

## Abstract

The intense competition in Thailand's logistics pushes logistic providers to initiate logistic solutions and provide better qualities of services to their customers. With the nature of labor intensive work environments, the logistic land haulage providers need to gain their employees' organizational commitment so as to achieve and ensure the consistencies of the standards of service qualities. Infer from the employee's organizational commitment (the affective, continuance and normative commitments), the employees' organizational citizenship behavior (OCB) can be activated and subsequently, will boost the employee's willingness to render their cooperation to the goal setting of their organizations.

The ISO 9000 quality improvement standard is one of the goal settings of organizations. It is also one of the most tangible standards on quality improvement programs that have been applied widely in Thailand's logistic industry. Through the principles and rules of the ISO 9000 standards, logistic land haulage providers can base and adjust their working culture, their standards of operation procedures and work-instructions. Involvements have to be from all members of the organizations including management as well as external logistic partners along the logistic supply chain.

The aim of the dissertation is to formulate through multiple regression statistical analysis, the best equation that influences of the employees' willingness to cooperate, with their organizations, the implementation of the ISO 9000 quality improvement standards. The influential factors are the employees' organizational commitments, the organizational goal setting, the organizational culture, the transformational leadership behaviors and the organizational citizenship behaviors.

The results of the study showed that there were impacts from the influential factors hypothesized toward the employees' willingness to cooperate, with their organizations, the implementation of the ISO 9000 quality improvement standards.