

สภาพแวดล้อม อาคารสถานที่ที่มีค่าเฉลี่ยเท่ากับด้านการบริการและการอำนวยความสะดวกอื่น ตามลำดับ

2. ผลการเปรียบเทียบระดับปัจจัยที่มีผลต่อการตัดสินใจของผู้ปกครองในการส่งเด็กเข้าเรียนระดับการศึกษาปฐมวัยของโรงเรียนเอกชน จังหวัดมหาสารคาม พบว่าโดยรวมแตกต่างกันมีนัยสำคัญทางสถิติที่ระดับ .01 เมื่อพิจารณาเป็นรายด้าน พบว่า ด้านการบริการและการอำนวยความสะดวกอื่นแตกต่างกันมีนัยสำคัญทางสถิติที่ระดับ .01 ส่วนด้านอื่นๆ ไม่แตกต่างกัน เมื่อพิจารณารายคู่พบว่า อาชีพข้าราชการ และ อาชีพรับจ้างทั่วไป มีผลต่อการตัดสินใจส่งเด็กเข้าเรียนในโรงเรียนเอกชน แตกต่างอย่างมีนัยสำคัญทางสถิติที่ระดับ .01



มหาวิทยาลัยราชภัฏมหาสารคาม
RAJABHAT MAHASARAKHAM UNIVERSITY

TITLE The Factors Affecting Parents' Decision-Making on Sending Their Children to Learn at the Early Childhood Education Level at Private Schools in Changwat Maha Sarakham

AUTHOR Suthasinee Prasanwong **DEGREE** M.Ed. (Educational Administration)

ADVISORS Dr. Adulyasak Soonthomrojana Chairman
Chaminan Phonhan Committee
Nitaya Sripatthar Committee

RAJABHAT MAHA SARAKHAM UNIVERSITY, 2007

ABSTRACT

The purposes of this study were to examine and compare levels of factors affecting parents' decision-making on sending their children to learn at the early childhood education level at private schools in Changwat Maha Sarakham. The study held the conceptual framework of 6 factors comprising (1) guideline for experience organization, (2) personnel, (3) instructional media, (4) arrangements of environment, buildings and space, (5) relationships between parents and school, and (6) providing services and other facilities as classified according to the status as overall and in each aspect. The sample consisted of 345 parents of the students attending private schools that provided early childhood education in Changwat Maha Sarakham in the academic year of 2006, obtained by using the stratified random sampling technique. The instrument used for gathering data was a 50-item Likert-type rating-scale questionnaire with a reliability 0.972. The gathered data were analyzed by the use of a computer program to find out percentage, mean, and standard deviation ; and F-test (One-way ANOVA) was employed for testing hypotheses.

The results of the study were as follows :

1. The factors affecting parents' decision-making on sending their children to learn at the early childhood education level at private schools in Changwat Maha Sarakham as overall were at a high level. When each aspect was considered, it was found that the factor was at a high level in every aspect. The first 3 ranks from the highest to the lowest mean were : guideline for experience organization ; arrangements of environment, buildings and space ; and providing services and other facilities.

2. For the results of comparing the factors affecting parents' decision-making on sending their parents to learn at the early childhood education level at private schools in Changwat Maha Sarakham, it was found that the factors as overall were different decisions at the .01 level of statistical significance. When each aspect was considered, it was found that in the aspect of providing services and other facilities had different decisions at the .01 level of statistical significance. The other aspect did not have different decisions. When each aspect was considered, it was found that the parents who were government officials and being hired in general had different decisions at the .01 level of statistical significance.