

ABSTRACT

Human Resources are the most important assets in service businesses: To retain this resource with the company norms is a difficult issue. Thus, an employee's job satisfaction is the main thing that management should consider. The job content of employees is also an important task that management should think about and make clear. Employees' job satisfaction is affected by various issues, which are an employees' performance feedback, their effort, the reward, employees' goal-commitment, and self-efficacy.

For a tourism organization, diversity in tourism industry around the world has direct effect on its human resource. Different people with heterogeneous backgrounds have different levels of job satisfaction in relation to the diversity of their workforce environment. People with contrasting job attributes have different levels of job satisfaction with regards to their work. Management should try to find out the strategy to increase the level of job satisfaction and analyze them. The effectiveness and efficiency of any tourism firm largely depends upon the contribution by its management staff and employees. And the efficiency in turn depends upon job satisfaction of employees of the tourism organization in order to accomplish the research objective.

A study was made of the descriptive method and correlation method that was used in this research. In this research study, self-administered questionnaire was used as a tool for collecting the primary data employing the

survey research. The target respondents are all non-managerial employees working at Marketing Department of TAT head office situated in Bangkok. All respondents distributed questionnaire-using Census as survey technique.

For the analytical part, Spearman rank-order correlation is used to analyze the relationship between job attributes and job satisfaction level of TAT employees. Bivariate correlation test is used to find the relationship between level of Job Satisfaction among non-managerial employees working in marketing department TAT headquarters.

The results show the positive relationship between five perceptions about job attributes and overall job satisfaction level. The five issues of perception about job attributes consisted of performance feedback, effort, reward, goal-commitment, and self-efficacy. Though the relationships between them were not very high it can be concluded that the job attributes affect the level of employee's job satisfaction in a positive manner. There were also a number of employees who felt different from the satisfied group, but they were the minority group when compared with most non-managerial employees working in marketing department at TAT headquarters. As a result of the research in marketing department TAT headquarters, managers can use it to guide in proposing strategies in the future for effective and efficient ways in doing business operations in the related topic of employee management.