

**A Study of Effective Job Application Letters**  
**การศึกษากาเขียนจดหมายสมัครงานที่มีประสิทธิภาพ**

สิทธิพงษ์ อารยางกูร\*

**Abstract**

The main purposes of this study aim to investigate the effectiveness of a job application letter writing of Thai job applicants and identify the correlation between Thai applicants' awareness of the ASEAN Economic Community (AEC) and the job application letter writing knowledge and their ability of writing a job application letter in the AEC.

The findings are clarified as follows:

1. Thai job applicants show high awareness on the awareness of the AEC and they think that an English Job application letter is important when applying for a job in Southeast Asia, but they have less general knowledge about the AEC. For the awareness of job application letter writing, the respondents highly agree that an effective job application letter should be organized, concise, and direct to the point. The applicants are also aware that the complete sentences are required when writing the letter. They believe that the letters' format is important when writing a job application letter.

2. The study reveals the results of the ability of writing a job application letter which was divided into two sections: the organization and persuasiveness. The total mean scores of both sections is 68.50 from 100 percent which means high or good while Thai applicants has a low score in persuasive test. Thus, the findings derived from the current research findings suggest that the Thai applicants need to improve these persuasive skills immediately if they wish to apply for a job in the AEC.

3. The study found that there is a correlation between the awareness of the AEC knowledge relates to the ability in writing a job application letter while the correlation between the awareness of job application letter writing knowledge and the ability in writing job application letter is not clearly seen. The most selected format of job application letters is Modified Block Style. Personal Business Style and Block Style are secondly and thirdly selected by respondents.

**Keywords:** Job Application Letter, Effective Job Application Letter, English Job Application Letter

---

\* นักศึกษาหลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษเพื่อการสื่อสาร คณะมนุษยศาสตร์ มหาวิทยาลัยรามคำแหง

## บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาการเขียนจดหมายสมัครงานที่มีประสิทธิภาพของแรงงานไทย โดยเฉพาะกลุ่มแรงงานฝีมือใน 8 กลุ่มอาชีพ ในการเคลื่อนย้ายแรงงานเสรีอาเซียน เพื่อให้ได้ผลว่า ความรู้เกี่ยวกับอาเซียน และความรู้เกี่ยวกับการเขียนจดหมายสมัครงาน มีความสัมพันธ์ และส่งผลกับความสามารถในการเขียนจดหมายสมัครงานของแรงงานไทยหรือไม่ วิทยานิพนธ์ฉบับนี้ยังศึกษาปัจจัยที่ต้องปรับปรุงแก้ไขเร่งด่วนในการเขียนจดหมายสมัครงานของแรงงานไทยในขณะที่ประเทศไทยกำลังเข้าสู่ประชาคมอาเซียน

ผลการวิจัยสรุปได้ดังนี้

1. พบความสัมพันธ์ระหว่างตัวแปรอิสระและตัวแปรตามคือ ความรู้เกี่ยวกับประชาคมอาเซียนและความรู้ในการเขียนจดหมายสมัครงานมีความสัมพันธ์กับความสามารถในการเขียนจดหมายสมัครงานของแรงงานไทย

2. ในส่วนของการหาผลกระทบของตัวแปรอิสระที่ส่งผลที่ตัวแปรตามพบว่า เฉพาะความรู้เกี่ยวกับประชาคมอาเซียนเท่านั้นที่ส่งผลต่อความสามารถในการเขียนจดหมายสมัครงานในประเทศกลุ่มอาเซียน กล่าวคือ ความรู้เกี่ยวกับประชาคมอาเซียนมีความสำคัญที่สุดในการเขียนจดหมายสมัครงานเมื่อประเทศไทยเข้าสู่ประชาคมอาเซียนในปี พ.ศ. 2558

3. การวิจัยพบว่า ปัจจัยในการเขียนจดหมายที่แรงงานไทยควรปรับปรุงอย่างเร่งด่วนที่สุดก่อนที่จะเข้าสู่ประชาคมอาเซียนได้แก่ (1) การใช้รูปแบบภาษาที่ชักจูงใจ (2) การใช้ภาษาที่ถูกต้องตามสถานะของผู้อ่าน และ (3) การใช้เครื่องหมายวรรคตอนอย่างถูกต้อง การศึกษาครั้งนี้ยังพบว่า แรงงานไทยส่วนใหญ่เลือกใช้แบบฟอร์มการเขียนจดหมายแบบ Modified Block Style ในการเขียนจดหมายสมัครงาน

