

Abstract

This study examined the relationship between psychological empowerment and demographic on factors job satisfaction of Deutsche Bank A.G., Bangkok Branch. The study aims at examining the factors, which affected the satisfaction of bank personnel. The study is based on the previous research works, which studied the relationship between psychological empowerment (meaning, competence, self-determination and impact) and demographic factors (gender, age, education and work tenure) as independent variables and job satisfaction (nature of work, supervision, pay, colleague and job advancement) as dependent variable.

For the methods employed in this research, all employees were invited to complete self-report questionnaires. Psychological empowerment was measured with items from Spreitzer's Psychological Empowerment instrument with minimum demographic factors question. Minnesota Satisfaction Questionnaire (MSQ) measured job satisfaction. Descriptive and correlation statistics were employed to test the hypotheses.

The findings showed that there was a positive relationship between psychological empowerment and demographic factors on job satisfaction. Designing interventions that allowed for the relative influence of psychological empowerment on bank personnel may be a more effective strategy and have a greater effect on staff attitudes and behaviors.