

ระดับการจูงใจต่อปัจจัยจูงใจที่เป็นตัวกระตุ้นในการทำงานรวมผู้ตอบแบบสอบถามให้คะแนนอยู่ในระดับ“การจูงใจมาก” ซึ่งในรายละเอียดแต่ละประเด็นของปัจจัยด้านนี้ มีค่าเฉลี่ยมากในทุกประเด็น เรียงตามลำดับ คือ ด้านการได้รับการยอมรับนับถือ ด้านลักษณะงานที่ปฏิบัติ ด้านความสำเร็จของงาน ด้านความรับผิดชอบ และด้านความก้าวหน้าในหน้าที่การงาน



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ABSTRACT

This study aimed at investigating motivating factors of medical representatives in the Northern region. Data were collected by the use of questionnaire distributed to 200 medical representatives of private company who were responsible for the 17 provinces of the northern region. The acquired data were, then, assessed and analyzed by the descriptive statistics: frequency, percentage and mean, as well as the referential statistics namely T-Test and One-way ANOVA. Hereafter were shown the summary of the studied results.

According to the study, the majority of respondents were single female in the age of 31-35 years old with Bachelor's degree. Their working experience in the medical representative field was found at 1-4 years in 3 medical companies. They had worked with the current company for 1-4 years. Their current base salary was 10,000-20,000 Baht and their total incomes per month was 40,000-60,000 Baht. 50% of the respondents worked for the medical prototype companies while another 50% of them worked for the medical conventional companies.

In an overall view, the respondents ranked their satisfaction towards the Hygiene factors at "high level". The results showed that factors namely security, relations with supervision, subordinates and peers, policy and salary were ranked at high satisfaction; while the factors namely working conditions, personal life and welfare were ranked at fair satisfaction.

Regarding the motivation factors, the respondents paid “high level” of concern towards them. The results presented that all factors, including recognition, work itself, achievement, responsibility and advancement, were respectively ranked at high level of concerns.



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