ABSTRACT

The goal of this research is to examine motivational factors related to the work performance of employees of the sales department of Ayudhya Allianz C.P. Because the company operates as a Multi-level Marketing business, motivation plays a big role in the company's performance outcomes. The major research question posed in the study is: "What are the motivational factors that are related to work performance of employees in the Sales Department of Ayudhya Allianz C.P. in Bangkok area?"

This research is limited to the MLM business (Sales Department) only at Ayudhya Allianz C.P., it cannot be generalized to other companies using MLM. The employees in the company may not give the researcher enough information due to time constraints; moreover, some confidential information may not be provided. The researcher only gathers information as per the study's objectives and all of the data is collected from employees in Bangkok, hence, the findings may not be generalized to employees in other regions of Thailand. This research is conducted under certain period (July, 2008), therefore the results may vary in other periods reflecting changes in employee behavior.

The study can concluded that all seven motivational factors are positive correlated to work performance of Ayudhya Allianz C.P. employees in the sales department in Bangkok area. The highest correlated attribute in this case is responsibility. The next factor is power. The third factor is recognition, with the fourth factor being achievement. The fifth factor is growth, the sixth factor is work itself, and the last factor is advancement which is correlated with the work performance of Ayudhya Allianz C.P. employees in the sales department in Bangkok.

It would be beneficial to use this research paper as reference on a larger scale of study. It would be beneficial if research was conducted in other provinces of Thailand to check whether the results are still similar to Bangkok area.

Keywords: Motivation, Work Performance, Ayudhya Allianz C.P