

## ABSTRACT

This research aimed to study job satisfaction level of employees working at Sheraton Krabi Beach Resort. As Sheraton Krabi Beach Resort is a new hotel, all management are concerned about the issue of turn over in the hotel and they want to know the level of satisfaction in order to control the issues related to turn over. All management levels know that job satisfaction of employees is an important dimension to being successful in a competitive market. If the employees' performance is poor in productivity, and high in absenteeism plus high turnover, then these affect the hotel's profitability directly.

A survey of 264 non-managerial employees working at Sheraton Krabi Beach Resort is used to measure the job satisfaction level with 4 personal profiles (age, gender, income, and division) and 5 job satisfaction characteristics (the job itself, teamwork, leadership, rewards & benefits, and communications). The respondents were asked about their level of satisfaction with the hotel by using job satisfaction characteristic. In this research, respondents' personal profiles were used to provide a descriptive statistic and the difference between their personal profile and job satisfaction. The essential measurement is to find out the job satisfaction characteristic that influences the job satisfaction, and then the multiple regression analysis was applied to develop the predictive model.

The results in this research show significant variables, which came from the personal profile and job satisfaction characteristic. Personal profile found that only of them were significant to the job satisfaction that is Division while job satisfaction characteristics found 2 characteristics that are significant to job satisfaction which are the job itself and rewards & benefits.

The result of this study will help Sheraton Krabi Beach Resort to develop new strategic plans or incentive schemes for non-managerial employees. The management levels can increase employees' job satisfaction and avoid the causes that make employees dissatisfied and decrease a high turn over rate in the hotel. Therefore, the hotel can increase the revenue of their business by using these results because employee satisfaction will relate to guest satisfaction that results in revenue growth.

