

Thesis Title : Correlation between Operational Behavior and Commitment towards Organization among Employees in Customer Service Provincial 1.1 Section of TOT (Public) Company Limited.

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Abstract

This research aimed to 1) study the operational behavior of employees in Customer Service Provincial 1.1 Section of TOT (Public) Company Limited, 2) study the fond regard towards organization among employees in Customer Service Provincial 1.1 Section of TOT (Public) Company Limited, 3) compare the commitment towards organization among employees in Customer Service Provincial 1.1 Section of TOT (Public) Company Limited, 4) study the correlation between operational behavior and commitment towards organization among employees in Customer Service Provincial 1.1 Section of TOT (Public) Company Limited. The sample group of this study comprised 139 employees in Customer Service Department of TOT (Public) Company Limited in Petchaburi Province. The tool used in this research was questionnaires and the statistics used for data analysis included percentage, mean, standard deviation, t-test, one-way analysis of variance, Scheffe's matched pair comparison and Pearson Correlation Coefficient.

The research result found that:

1. The average operational behavior of employee in Customer Service Provincial 1.1 Section regarding the aspects of communication, human relation, problem solving and responsibility were in high level.

2. The average commitment towards organization among employees in Customer Service Provincial 1.1 Section regarding the aspects of sensation, continuity, and social norm, were in high level.

3. The average difference comparison of commitment towards organization among employees in Customer Service Provincial 1.1 Section, classified by individual characteristics found that educational level and salary were different with level of statistical significance of 0.05; while variable, gender, age, status and work experience were not different.

4. The search for correlation between operational behavior and commitment towards organization among employees in Customer Service Provincial 1.1 Section, average found that the aspects of sensation, continuity, and social norm correlated with operational behavior in high level.