

มีนัยสำคัญทางสถิติที่ .05 โดยมีค่าค่าสัมประสิทธิ์สหสัมพันธ์พหุคูณเท่ากับ .23 ตัวแปรอิสระที่มีผลต่อการจัดการธุรกิจชุมชนของกลุ่มแม่บ้านเกษตรกร อำเภอสังขม จังหวัดหนองคายมากที่สุด คือ เพศ สถานภาพ และระดับการศึกษา ส่วนตัวแปรอิสระอีก 10 ตัวแปร ไม่มีผลต่อการจัดการธุรกิจชุมชนของกลุ่มแม่บ้านเกษตรกร อำเภอสังขม จังหวัดหนองคาย อย่างไม่มีนัยสำคัญทางสถิติที่ระดับ .05 ซึ่งสามารถสรุปเป็นสมการได้ ดังนี้

สมการถดถอยในรูปคะแนนดิบ คือ $Y = 3.78 + (-0.17)X_1 + (-0.06)X_2 + 0.10X_3 + (-0.14)X_4 + 0.04X_5 + (-0.05)X_6 + 0.08X_7 + (-0.01)X_8 + 0.04X_9 + 0.02X_{10} + (-0.03)X_{11} + 0.06X_{12} + 0.07X_{13}$

สมการถดถอยในรูปคะแนนมาตรฐาน คือ $Z = (-0.27)Z_1 + (-0.15)Z_2 + 0.29Z_3 + (-0.22)Z_4 + 0.07Z_5 + (-0.09)Z_6 + 0.19Z_7 + (-0.02)Z_8 + 0.08Z_9 + 0.04Z_{10} + (-0.06)Z_{11} + 0.10Z_{12} + 0.12Z_{13}$



มหาวิทยาลัยราชภัฏมหาสารคาม
RAJABHAT MAHASARAKHAM UNIVERSITY

TITLE : Factors that influential manage to community business of agricultural housekeeper group, Sangkhom District, Nongkhai Province.

AUTHOR : Miss. Arada Pitasut **DEGREE** : M.B.A.

ADVISOR : Assoc. Prof. Dr. Wongpattana Sriprasert Chairperson

RAJABHAT MAHASARAKHAM UNIVERSITY, 2010

Abstract

The core objectives of this independent study were as follows: 1) to study learning, marketing factors, and manage to community business, and 2) to study personal characteristic, learning, and marketing factors that influential manage to community business agricultural housekeeper group, Sangkhom District, Nongkhai Province. The independent study quantitative method which sampling group comprised of 165 persons were the entrepreneur who member of agricultural housekeeper group at 95% statistical confidential level. Questionnaires were used in the study and analyzed by using statistical program of 5-level rating scale, the reliability scale was at .96. The data was collected and analyzed by using descriptive statistics such as frequency, percentage, mean, standard deviation. The hypotheses were tested by Pearson Product Moment Correlation Coefficient and Multiple Linear Regression Analysis.

The results revealed that :

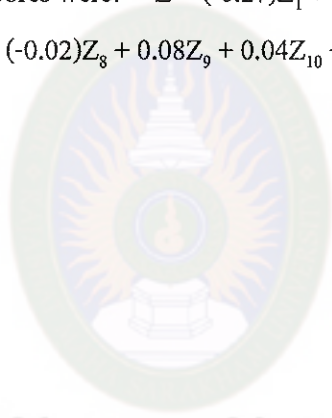
Regarding the opinions towards the learning factors, overall and individually, they were at a high level. The highest average belonged to training aspect while the middle average belonged to the aspect of participating, learning and true operation, and communication.

Regarding the opinions towards the marketing factors, overall and individually, they were at a high level. The highest average belonged to place, price, and product aspect while the middle average belonged to the aspect of promotion.

The results of the multiple linear regression analysis were as follow : the personal characteristic, learning, and marketing factor that influential manage to community business agricultural housekeeper group, Sangkhom District, Nongkhai Province, there were most variable be the aspects of age, statue, education. The coefficient was equal to .23 at .05 statistically significant level and can be written as predicted equation in terms of raw and standard score as follows:

In term of raw scores were: $Y = 3.78 + (-0.17)X_1 + (-0.06)X_2 + 0.10X_3 + (-0.14)X_4 + 0.04X_5 + (-0.05)X_6 + 0.08X_7 + (-0.01)X_8 + 0.04X_9 + 0.02X_{10} + (-0.03)X_{11} + 0.06X_{12} + 0.07X_{13}$

In term of standard scores were: $Z = (-0.27)Z_1 + (-0.15)Z_2 + 0.29Z_3 + (-0.22)Z_4 + 0.07Z_5 + (-0.09)Z_6 + 0.19Z_7 + (-0.02)Z_8 + 0.08Z_9 + 0.04Z_{10} + (-0.06)Z_{11} + 0.10Z_{12} + 0.12Z_{13}$



มหาวิทยาลัยราชภัฏมหาสารคาม
RAJABHAT MAHASARAKHAM UNIVERSITY