**คำสำคัญ :** จดหมายสมัครงาน จดหมายสมัครงานภาษาอังกฤษ จดหมายสมัครงานที่มีประสิทธิภาพ

## Introduction

A job application letter is the first message to introduce a job applicant to recruiters or future employers. The letter summarizes the highlights qualifications of job applicants and presents them to the recruiters. Writing an English job application letter needs a written skill to reach the goal of communication. English is used as a message from a sender (job applicant) to a receiver (recruiter).

An effective job application letter plays an important role in making the first impression between the job applicant and those recruiters to avoid having the resume ignored and helps job applicant pass to a job interview.

Written communication is a subcategory of verbal communication. It is a communication by meaning of a written word. It involves any interaction that uses the written words, symbol printed or hand

writing. The advantage of written communication is the communicator has time to consider and proof the message while oral communication cannot be proved before delivery (Wilson and Lewis, 1983).

Thus, written communication is absolutely important in business world nowadays including in a job application process. Applying for a position is like other form of human interaction. Following the communication model of Roman Jakobson (1979), job applicant as a sender sends a message by using varieties of channels (i.e, writing a letter, calling an employer on the phone or talking to the employer face-to-face) in order to deliver the message to a receiver or recruiter. The purpose of the interaction is to get the positive feedback to the message from the employer for a chance to get an interview.

In job application interaction, one of the most important parts is a job application letter. Job application letters are an integral part of every resume, just as clothes are an integral part of the job applicant in the business world (Ulrich, 1983, p. 171). In addition, a job application letter serves as a message from the job applicant to the employer to make the first impression, in a non face-to-face communication. Beatty (1996) stated that the job application letter which accompanies the resume can clearly be a most critical tool to the overall effectiveness of a job search. If it is a carefully thought out and well designed, it can be attracting, raising curiosity, compelling interest, and begging the reader to read on.

In 2015, Thailand will become a part of AEC community. One of the cooperation missions between AEC's countries is free flows of skill labour. The free flows of labour are ASEAN Framework Agreement on Services: AFAS and the free flow of professional or skilled labour which will be affected by the mobilization due to the mutual Recognition Agreement (MRA) under the AEC. The seven plus one professional fields of free flows labour including engineering services, nursing services, architectural services, surveying qualifications, medical practitioners, dental practitioners and accountancy services, including tour guide services.

There are thousands of job searchers from international countries who will join the free flow labour market of the community and many of them aim to look for a job in Thailand. For Thai job applicants in free flow's seven professionals, they have to compete against the international labours to find a job in Thailand or international job. Even most of Thai labour has a high performance which is accepted by international level, but our language skill, especially English, is not good when compared to other ASEAN countries. Thai job applicants need to improve not only language skills, but they have to prepare themselves for the effectively process of finding a job in ASEAN countries or one with multi-cultural setting.

When applying for a new job especially in an international on a multi-cultural level, every steps of job searching are needed to consider. The first document which presents the qualification of job applicants to the employer is a job application letter. The letter serves as a message to give job applicant's details to the recruiter to get his or her attention. The job application letter writing is one of the most important steps which Thai job applicants should master. To find a job and compete against the labors of other countries in the community, effective job application letters are needed as the first document to represent the highlight qualifications, experiences and skills of the job applicant to the recruiters. The effective letter can save the job applicant from being rejected for an opportunity to an interview.

Obviously effective job application letter can increase the opportunity for job applicant to be invited to the interview. To write an effective letter, only a right format or good language is not enough. There are other factors which can help job applicants to write their effective letter.

The study aimed to analyze various concepts of writing job application letter. The correlation and the impact between the independent and dependent variables are discovered by examining the awareness of the AEC, English job application letter writing knowledge and the ability of Thai job applicants when writing job application letters. The study also aimed to provide information, suggestions of writing effective job application letters and the factors which are needed to improve of Thai job applicants for better understanding when starting to write a job application letter. Hence the researcher went into this study with some following questions. How does the awareness of AEC and job application letter writing relate to the ability of writing a job application letter? What factors have an impact on the job application letter writing ability? What factors do Thai job applicants urgently need to improve when writing a job application letter?

