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Participated and presented the research paper titled:

**A Study of Operational Motivation of Operating Officers:
Case Study of Accommodation Business in Samut Songkhram**

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A Study of Operational Motivation of Operating Officers: Case Study of Accommodation Business in Samut Songkhram Province

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Abstract

This research aimed to study behavioral motivation in working among operating officers in accommodations in Samut Songkhram province, as well as relationship between officers' behaviors and motivation towards working of operating hotel officers in Samut Songkhram province. The sample used in this research was operating hotel officers in Samut Songkhram province with indefinite population size and the research used 400 non-probability samples. The tool of this research was questionnaire with reliability index of 0.902 by using descriptive statistics, i.e., percentage, mean, standard deviation, Pearson's correlation coefficient, and ChiSquare. The research findings showed that the operating officers in the accommodation business in Samut Songkhram province had opinions on behaviors of hotel officers in all aspects at the high level. When considering by aspects, job consistency had highest mean, followed by job relevance, organization commitment, and job understanding, respectively. The personal information on age had no relation with motivation towards working of operating officers in accommodations in Samut Songkhram province. The hypothesis testing on behaviors of hotel officers showed that the behaviors of hotel officers had relation with motivation towards working of operating officers in accommodations in Samut Songkhram province in terms of job understanding and job consistency at the statistical significance level of 0.05. The behaviors of hotel officers in terms of job relevance and organization commitment had no relation with motivation towards working of operating officers in accommodations in Samut Songkhram province.

Keywords: Operational, Motivation, Operating Officers

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