

Lertthiwat Yodlum 2009: The Causal Factor Effecting Toward Learning Efficiency on Web Based Training. Doctor of Education (Educational Technology), Major Field: Educational Technology, Department of Educational Technology. Thesis Advisor: Associate Professor Saroch Sopeerak, Ed.D. 216 pages.

The purposes of the research were to study the factors effecting toward learning efficiency on web based training and to develop causal model of learning efficiency on web based training. The subjects were 273 TOT Public Company, Limited's employees who has passed the TOT Products training course. The research instrument was a questionnaire; asking for the opinions level towards the factors on Web Based Training. The analysed data was identified to response any various factors and the LISREL program was used to test the structural model.

The research results were as follows:

The causal factor model effected towards learning efficiency on Web Based Training consistent with empirical data in good level. Goodness of fit indicators included a chi-square value of 106.93 with 56 degree of freedom; GFI=0.94; AGFI=0.92; CFI=0.97; SRMR=0.066 and RMSEA=0.054. The six factors effecting towards learning efficiency on Web Based Training were learner, learning behavior, design, organization, facilitator and attitude. The factors that had directly effected towards learning efficiency on Web Based Training as follows: learning behavior, facilitator, design and attitude respectively. The factors that had indirectly effected towards learning efficiency on Web Based Training as follows: organization, learner, design and facilitator respectively. The highest effected level towards learning efficiency on Web Based Training was learning behavior factor.

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Thesis Advisor's signature

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