### **Methodology**

The subjects for this study were Thai job applicants who were newly graduated, or post employee, especially those who work in seven plus one professionals in the AEC's free flow of labour. The free flow of labour composes with engineering, nursing, architecture, surveying, medical science, dentistry, and accountancy plus tour guide.

Convenience sampling was applied to select the subjects and the company of the subjects. The characteristics of each subject who participated in this study were have an ability to write an English job application letter, completed at least Grade 12 (M.6) in any field of education or newly graduates, are Thai

nationality, are working at a company which require an English job application letter and are working in the field of AEC's free flow of labours.

The independent variables were the awareness of the AEC and job application letter writing knowledge while the ability of writing job application letter was defined as a dependent variable.

The JALWA Test was designed by the researcher as a questionnaire and ability test to reveal the answers. The test was divided into four parts. The first part aimed to find general information of the subjects: gender, age, educational level, occupation, work experience and field of the study of the subjects.

Second part expected to discover general knowledge about the AEC and a job application letter. The questions were rated by using 5 point Likert-type scales ranging from strongly agree (5) to strongly disagree (1).

The third part was divided into two sections: Section A was designed to investigate the ability of a job applicant to identify the name of job application letter formats and also find the format which they often use when writing an application letter, while section B designed to test whether the subjects can write the correct form of the components of job application letter.

The last section was the ability test of writing a job application letter which consisting of 15 questions. The test was created to test the job organization and persuasiveness of job application letter writing. The organization contains of format and component test, punctuation test, fragment sentence test and spelling test while the persuasiveness of job application letter writing comprises persuasive language and register use.

## Results

The results of this study derived from the quantitative analysis and findings as the following themes: (1) socio-demographic data of Thai job applicants (2) general knowledge about the AEC and job application letter writing (3) the ability of writing a job application letter and (4) The correlation between the awareness of the AEC and job application letter writing knowledge and the ability of writing a job application letter.

### 1. Socio-Demographic Data of Thai Job Applicants

Table 1 provides the overall information of the respondents of this study. The data such as gender, age, work experience, and occupation:

**Table 1***Socio-Demographic Data of Thai Job Applicants*

Factor	Number of Applicants	Percentage
1. Gender		
Male	99	32
Female	210	68
2. Age		
18 - 25 Yrs	59	19.1
25 - 35 Yrs	117	37.9
36 - 45 Yrs	102	33.0
46 - 55 Yrs	31	10.0
3. Educational Level		
High School	3	1.0
Diplomatic Certificate	5	1.6
Bachelor's Degree	237	76.7
Master's Degree	61	19.7
Doctor's Degree	3	1.0
4. Occupation		
Newly Graduated	22	7.1
Officer	127	41.1
Skilled worker	20	6.5
Manager/Administrative	37	12.0
Specialist	37	12.0
Other	66	21.4
Less than 1 Yr.	37	12.0
1 - 5 Yrs.	84	27.2
6 - 10 Yrs.	78	25.2
11 - 15 Yrs.	44	14.2
16 - 20 Yrs.	43	13.9
More Than 20 Yrs.	23	7.4
Engineering	18	5.8
Nursing	40	12.9
Tourism	82	26.5
Architecture	16	5.2

**Table 1** (continued)

Factor	Number of Applicants	Percentage
5. Field of Study You Graduated From		
Accounting	32	10.4
Surveying	12	3.9
Dentistry	17	5.5
Medical Science	14	4.5
Other	78	25.2

