

## Abstracts

This thesis is the study of the effect of compensation preference on job search decision of job seekers. The objectives of this study are (1) to identify and confirm that there are compensation policy preferences in job seekers' perceptions when they look for jobs, (2) to investigate the influence of compensation policy preferences on job search decisions, and (3) to examine the different preferences of compensation attributes among groups of job seekers according to three types of demographic characteristics: gender, student status and work experience.

The framework of this study was built based on the previous research in the literature. The independent variables include Demographic Profiles (gender, student status and work experience of respondents). The dependent variables are Compensation policy attributes and Job search decision of job seekers. The hypotheses include (1) Ho1-Ho3: There is no difference among groups of job seekers with different characteristics in the preference of compensation policy attributes, and (2) Ho4: Preference of compensation policy attributes has no influences on job search decision.

Senior undergraduate and graduate students of Assumption University were chosen to be the target population of this study. 300 samples are drawn with the quota sampling method. Conjoint Analysis was conducted to identify and confirm the compensation policy preferences of job seekers' perceptions, and to investigate the influence of compensation policy preferences on job search decisions. T test and ANOVA are used to examine the different preferences of compensation attributes among groups of job seekers.

According to the research findings, Pay Level factor is the most important factor that job seekers would consider to make their job search decision, followed by Individual vs. Group focus pay, Pay Base and finally Benefit Flexibility. As far as attribute level is concerned, High pay level, Individual-based pay, Job-based pay, and Flexible benefit scheme are preferred attributes in the compensation policy.

There are differences among groups of job seekers with different demographic characteristics in the preference of compensation policy attributes. For instance, Pay Level and Benefit Flexibility factors have different level of importance to undergraduate and graduate students, and the groups of job seekers who have more than three year work experience (more experience than the other two groups) consider Benefit Flexibility factor as more important than Pay Base factor.

It is suggested that (1) organizations should consider and design their compensation policies according to the preferences in order to attract ideal candidates and minimize recruitment cost; (2) organizations which cannot afford with high pay level can consider to emphasize on other factors that also have important influence on the job search decision of job seekers, such as individual pay, job-based pay and flexible benefits; (3) organizations should tailor compensation policies for target groups according to the different preferences of various segments of job seekers, as indicated in the study; and (4) individual performance appraisal, job evaluation and appropriate flexible benefit scheme should be implement in order to establish an attractive compensation policy strategy.