

Tanawan Asawarachan 2007: Guardians' Decision Making Reasons in Private Kindergarten Schools in Phra Nakhon Si Ayutthaya Province. Master of Education (Early Childhood Education), Major Field: Early Childhood Education, Department of Education. Thesis Advisor: Miss Chalutip Samahito, Ed.D. 120 pages.

The purpose of this research was to investigate guardians' affecting decision making reasons on selecting the kindergarten schools in Phra Nakhom Si Ayutthaya province.

The samples of this study consisted of 286 parents of the private kindergarten schools in the first year the second semester of 2006 academic year in Phra Nakhon Si Ayutthaya province. The instrument used in this study was questionnaire. The collected data was analyzed by the application of percentage value.

The findings showed that the average ages of the samples were between 31 and 40 years old, possessed a bachelor degree, and were employed and owned personal business. The majority of the samples were the mothers. The average income was between 10,001 and 50,000 baht per month.

The reasons in parents' private kindergarten school selection were: 1) the academic reasons, including the educational arrangement emphasizing on physical, emotional, social and intellectual development; 2) the teachers' role reasons, including the appropriate work assignment for children's abilities; 3) the building and environment arrangement reasons, including the appropriate numbers of classrooms and the class sizes; 4) the school relationships with the community and parents reasons, including the regular reports of the students' behavior progress, and developments; 5) the service reasons, including healthcare training in eating, offering the aides and accident prevention, and regular health checkup ; 6) the fee reasons, including the reasonable fees and the appropriate expenses for the special activities.

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