

## ABSTRACT

Turnover intention revealed the likelihood of leaving the current job by an employee. If the turnover rate of employees was high, it was brought at once by a short-term employee and it directly affected the quality performance.

The main purpose of this study was to investigate the relationship between job satisfaction and turnover intention by using Pearson Coefficient Correlation for measurement. In addition, the study also examined the differences among employees perceptions towards the five dimensions of service quality as tangibles, reliability, responsiveness, assurance, and empathy. To study the differences among employees perceptions toward demographic factors of gender, age, marital status, educational attainment, tenure, and employment level. And to determine the relationship between the five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy and job satisfaction. The data was collected by using questionnaires which were distributed to employee who worked at an Air Conditioning Company in Bangkok. This study was drawn from the sample of 400 questionnaires distributed, a total of 355 were considered valid for analysis.

The researcher found significant relationships between perception in term of tangibles, reliability, responsiveness, assurance, and empathy and job satisfaction. And found significant relationship between job satisfaction and turnover intention. Based on findings all variables showed positive relationships. Following the hypothesis testing of demographic characteristics, there was a difference among employee in their perceptions of services quality in gender, marital status, and employment level. In contrast, there was not a difference among employee in their perceptions of services quality in age, educational attainment, and tenure.

The finding showed that tangibles, reliability, responsiveness, assurance, and empathy are related to employees' job satisfaction. In addition, an Air Conditioning Company need to provide an adequate training program, pay more, work less, improve working condition and give more other benefits to the employees. Finally, this study concluded by offering recommendations, and suggestions for future research.