

ABSTRACT

One of the most significant trends in recent years of business management is human resource management. It becomes more and more essential for successful organization. Psychologists and other human resource professionals consider the quality of life to be important. The study of job satisfaction is one approach to learn about the quality of life because people spend so much time at work.

The overall objective of this study was to examine the relationship between demographic profiles of life insurance agents and job satisfaction, assess the life insurance agent's job satisfaction level towards the job aspects, and also examine the importance of job aspects as perceived by life insurance agents.

The conceptual framework will be the key to complete framework for job satisfaction. The framework contains one key independent variable and one key dependent variable. The dependent variable determined by five job aspects: work-itself, pay, promotion, co-worker, and supervisor. The independent variables are age, gender, education level, employment period, marital status, and working status. This study used the questionnaires to collect primary data which comprised of three sections: they are job satisfaction scale designed by Courtesy of Professors J. Wysocki and G.M.. Kromm, ranking the importance of each of the five job aspects and the personal information items. The target population is life insurance agents in Bangkok. 384 copies of questionnaires were returned. For data analysis, one-way analysis of variance (ANOVA) and Independent-sample *t*-test were used to assess for significant difference of job satisfaction mean scores among demographic profiles. Least Significant Difference (LSD) test was used to find out outstanding groups of nature of each demographic item.

The overall results derived from the relative importance of the five job aspects of job satisfaction as perceived by life insurance agents are ranked as follows: work-itself, pay, promotion, supervisor, and co-workers respectively. For job satisfaction scores, it shows that life insurance agents are satisfied with their job in all job aspects. But life insurance agents are less satisfied with their pay compared with the other four job aspects; while pay is considered as the second importance category attributing to job satisfaction. There is a significant difference between demographic profiles of life insurance agents and job aspects. The older life insurance agents are more satisfied with their job compared with the younger life insurance agents. There is a significant difference between age groups of life insurance agents and the two job aspects (work-itself and pay). Life insurance agents who are single are less satisfied with all job aspects compared with life insurance agents who are married. There is a significant difference between marital status and pay. Male life insurance agents are more satisfied with their job compared with female life insurance agents. There is a significant difference between gender of life insurance agents and the four job aspects (work-itself, pay, promotion, and supervisor). The lowest education levels of life insurance agent are more satisfied with their job compared with the other education levels of life insurance agents. There is a significant difference between difference education levels of life insurance agents and pay. Life insurance agents who had worked in life insurance companies between 2 to 5 years are more satisfied with pay, promotion, supervisor, and co-workers, but not with work-itself. There is a significant difference between different lengths of employment in life insurance companies and three job aspects (work-itself, pay, and promotion). Part-time life insurance agents are less satisfied with their job compared with full-time life insurance agents. There is a

significant difference between working status of life insurance agents and two job aspects (work-itself and pay).

The study findings show that most of life insurance agents are satisfied with their job in all job aspect and the importance of job aspects as perceived by life insurance agents are ranked as follows: work-itself, pay, promotion, supervisor, and co-workers. There is a relationship between life insurance agents' demographic profiles and job satisfaction in four job aspects. There is a significant difference between pay and all demographic profiles of life insurance agents (working status, gender, age, marital status, education level, and length of employment). There is a significant difference between work-itself and four demographic profiles of life insurance agents (working status, gender, age, and length of employment). There is a significant difference between promotion and two demographic profiles of life insurance agents (gender and length of employment). There is a significant difference between supervisor and gender of life insurance agents.