Table 1 indicates the profiles of the participating applicants of the study. Thirty two percent were men and sixty eight percent were women. Most of the respondents were aged with 25-35 years (37.9%) aged with 36-45 years (33%) aged 18-25 years (19.1%) and 46-55 years (10%) respectively. More than half of the respondents graduated the bachelor's degree (76.7%). 19.7% of the respondents had a master degree, 1.6% had a diplomatic certificate, 1% had a doctoral degree, and finally 1% had a doctoral degree. Most of the respondents identify themselves as an officer (41.1%), other (21.4%), administrative and specialist (12%) respectively. For their work experiences, most of the respondents had 1-5 years experiences (27.5%), 6-10 years (25.2%), 11-15 years (14.2%), 16-20 years (13.9%) and less than 1 year (12%). The number of respondents who work more than 20 years is 7.4%. All respondents were asked about their educational background, most of the applicants graduated from the faculty of tourism (26.5%), nursing (12.9%), accounting (10.4%), engineering(5.8%), dentistry (5.5%), and 25.2% were graduated from other fields.

## 2. Knowledge about the AEC and Job Application Letter Writing

The question “the coming of the AEC reminds you that an application letter should be attached to the document every time you apply for a job” was a second concern for Thai job applicant.

This section describes the data of knowledge about the AEC and job application letter writing as shown in the following tables:

**Table 2***The Awareness of the AEC Knowledge*

Factor	$\bar{X}$	SD	Meaning
1. An English job application letter is important when applying for a job in Southeast Asia.	4.25	.960	High
2. The coming of the AEC reminds you that an application letter should be attached to documents every time you apply for a job.	3.84	1.047	High
3. You can write an effective job application letter to apply for a job in ASEAN countries.	3.7	.969	High
4. You have general knowledge about the ASEAN Economic Community (AEC)	3.30	.917	Moderately High
Total	3.77	.614	High

Table 2 presents the awareness of the AEC, the table shows the highest scores in the question “An English job application letter is important when applying for a job in Southeast Asia” (4.25) while the question “You have general knowledge about the ASEAN Economic Community (AEC)” has the lowest scores (3.30). The overall scores of this part is 3.77 which refers to high level or good.

**Table 3***The Awareness of Job Application Letter Writing*

Factor	$\bar{X}$	SD	Meaning
1. You think that an effective letter should be organized, concise, and direct to the point.	4.26	1.032	High
2. You are aware that complete sentences are required when writing a letter.	4.14	.888	High
3. You think the letter format is important when writing a job application letter.	4.02	.696	High
4. You agree that an effective letter should be free of errors: spelling and typing, etc.	3.88	1.156	High



**Table 3** (continued)

Factor	$\bar{X}$	<i>SD</i>	Meaning
5. You can write the correct form of job application letter's components, such as date, sender's address and a complimentary close.	3.87	.977	High
6. You believe that your writing style in the job application letter attracts recruiters.	3.75	.910	High
Total	3.98	.642	High

Table 3 illustrates the mean of awareness of a job application letter writing knowledge. The question “you think that an effective letter should be organized, concise, and direct to the point” shown the highest scores (4.26) of the mean while the question “you believe that your writing style in the job application letter attracts the recruiters” receive lowest mean score (3.75). Total score of the awareness of job application letter writing is 3.98 which can identify as high level or good.

**Table 4***Job Application Letter's Formats*

Format	Number	Percentage
Modified Block Style	112	36.2
Personal Business Style	99	32.0
Block Style	98	31.7

Modify block style has the highest scores (36.2%) from three job application formats which Thai job applicants select when they start writing job application letter. Personal business style and block style are selected as the second and the third as shown in Table 4.

### 3. The Ability of Writing Job Application Letter

This part describes the data of the ability of writing job application letter of Thai job applicants. The information of the data is provided on tables 5 and 6.

Table 5 defines the finding of the ability of writing job application letter. The abilities divide in to two main abilities: the organization and persuasiveness. The organization are fragment sentence, format and component, spelling and punctuation, while register use and persuasive language are persuasiveness abilities.

**Table 5***The Ability of Writing Job Application Letter (Organization and Persuasiveness)*

Variable	Score	$\bar{X}$	SD	Percent	Meaning
1. Organization					
1.1 Fragment Sentence Test	20	16.01	4.07	80.05**	High
1.2 Format & component Test	40	28.93	6.99	72.32**	High
1.3 Spelling Test	12	8.63	2.78	71.91**	High
1.4 Punctuation Test	12	8.45	2.96	70.41**	High
Total	84	62.03	11.90	73.84**	High
2. Persuasiveness					
2.1 Register Use	8	4.27	2.61	53.37**	Moderate
2.2 Persuasive Language	8	2.20	2.90	27.50**	Low
Total	16	6.40	4.42	40.00**	Low
Grand Total	100	68.50	13.96	68.50**	High

\*\*adapted criteria from the ranking of Common European Framework of Reference for Language (CEF) and EF English Proficiency Index (EF EPI)

Table 5 illustrates the ability of writing job application letter consisting of two sections: Section A: Organization and B Persuasiveness.

