

## **Abstract**

This research has been conducted to identify the factors related to job satisfaction and employees' turnover of media agencies in Bangkok. The objectives of this research were: (1) To determine the employees' turnover rate within selected media agencies in Bangkok; (2) To determine the employees' profile in relation to the turnover rate; (3) To determine job satisfaction factors that affect turnover; and (4) To determine the reason to turnover.

The survey method has been used with the help of self-administered questionnaire conducted on 100 media planners in 7 media agencies in Bangkok. Descriptive statistics, frequency table and cross tab table, bar chart, pie chart and histogram, and chi-square test were used for data analysis. The results from hypothesis testing reveal that job satisfaction in terms of job description, work motivation, rewards, job design, organization commitment, and teamwork affect employees' turnover rate.

Recommendations and suggestions for further research were also considered. Feed back and two-way communication, challenging jobs, clear goal for all individuals, definite criteria for measuring employee performance and job security are important considerations that could improve the level of work motivation and create commitment to the organization. Employees' job satisfaction leading to low turnover rate could benefit the company by saving its training cost for new employees. A research, which will probe the media agency's employees' attitudes, will help interested readers to understand employees' requirements and help solve the problem of high turnover rate.