

Suntharee Saebang 2010: Factors Impacting Parents' Decision Making in Private Kindergarten School Selection in Mueang Nakhon Si Thammarat District Nakhon Si Thammarat Province. Master of Education (Early Childhood Education), Major Field: Early Childhood Education, Department of Education. Thesis Advisor: Associate Professor Pattamavadi Lehmongkol, Ph.D. 143 pages.

The purpose of this research was to study factors impacting parents' decision making in private kindergarten school selection in Mueang Nakhon Si Thammarat District Nakhon Si Thammarat Province.

The subjects were 357 parents of preschool children studying in kindergarten level 1 second semester year 2009 of private kindergarten school in Mueang Nakhon Si Thammarat District Nakhon Si Thammarat province. The Instrument used in this research was questionnaire. The collected data was analyzed by the application of percentage, standard deviation, mean score and multiple regression.

The results indicated that factors impacting parents' decision making in private kindergarten school selection in Mueang Nakhon Si Thammarat District Nakhon Si Thammarat Province were: 1) teacher roles : parents considered school that teacher were smiling, giving nice words and taking good care of all children. 2) provision of experience : parents considered experience provision that emphasizing physical, emotional, social, and cognitive development for children through play and sensory function. 3) student service: parents considered school that providing clean and healthy food, providing measures in helping and preventing accident, providing health check up regularly and providing security guard. 4) tuition fee: parents considered school that following government 15 years tuition fee free of charge policy. 5) environment provision : parents considered school that located in convenience location, and the environment that was clean, green, and safety atmosphere. 6) building community relationships: parents considered school that providing printed material and regularly providing information to parents.

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Student's signature

Thesis Advisor's signature