

ABSTRACT

The purpose of this research is to study the motivation factors that influence the performance of front-line workers. The sample of population is ground staffs of Thai Airways International Public Co., Ltd. who work at Bangkok Airport (Domestic Terminal and Bangkok International Airport).

The findings are: Most of the ground staffs have a fair attitude toward customer service job. The group of factors concerning work-related motivators which are ranked to be the most importance are job security, interesting work, organization's welfare, company reputation, opportunity for advancement and salary.

On average, ground staffs are moderately satisfied with the salary, opportunity for promotion, co-workers, workplace, chance of getting pay raise, organizational climate, working schedule and vacation. However, they are not satisfied with the organization's welfare. Most of the ground staffs indicate that their scopes and responsibilities are unclear. They have inadequate authority to cope with the responsibilities assigned to them, more skills and abilities are needed and they feel uncertain about recognition and the freedom to use their own judgement. Other than these, they indicate that the salary is fairly paid when compared to that of others. The job is interesting. They are proud to work for the company and the longer they have worked for the company the more they feel they belong.