Concerning the organization section, Table 5 shows that Thai job applicants have high ability (73.84%) to identify the job application letter's formats, write the correct the letter's components and received the high ability in the overall score (68.50%).

Regarding the persuasiveness section, Table 5 shows that the job applicants received the moderate ability (53.37%) in register use and had a low ability (27.50%) in persuasive language.

The overall total of the test is 68.5 scores from 100 scores which consider that they possess high ability in writing a job application letter in the AEC.

**Table 6***Overall Percentages of Mistakes of Writing Job Application Letter Ability*

Abilities	Mistakes	Correct Responses
1.The ability to use persuasive techniques in the letter	72.50	27.50
2. The ability to choose a word after the register	46.63	53.37
3. The ability to use punctuation correctly	29.59	70.41
4. The ability to spell correctly	28.09	71.91
5. The ability to identify job application letters' formats and to write a correct job application letters' components	27.68	72.32
6. The ability to identify fragment sentences	19.95	80.05

Table 6 illustrates the overall percentages of mistakes of writing job application letter. The findings classify three main mistakes which they need to urgently improve when writing a job application; (1) the persuasive communication ability (72.5%), (2) register use (46.63%) and (3) the ability to use punctuation correctly (29.59%).

#### 4. Correlation between the Respondents' Awareness of AEC and Job Application Letter Writing knowledge and Their Ability in Writing a Job Application Letter in the AEC

Some statistical techniques of the Pearson Correlation and Enter Regression analyses were applied in this study to examine the correlation between the awareness of the AEC and job application letter writing knowledge and their effective s on the respondents' ability in writing a job application letter in the AEC. This analytic strategy is a practical statistical method to find out the best predictor variables that create a significant role in explaining the greatest size of variance in the dependent variable (Cohen et al., 2003; Hair et al, 2005). When conducting regression, Cohen et al. (2003) and Hair et al. (2005) suggest that the researcher must be aware of a degree of interrelationships or multicollinearity among the independent variables. This is because the interrelationships among the independent variables can have an effect not only on their predictive power but also on the interrelationships among their anticipated results. In other words, this means that the independent variables are influencing each other, and thus it is difficult to assess their subsequent influence upon the determined or dependent factor (Ryan, 1995). If it is thought there is an indication of a high degree of multicollinearity among the independent variables, Cohen et al. (2003) and Hair et al. (2005) propose that it may be most appropriate to combine the variable into a single index or the use of summated scales, or drop the more peripheral ones. This multiple regression strategy

also provides analytic analyses that can decide whether such effects exist based on empirical or theoretical rationale (cited in Chaiya, 2013, p. 251). This multicollinearity assessment is based on the following usual rule of thumb for standardized data: VIF = 1 set of explanatory variables are un-correlated, whereas VIF>10 too high a level of VIF suggesting too much correlation. (cited in Ryan, 1995, p. 250).

To assess the above multicollinearity measures of the correlation matrix, the Variance Inflation Factor (VIF) and tolerances (1/VIF), Table 8 reports that all variables have high tolerance and a low VIF value. Such scores indicate that the study variables have a low degree of multicollinearity. When the plot or histogram of regression standardized residual was checked, the result shows that the distribution of the sample data corresponds to a normal distribution indicating a normal curve (see Appendix B). Given that the interrelationships among variables are further appropriate for both predictive purposes and estimated effects (Hair et al., 2005).

