

เค

เ น้ เ
กั

ผู้จั
ริ ญ
เค
ชุกี เบ้
เก

ป
ที่ปริ เบ้ เ

ปี ๕

๑๗

เจ้ กัล วั เบ้ เ

เป กั

ถึ กัล วั ปฏิบั เ

ถึ ปัญ อุ ปฏิบติ เ

นี่ได้ เ

กั บติ เ

ริ: ทั้ง ใช้ เ

ช้ ได้: ได้ ไป เ

เร

ที่ ค: เ

น้ ค: บติ ไป

กั เ อยู่ ปี

ส: ป: ปฏิบติ ค: เ ป: บั

เ ท: ี่ ปี เ

น้ เ

บติ

ABSTRACT

Title : Morale of Personnel Working in the Central Area Branches of the
Laem Thong Bank Public Company, Limited

By : Tawee Purakhom

Degree : Master of Business Administration

Major field : Business Administration

Chairman, Special Problem Advisory Board: *Pattama Sittidhichai*

(Assistant Professor Dr. Pattama Sittidhichai)

10 July 1997

This study had the following two objectives: to study the level of morale of personnel working in the central area branches of the Laem Thong Bank Public Company, Limited; and, to study the work problems encountered by the personnel.

The samples were selected by random sampling from 150 personnel and were surveyed by questionnaire.

The instruments for data collection were questionnaires relative to personal characteristics, work conditions, work problems and recommendations. The data were analyzed by microcomputer using the Statistical Package for Social Sciences (SPSS/PC⁺). The analysis included the determination of percentage value, mean, standard deviation, F-test and t-test. The results of the research, reported by descriptive analysis, are as follow:

Personnel working in the central area branches of the Laem Thong Bank Public Company, Limited were mostly male, 26-35 years old, single, bachelor

degree graduates, tellers in terms of bank position; and, had worked in the Laem Thong Bank for 1-5 years. The morale of personnel was at a moderate level.

The results of hypotheses testing were that morale of personnel working in the central area branches was not different to a 0.05 percent significance level. Personal characteristics showing statistical differences of 0.05 percent significance were level of education, bank position and results to employment application.

A majority of the work problems encountered by personnel could be grouped in the following three categories: problems relative to the executive team, to themselves, and to the external environment.

Relative to correction of work problems in all categories, the executive team, managers and employees should all work together using the recommendations given.

It is further recommended that additional study be done relative to the morale of personnel working in all provincial branches because of differences in the population and environments of each area. In addition, the morale of bank executives should be studied because they are bank employees and these influences may affect their morale as well.