

Independent Study Title Employee Engagement of Sewing Employees Towards an Export Garment Manufacturing Company

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ABSTRACT

The objective of this independent study was to examine employee engagement of sewing employees towards an export garment manufacturing company. The data collection was conducted through a set of self-administered questionnaire distributed to 290 employees of this company. Then the collected data was analyzed by using frequency, percentage and mean. The researcher, additionally, applied inferential statistics namely the Independent Sample T-test, the Analysis of Variance: ANOVA, and Linear Regression and Reliability to the analysis.

According to the study results, most of the questionnaire respondents were female, between 33-37 years old, married and graduated with elementary-school education. They worked as sewing employee 3 with monthly income ranging from 6,001-7,000 Baht. They had been working for the company for 1-4 years.

The results of the study showed that employee engagement was at the high level and the personal factors that affected employee engagement at 0.05% were working at sewing section and monthly income. The respondents ranked all 4 factors affecting employee engagement at the high level in the following order from the most important to the least: 1) organization, 2) human resource development, 3) leadership, and 4) work. The personal factor which affected the 4 employee engagement factors at 0.05% was working at sewing section, while gender, age, educational background, marital status, monthly income, and work period at industrial factory did not affect the 4 engagement factors.