency Companies in Bangkok

This questionnaire has been developed by Stamford International University's MBA International Student to be used for Independent Study. All of the information given by respondents will be treated with high confidentiality and the given information will be used for educational purposes only. Please complete all questions. The following questions are separated into 3 parts :

Part 1 Demographic variables frequencies

1. Gender

- Male
- Female

2. Age

- Less than 20 years old
- 20-30 years old
- 31-40 years old
- 41-50 years old
- Above 50 years old

3. Marital Status

- Single
- Married
- Divorced
- Widow

4. Educational Qualification

- Secondary Education

- Under Graduated
- Graduated
- Above Graduated

5.Occupation

- Government Officer
- Corporate Employee
- Business Owners / Trader
- State Enterprise Employee
- Freelance

6.Monthly Income

- Less than 10,000 baht
- 10,000 - 20,000 baht
- 20,001 - 30,000 baht
- 30,001 - 50,000 baht
- Above 50,000 baht

Part 2: Factors influencing job seeker in selecting Recruitment Agency Companies in Bangkok

7.The reputation and trustworthiness of the recruitment agency companies.

- Very Most
- Most
- Moderate
- Low

Very Low

8.The recruitment agency companies have been granted the proper license according to rules and regulations of the Labour Ministry.

Very Most

Most

Moderate

Low

Very Low

9.The recruitment agency companies is able to supply the technical positions.

Very Most

Most

Moderate

Low

Very Low

10.The professionalism of the recruitment agency companies.

Very Most

Most

Moderate

Low

Very Low

11.Employees of the recruitment agency companies have been legally registered with the Department of Employment, Ministry of Labour.

Very Most

Most

Moderate

Low

Very Low

12. Employees of the recruitment agency companies are knowledgeable in supplying the jobs based on the demands.

Very Most

Most

Moderate

Low

Very Low

13. Employees of the recruitment agency companies are polite and kindly.

Very Most

Most

Moderate

Low

Very Low

14. Employees of the recruitment agency companies are attentive and service minded.

Very Most

Most

Moderate

Low

Very Low

15. The recruitment agency companies are easy to find/reach.

Very Most

Most

Moderate

- Low
- Very Low

16. The recruitment agency companies are located in the business areas/downtown.

- Very Most
- Most
- Moderate
- Low
- Very Low

17. The recruitment agency companies have provided the spacious and adequate car parks.

- Very Most
- Most
- Moderate
- Low
- Very Low

18. The recruitment agency companies have provided the website with enough/clear information.

- Very Most
- Most
- Moderate
- Low
- Very Low

19. The recruitment agency companies have been advertised in the internet.

- Very Most
- Most

Moderate

Low

Very Low

20. The recruitment agency companies have been advertised in the newspapers.

Very Most

Most

Moderate

Low

Very Low

21. The recruitment agency companies have been provided its information through brochures/leaflets.

Very Most

Most

Moderate

Low

Very Low

22. The recruitment agency companies have a clear procedure.

Very Most

Most

Moderate

Low

Very Low

23. The recruitment agency companies are using the e-mails for sending and receiving the necessary documents in order to facilitate the procedures.

Very Most

- Most
- Moderate
- Low
- Very Low

24. The recruitment agency companies are having the clear/easy procedures.

- Very Most
- Most
- Moderate
- Low
- Very Low

25. The recruitment agency companies are confidential.

- Very Most
- Most
- Moderate
- Low
- Very Low

26. Reduce the cost of finding the jobs.

- Very Most
- Most
- Moderate
- Low
- Very Low

27. There is no cost related on applying for the jobs.

- Very Most
- Most

Moderate

Low

Very Low

28. Shorten the time to find the jobs.

Very Most

Most

Moderate

Low

Very Low

29. The reputation and image of the recruitment agency companies are reliable.

Very Most

Most

Moderate

Low

Very Low

30. The design and decoration are impressive.

Very Most

Most

Moderate

Low

Very Low

31. Tools and equipment are modern and they provide the fast service.

Very Most

Most

Moderate

Low

Very Low

Part 3: Decision process of job seeker made on selection Recruitment Agency Companies in Bangkok

