

Abstract

This thesis paper on readiness to change management process, attitude towards work and change of employees and customer's satisfaction of Thai Airways International Public Company Limited is done in partial fulfillment of the requirement for the degree of Master of Management in Organization, Management and Development program at Assumption University.

The objective of this report is to study the readiness for change process, attitude towards work, attitude towards change of employees the satisfaction of their First Class passengers. This will help develop general understanding of the employees in preparation to change in order to develop and improve the organization. The organization used as a case study in this paper is "Thai Airways International Public Company Limited".

The researcher has used the method of questionnaire as the research instrument for primary data. Questions were framed based on the conceptual framework that was designed to answer the objective of the research, using frequency method in making analyses.

The research respondents were the total of 190 respondents: 184 respondents who were present employees of Thai Airways International Public Company Limited who worked in the First Class passenger's service department and another 106 respondents who were First Class passengers.

The findings of the research had results of two different groups. It could be concluded that the majority of employees have positive attitude towards their job, neutral towards change and are ready for change process however the management requires little adjustment in order for the change management to be successful. The passengers are found to be satisfactory with the service of the airline.

In conclusion, the employees are open to change process, as they believe in the management. The management should be open in order to draw themselves closer to the employees to create feeling of acceptance of employees' talents, achievement and ideas. Because the employees are found to be satisfied with the service, the airline should find ways to develop to higher level of satisfaction.

