

Research Project Title: THE RELATING FACTORS ON TURNOVER TENDENCY AMONG CABIN CREW IN AIR MIDDLE-EAST

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ABSTRACT

The objectives of this study are (1) to identify the relationship between push factors or work-related attitudes and the turnover intention or intention to quit of Air Middle-East crew, (2) to identify the relationship between pull factors or external environmental factors and the turnover intention or intention to quit of Air Middle-East crew, (3) to identify the differences among demographic factors towards the turnover intention or intention to quit of Air Middle-East crew.

This is a survey research. The population was cabin crew who work for Air Middle-East. The non-probability sampling technique was used. The data collecting instruments were self-administered questionnaires. The descriptive statistics were used to analyze demographic profiles and general information of the respondents while Pearson's Correlation Technique was used to measure the relationship of the push and pull factors towards intention to quit and One-Way ANOVA was used to find the differences among demographic factors towards intention to quit.

The findings were as follows:

- 1) All the push factors which are job satisfaction, pay satisfaction, performance-reward contingencies and working conditions were found to have relationship with turnover intention or intention to quit of Air Middle-East crew.
- 2) Three pull factors which are household income, family attachment and job alternatives were found to have relationship with turnover intention of Air Middle-East crew while one pull factor which is economic situation was found not to.
- 3) Two demographic factors which are age and job tenure were found to have differences among their groups towards turnover intention or intention to quit of Air Middle-East crew while other demographic factors which are education and marital status were found not to.

The recommendations based on the findings were that Air Middle-East must focus and work on the significant factors in order to prevent further cabin crew turnover.

Lastly, this study offered the suggestions for further studies as follows; adding other relevant independent variables by using other models as a guideline, and conducting deeper study on job satisfaction which has strongest relationship towards intention to quit.