32. The recruitment agency companies help reducing the time on finding the jobs.

Very Most

Most

Moderate

Low

Very Low

33. The recruitment agency companies help reducing the costs on finding the jobs.

Very Most

Most

Moderate

Low

Very Low

34. The recruitment agency companies are able to find the job that meets your need.

Very Most

Most

Moderate

Low

Very Low

35. There is no cost related on applying for the jobs through the recruitment agency companies.

Very Most

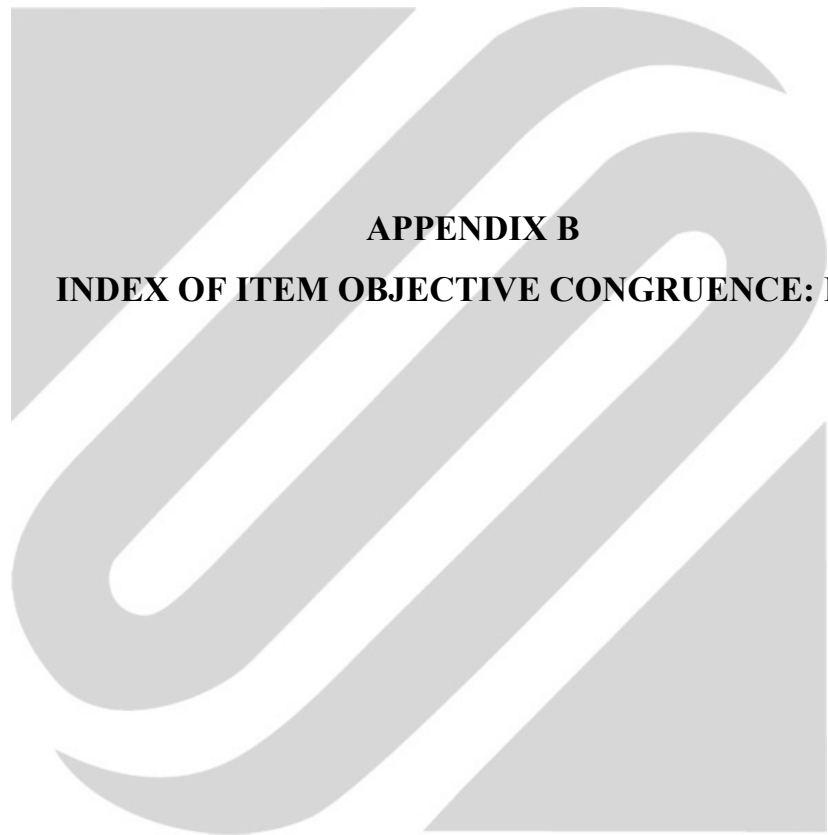
- Most
- Moderate
- Low
- Very Low

36. Able to choose the recruitment agency companies which are reliable/trustworthy.

- Very Most
- Most
- Moderate
- Low
- Very Low

37. Able to choose the recruitment agency companies which are professional.

- Very Most
- Most
- Moderate
- Low
- Very Low



APPENDIX B
INDEX OF ITEM OBJECTIVE CONGRUENCE: IOC

**FACTORS INFLUENCING JOB SEEKER IN SELECTING
RECRUITMENT AGENCY COMPANIES IN BANGKOK
METROPOLITAN AREA**

Index of Item Objective Congruence : IOC					
Item	Content Validity				Suggestion(s)
	+1 clearly measuring	0 content area is unclear	-1 clearly not measuring	$IOC = \frac{\sum R}{n}$	
1	5			1.0	5
2	4	1		0.8	5
3	5			1.0	5
4	5			1.0	5
5	4	1		0.8	5
6	3	2		0.6	5
7	4	1		0.8	5
8	5			1.0	5
9	5			1.0	5
10	5			1.0	5
11	5			1.0	5
12	5			1.0	5
13	3	2		0.6	5
14	4	1		0.8	5
15	4	1		0.8	5
16	5			1.0	5
17	4	1		0.8	5
18	5			1.0	5
19	5			1.0	5
20	4	1		0.8	5
21	4	1		0.8	5
22	4	1		0.8	5
23	4	1		0.8	5
24	5			1.0	5

25	4	1		0.8		5
26	5			1.0		5
27	4	1		0.8		5
28	4		1	0.6		5
29	4	1		0.8		5
30	4	1		0.8		5
31	4	1		0.8		5
32	4	1		0.8		5
33	4	1		0.8		5
34	4		1	0.6		5
35	5			1.0		5
36	4	1		0.8		5
37	5			1.0		5
Total				0.86		



APPENDIX C
LIST OF EXPERTS

LIST OF EXPERTS

1. Mr.Satoshi Yoshida
Managing Director of
Reeracoen Recruitment
(Thailand) Co.,Ltd
2. Dr. Apithep Saekow
Advisor
3. Ms.Poranit Boonmachart
Senior Recruiter of JAC
International Recruitment ltd
4. Mrs. Cherree Taweessinthanaphat
HR of Reeracoen Recruitment
(Singapore)
5. Asst.Prof.Dr.Thanyarad Chanplang
Faculty of education,
Chulalongkorn University



APPENDIX D
YAMANE' SAMPLE SIZE

Table 1: Yamane' sample size for $\pm 3\%$, $\pm 5\%$, $\pm 7\%$ and $\pm 10\%$ Precision Levels Where Confidence level is 95%

Size of Population	Sample Size (n) for Precision (e) of:			
	$\pm 3\%$	$\pm 5\%$	$\pm 7\%$	$\pm 10\%$
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

Source: Yamane (1967)

BIOGRAPHY

NAME	Pornpat Limrattanamongkol
DATE OF BIRTH	07 November 1989
NATIONALITY	Thai
EDUCATION	
MASTER DEGREE	Year 2014, Stamford International University Master of Business Administration
BACHELOR DEGREE	Year 2008, Stamford International University Bachelor of Liberal Art (Business English)
HOME ADDRESS	100/83 Ramkhamheang 118, Sukaphiban3, Sapansung, Bangkok Thailand 10240
EMAIL ADDRESS	ploy.ploylim@gmail.com
WORK HISTORY	
2014 – 2016	Senior Business Development Reeracoen Recruitment (Thailand) Co.,Ltd
2012 – 2014	Marketing Officer (Private Wealth) One Asset Management Limited