

ABSTRACT

This research aimed to study motivations of Thai employees in the multinational companies, especially in telecommunication business. The data was collected from 394 employees of Telecommunication Business by using a questionnaire. The analysis in this study was based on Herzberg's Two-Factor Theory which consists of Satisfiers or Motivator Factors and Hygiene or Maintenance Factors. The objectives of this research were to study (1) To measure the level of Motivations of Thai employees in the multinational companies. (2) To compare between the Motivations in terms of motivator factors and these in terms of hygiene factors. The data was analyzed by statistics of frequency, percentage, means, Standard Deviation, t-test and one way ANOVA. The results of the study were as follows.

The findings of the study were as follows:

Employees in the Multinational Companies in Telecommunication business were motivated at the high level. For motivator factors, most employees were motivated at the high level with achievement, recognition, and responsibility. They were motivated at the medium level with work itself and advancement. For hygiene or maintenance factors, most employees were motivated at the high level with relationship with personal life, interpersonal relations - peers, interpersonal relations-supervisor, supervision-technical, and status. They were satisfied at the medium level with job security, company policy and administration, working conditions, salary and possibility of career path growth.

(1) Having compared their motivation classified by their genders was found different at the work itself, responsibility, possibility of career path growth, interpersonal relations-supervisor, work itself, company policy and administration and working conditions. (2) Classified by their status was found all different. (3) Classified by their education levels was found different at achievement and working conditions. (4) Classified by their experience was found different at achievement, interpersonal relations - peers and working conditions. (5) Classified by their monthly incomes was found different at achievement, recognition, responsibility, advancement, working conditions and job security. (6) Classified by their divisions was found different at recognition, advancement and working conditions. However, (7) There is no difference on their motivation classified by their ages.