

Abstract

Research Title : Motivation in Performance of Sampran Riverside Hotel Officers

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This research aims 1) to study Motivation in Performance of Sampran Riverside Hotel Officers. 2) Demographic characteristics affecting the Motivation in Performance of Sampran Riverside Hotel Officers classified by gender , aged ,status ,education level , earned a monthly income and work experience. The sample group used in this research consists of personnel officers who worked at Sampran Riverside Hotel 202 people by used stratified random sampling and simple random sampling. A questionnaire was used as a tool for collecting data and statistical tools were frequency, percentage, mean, standard deviation, t-test and one-way analysis of variance.

Research findings were as follows 1) Most of the respondents were female, aged between 26 – 35 years old, single, education bachelor's degree, earned a monthly income between 10,000 - 20,000 baht, and work experience between 11 - 20 years. 2) Motivation in Performance overall aspect was at the high level. When considered each aspects, it was found that in terms of Recognition was at the highest level , in terms of Achievement , Responsibility , Advancement and Work itself were at the high levels. 3) There was no statistically significant difference among Motivation in Performance of the officer with different Demographic characteristics.