

ABSTRACT

Title : Factors affecting the level of organizational commitment of private enterprises in Bangkok.

Author : Mr. Phuwaphon Nawatthammakun

Major : General Management

Independent Study Advisor :

(Dr. Vijit Supinit)

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This research study is Factors affecting the level of organizational commitment of private enterprises in Bangkok. From a sampling of 400 people using questionnaires to collect information and data were analyzed using descriptive statistics, Freq (Frequency), the percentage (Percentage), average (Mean), standard deviation (Standard deviation) and statistically One Way ANOVA (F - test) to test the hypothesis.

The results showed that the respondents were mostly males than females. Aged 26-30 years, education at the undergraduate level, single status, average incomes between 15,001 to 20,000 baht / month, duration of the work 1 - 5 years and have job in the employees office. The opinions of the work experience factors that affect the organizational commitment. Overall agreed in 1.) Feel that they are important to the organization, 2) Stability and credibility of the organization, 3.) Expect to get a response from the organization, and 4.) A feeling that the organization is dependable. Including the importance factors that affect the organizational commitment level of private organization employees. Overall a massive important scale on 1.) The commitment to the organization, 2.) The interaction 3.) The pride and 4.) The happiness on the job. The hypothesis testing found that demographic factors and work experience factors are different that affect the organizational commitment level of private organization employees are different. Statistically significant at the 0.05 level.

Organizational commitment of employees has change to personal preference and experience gained from working in that organization. Promoting a good experience in the work and welfare to employees are help increase organizational commitment and keeping for

employees to stay with the organization will result in organizational commitment with more time to work.

Keyword: Commitment Employee Private Organization