

## **Influential Factors of Employees' Work Motivation: Case Study of Siam Thai Co., Ltd**

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**Abstract :** This research was an attempt to study work motivation of employees in Siam Thai Co., Ltd. The study took place in Rayong with 59 employees as participants. The research tool was questionnaires which consisted of sets of questions about company's policy, management, executives and good relationship within the firm. The questionnaires style was rating scale with 5 score bands. The questionnaires were analyzed by percentage, frequency, mean and standard deviation. From the study, the result showed that policy and management were in moderate scale, executive and managers were in moderate scale and relationship within the firm were in high scale.

**Keywords :** motivation, job, performance, employees

**Conference Title :** ICSED 2014 : International Conference on Social and Economic Development

**Conference Location :** Paris, France

**Conference Dates :** August 28-29, 2014