Table 7 shows that two independent variables (AEC awareness and job application letter writing knowledge awareness) are positively correlated to the respondents' ability in writing a job application letter in the AEC with a statistical significant level at .01. When considering their effects on the respondents' ability in writing a job application letter in the AEC with the Enter Regression analysis as shown in Table 8, it was found that only the respondents' awareness of the AEC knowledge was found to be the most important explanatory variable, with the beta value of 0.281 ( $t$ -value = 3.431,  $p < .001$ ) while the awareness of job application letter writing knowledge was not found to be related to the respondents' ability in writing a job application letter in the AEC. This would be possible that the main factor influencing the success of implementing their ability in writing a job application letter in the AEC is to primarily engage Thai applicants with the awareness of the AEC comprehension and intellectual capability rather than knowledge of writing a job application letter only.

**Table 7**

*Correlation Matrices of the Respondents' Awareness of AEC and Job Application Letter Writing Knowledge and Their Ability in Writing a Job Application Letter in the AEC*

Variable	Ability in Writing a Job		Job Application Letter Writing
	Application Letter	AEC Awareness	Awareness
Ability in Writing a Job			
Application Letter	1.000	.281 (Sig.=.000)	.233 (Sig.=.000)
AEC Awareness (X1)	.281	1.000	.518
Job Application Letter Writing			
Awareness (X2)	.233	.518	1.000

Note: Two-Tail Probability  $p < .05$

**Table 8**

*Multiple Regression Analysis of Respondents for Determinants in Their Ability in Writing a Job Application Letter in the ASEAN Economic Community (AEC)*

Independent Variable:	Dependent Variable: Letter Writing Ability					Collinearity Statistics	
	B	SE. B	Beta	t	p	Tolerance	VIF
Constant	9.301	1.163		7.996	.000		
AEC Awareness	1.061	.309	.219	3.431	.001	.732	1.367
Job Application Letter Writing Awareness	.552	.296	.119	1.863	.063	.732	1.367

Note: Two-Tail Probability  $p < .05$ ,  $F = 14.945$ , Adjusted R Square = .229

### Discussion

Regarding to the first finding indicating the relationship between the awareness of the AEC and job application letter writing knowledge and the ability of writing a job application letter, as shown in the previous Table 9, the current finding confirms that the applicants 'awareness of the AEC and job application letter writing is positively correlated to their ability of writing a job application letter in the AEC, with a statistical significance level at .05 ( $p = .000$ ). This means that whenever Thai applicants write a particular job application letter in the AEC, they should be first aware of the importance of the AEC by incorporating the key principles of the job application writing with the AEC contexts unavoidably before their writing the application letter. That is, when applying for a job in the AEC, a Thai applicant should have a specific knowledge about each country of the AEC countries. The result agrees with Quible, Johnson and Mott (1996) statement which suggests that when preparing the document as a message for written communication especially for the global job application, the document should be aligned with a particular social situation perspective. The current result also supports the mention of Glazer (1999) that the awareness of effective elements of written business communication, especially in job application letter writing, is important for the success of the job applicants in the new millennium.

Concerning the second theme, the findings on Table 10 demonstrates that only the awareness of the AEC knowledge has an impact on the ability of writing a job application letter while the awareness of job application letter writing knowledge has no impact on the ability of writing a job application letter. The current finding has implied that the awareness of the AEC contexts is important for the Thai applicants' writing a job application letter to apply for a job in the AEC although the awareness of writing

job application letter knowledge was not found to be an powerful variable on the Thai applicants' ability in writing a job application letter in the AEC. At a result, Thai job applicants need to prepare and get themselves ready and responsive for the upcoming AEC, especially gaining essential knowledge about specific qualifications required by the ASEAN countries. Therefore, to achieve the more capability in applying a job in the ASEAN countries, the impact of the awareness of the AEC knowledge associated with job application letter writing skills must be aware unquestionably.

For the last discussion concerning the factors which urgently need to be improved for Thai job applicants when writing a job application letter, the Job Application Letter Writing Ability Test (JALWA Test) was employed to serve the final purpose of the study. The JALWA Test was divided into two sections- organization test and persuasive test. The organization test deals with the test of job application letters' formats and components, punctuation, fragment sentence and spelling while the persuasive section composes with the test of persuasive language and register use.

