Apinya Apisitvanit 2010: Personality, Friendship, Self-Esteem and Happiness of Undergraduate Students in Kasetsart University, Bangkhen Campus. Master of Science (Community Psychology), Major Field: Community Psychology, Department of Psychology. Thesis Advisor: Mr. Theerapat Wongkumsin, Ed.D. 263 pages.

The objectives of this research were to study: 1) the level of the personality of undergraduate students in Kasetsart university, Bangkhen campus, 2) the level of the friendship of undergraduate students in Kasetsart university, Bangkhen campus, 3) the level of the self-esteem of undergraduate students in Kasetsart university, Bangkhen campus, 4) the level of the happiness of undergraduate students in Kasetsart university, Bangkhen campus, 5) personal factors, personality, friendship and self-esteem that influence on happiness of undergraduate students in Kasetsart university, Bangkhen campus. The samples used in this research were 603 undergraduate students of Kasetsart university at Bangkhen campus. The data were collected by questionnaires and analyzed by a statistical package program. The statistical methods used for analysis were percentage, mean, standard deviation, and stepwise regression analysis. The statistical significance were set at .001, .01 and .05 level of confidence.

The results were as follows: 1) the extraversion dimension, the openness to experience dimension, the agreeableness dimension and the conscientiousness dimension on personality of students were at the high level, but the neuroticism dimension on personality of students were at the moderate level 2) the friendship of students were at the high level, 3) the self-esteem of students were at the high level, 4) the happiness of students were at the moderate level, and 5) the analysis of stepwise regression analysis found that mutual 8 variables could predict the happiness of students with the statistical significance level of .001 and could explain it at 26.7 percent (R^2_{adj} = .267), that the personality (neuroticism dimension) could predict the happiness with the statistical significance level of .001, the self-esteem (significance), the self-esteem (competence) and mother's occupation (housewife/the unemployed/die) could predict the happiness with the statistical significance level of .01, and the friendship (help), the friendship (emotional security), the personality (extraversion dimension) and the personality (conscientiousness dimension) could predict the happiness with the statistical significance level of .05. Especially, the personality (neuroticism dimension) was the best predictor among those factors analyzed.

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