

## ABSTRACT

The purpose of this research was to study the Demographic Factors and Leadership Style and their relationship with Job Satisfaction of Employees in First Feel International Co., Ltd., Bangkok.

This study used Census Survey method. Target respondents included in this study were the operational employees working in different departments of the company. There were 106 operational employees in First Feel International Co., Ltd. The questionnaire was divided into three parts: Demographic Profile, Leadership Style, and Job Satisfaction. Each of these corresponds with the leadership styles identified by House and Mitchell (1974) i.e. directive style, supportive style, participative style and achievement-oriented style. The short form of the Minnesota Satisfaction Questionnaire (MSQ) (Weiss, et al 1967) was used to measure job satisfaction that consisted of pay, co-worker, supervisor, job advancement and work itself. The researcher used five points likert scales to measure leadership style and job satisfaction. The researcher made use of Descriptive Research and Inferential Statistics. Descriptive research was used to describe demographic characteristics and the respondents' perception. The inferential statistics of this study were Spearman Rank Correlation Coefficient and Chi-Square to describe the quantitative variables in the study

The finding of this study showed that employees preferred to perceive supportive style and directive style (mean as 3.77 and 3.55, respectively). There was a significant relationship with each leadership style and the factors of job satisfaction. Co-worker, work itself, and supervisor were in agree rating (mean as 3.98, 3.44, and 3.42, respectively). Job advancement and pay were in neutral rating (mean as 3.26, and 3, respectively). There was no difference in job satisfaction (pay, co-worker,

supervisor, job advancement, work itself) among gender of employees. There was negative relationship between age of employees and their job satisfaction with pay, co-worker, and job advancement. There was no relationship between education of employees and their job satisfaction with pay, co-worker, supervisor, and works itself. There was negative relationship between work tenure of employees and their job satisfaction with pay, co-worker, job advancement, and works itself. Moreover, there was no difference in job satisfaction based on pay, co-worker, supervisor, and work itself between department of employees.