Following the last concept discussion, the previous Table 11 shows that the applicants receive high score in the organization test, which means they can write a correct form of job application letters' formats, components or can spell the words correctly. Table 11 also shows that the applicants have low score in persuasiveness tests, which are the persuasive language and register use. In this aspect, the current research findings have shown that when writing an English job application letter, most of the Thai job applicants lack persuasive ability. For example, the applicants chose the incorrect words or incomplete sentences in their job application letters, or the words or sentences they used just explain only what they want rather than put some persuasiveness in their message; for instance, the applicants wrote "send me back your letter", or "looking forward to your reply", which are selected by most of Thai job applicants instead of "I hope I may have an opportunity to meet with you and talk about the position", which shows more persuasiveness. Thus, the findings derived from the current research findings suggest that the Thai applicants need to improve these persuasive skills immediately if they wish to apply for a job in the AEC.

This result corresponds to the statement of Beatty (1996) which states that a job application letter has to grab the employers' attention, raise curiosity, and greatly stimulate interest in the employment candidacy, the use of persuasiveness is thus an important factor to be considered when writing a job application letter internationally. Moreover, Chumworatayee (2001) also provides the similar idea as Beatty's that a job application letter serves as a powerful tool to present job applicants' skills, experience and the values they can bring to an employer. Also, Jeffers (1979) suggests that job application letter present an opportunity to sell the applicant himself or herself. The letter introduces the applicants' skills,

abilities and experiences that the applicant has to offer to the prospect employer. Similarly, Lewis and Grappo (1993) state that a job application letter is a place where job applicants sell themselves by describing some unique incident or experience.

Therefore, only the organization ability such as the ability to write a complete sentence, to spell or use punctuation correctly is not enough to create an effective job application letter. The persuasive writing ability also plays an important role for writing effective job application letter.

Importantly, to improve the writing of the Thai job applicants, persuasiveness of a message must be deliberated. Persuasive writing must be educated to Thai job applicants in order to develop their job application letter writing and the awareness of persuasiveness and organization must be concerned while writing a job application letter.

### **Recommendations**

Regarding to the result of the study, Thai job applicants should apply the persuasive techniques when writing job application letter. The ability to choose the words which match the registers is also another way to enhance the opportunity to be selected to the job interview. Thai job applicants have to concern about the correctness of job application letter. The data shows that Thai job applicants have a problem with the punctuation usage. Therefore, the applicants need to study more about the correct usage of punctuation.

Finally, for the future research, the researcher would suggest to put more questions about the persuasiveness and register use when create the questionnaire and the test, in order to achieve some more information about the ability to use persuasiveness and register use of Thai job applicants.

### References

- Allen, G. J. (1995). *The resume makeover*. Hoboken, NJ: John Wiley & Sons.
- Beatty, H. R. (1996). *175 High-impact cover letter* (2nd ed.). Hoboken, NJ: John Wiley & Sons.
- Chaiya, P. (2013). *Service management of luxury hotels in Bangkok: An assessment of service quality performance*. Unpublished PhD Thesis. The University of Waikato.
- Chumworatayee, Tipamas. (2001). *English for job applications*. Bangkok: Thammasat University Press.
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Hillsdale, NJ: Lawrence Erlbaum.
- Corwen, L. (1992). *Your resume: Key to a better job*. New York: Arco Publishing.
- Glazer, J. (1999). *Understanding style: Practical ways to improve your writing*. New York: Oxford University Press.
- Hair, J. F., Babin, B., Money, A. H., & Samouel, P. (2003). *Essentials of business research methods*. Danvers, MA: John Wiley & Sons.
- Jeffers, R. W. (1979). *Selling yourself the way to a better job*. New Jersey: Prentice-Hall.
- Lewis, A., & Grappo, G. J. (1993). *How to write better résumés*. New York: Barron's Educational Series.
- Ryan, C. (1995). *Researching tourist satisfaction: Issues, concepts, problems*. London: Routledge.
- Ulrich, Heinz. (1983). *How to prepare your own high-intensity resume*. New Jersey: Prentice-Hall.
- Wilson, F. R., & Lewis, A. (1983). *Resumes for executives and professionals*. New York: Barron's Educational Series.
- Zane, K. Q., Margaret, H. J., & Dennis, L. M. (1996). *Business communication: Principles and applications*. New York: Simon & Schuster.