

ABSTRACT

The objectives of this research study were: (1) to study the influence on reward system, job satisfaction, service training and teamwork, on service performance; (2) to identify the level of service performance of employees; (3) to determine the perception of employees on reward system, job satisfaction, service training and teamwork. The research was conducted as a case study of a freight forwarding company in Thailand, using both exploratory research and survey research. The target population was DMO employees who were in direct contact with, and provided service to, customers. The sample size was 95 respondents. Multiple regression analysis was used to analyze data.

The main research findings indicated that reward system, job satisfaction, service training and teamwork have a significant influence on service performance. This research will help DMO's managers to understand employee perception and the factors of rewards system and service training in their influence on service performance to customer. This can lead to improving the company's service performance, which will then help to improve its reputation, help it to gain more market share, and help to make the company a success.