

Thanapob Sondee 2014: Factors Affecting Undergraduate Admission to the Faculty of Science at Sriracha, Kasetsart University Sriracha Campus : A Case Study of Mathayom 6 Students in Amphoe Si Racha, Changwat Chon Buri. Master of Economics (Business Economics), Major Field: Business Economics, Faculty of Economics at Sriracha. Thesis Advisor: Mr. Pat Pattanarangsun, Ph.D. 96 pages.

This study aimed to 1) study personal characteristics of Mathayom 6 students in Amphoe Si Racha Changwat Chon Buri 2) survey opinion on factors affecting admission 3) compare between personal characteristics and factors affecting admission to the Faculty of Science at Sriracha and 4) study factors affecting undergraduate admission to the Faculty of Science at Sriracha. The primary data using questionnaire was collected from 300 Mathayom 6 Students in Amphoe Si Racha, Changwat Chon Buri and analyzed by frequency, percentage, arithmetic mean, standard deviation and logit model.

The study revealed that personal characteristics of Mathayom 6 students major Science - Mathematics in Amphoe Si Racha were as follows: most respondents were male, studied in private school with GPA higher than 3.25, had 2 siblings whose parents worked for business owners, merchants and employees with average monthly income less than 20,001 bath. According to respondents' opinion, they were proud of themselves with study success in fair level. In addition, their parents were the most influential persons to help them make decision on studying in undergraduate admission.

The results showed that factors affecting undergraduate admission to the faculty of Science at Sriracha at a statistical significance level of 0.10 were gender, Mathayom 6 GPAX, type of school, achievement in study, influential persons for undergraduate admission and the opinions on the Faculty of Science at Sriracha in perspectives of faculty image, educational programs, numbers of majors and the tuition costs.

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Thesis Advisor's signature