

ABSTRACT

Research Project Title: The effect of job satisfaction on employees' job performance

Author : Ms. Patcharapa Chantacharoenchok

Major Advisor : Dr. Sathima Patomviriyavong

Level of Study : Master Degree

Program of Study : Master of Science in Management (Marketing)

Year : 2006

Keywords : Job satisfaction and job performance

This research project aimed to examine the relationship between employees' job satisfaction and employees' job performance. The study had been conducted with the employees of Bangkok Entertainment Company as the case study.

The study comprised the literature related to support both independent variables which are employees' job satisfaction in terms of work itself, salary and pay, job advancement, working environment and the flow of communication as its measurement and also the influence of these factors on the dependent variable which is job performance in terms of its desired outcome namely organizational development and success, individual achievement and employees' improvement, effectiveness and efficiency, productivity, competency and quality and better service respectively. Job satisfaction in this study referred to the happiness and enjoyment of the employees toward his or her job and job performance means the extent to which a person contributes to achieve the goals of organization.

Multiple regression technique was used to investigate the relationship of independent variables and dependent variable whether they are inter-correlated or non-correlated, in which way and also the rank of the most to the least degree of the factor that have impact on employees' job performance.

The question was designed to discover the respondents' opinion measuring by Five-Likert scales. 384 respondents of Bangkok Entertainment Co., Ltd were chosen to be the sample size for this research.

The results of this research study had significantly stated that job satisfaction in terms of flow of communication, work itself, job advancement and salary and pay had been ranked as the degree of important factors effecting on job performance respectively. While only working environment in this study had non-correlation with employees' job performance.