

Surutsawadee Seajiw 2011: Participation in Quality Assurance of Personnel in a Rajabhat University. Master of science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Jumrong Ngerndee, M.Ed. 142 pages.

The objectives of this research were: 1) to study the level of participation in quality assurance of personnel in a Rajabhat University 2) to study factors of the relationship in participation in quality assurance 3) to find variables that could predict between personal factors, knowledge of quality assurance, attitude of quality assurance and group cohesiveness of quality assurance toward their participation of quality assurance. The samples of 150 personnel from Rajabhat University. The questionnaires were used in collecting data, and the data obtained were analyzed by computer program. The statistical methods used were percentage, mean, standard division, t-test, F-test, Pearson's product moment correlation coefficient and stepwise multiple regression analysis.

The results showed that 1) the personnel had a high level of knowledge of quality assurance, moderate level of attitude of quality assurance and a high level of group cohesiveness of quality assurance; 2) different personal factors in age and work experience, knowledge of quality assurance and group cohesiveness of quality assurance were significantly correlated in all participation of quality assurance at .01. Whereas attitude of quality assurance were not significant; 3) group cohesiveness of quality assurance could significantly predict participation of quality assurance with 59.2 percent.

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Thesis Advisor's signature

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