

ABSTRACT

The number of universities in Thailand has dramatically increased since the government deregulated the university education policy. This rapid expansion of the universities in terms of increased student enrollment has consequently caused the increase in the number of students and also has resulted in a shortage of dormitory services.

The main purposes of this independent study were to discover the factors influencing the decision-making process of students regarding the renting of accommodation, and to measure the extent of students' satisfaction with dormitory services in Mueng district, Nakornpathom province. The subjects of this study were 200 students who rented private dormitories adjacent to Silpakorn University in Mueng district, Nakornpathom province. The instrument used in this study was a questionnaire consisting of both closed-ended questions with likert-scale measurement, and opened-ended questions. The findings were analyzed by using the SPSS (Statistical Package for the Social Science) to find descriptive statistics such as frequency, percentage, and mean.

The research results were as follows:

- 1) Most students evaluated overall characteristics of private dormitories by first looking at their location before making a decision.
- 2) Most students were satisfied with the overall services provided by private dormitories in Mueng district, Nakornpathom province, though there were some elements with which most students felt neither satisfied nor dissatisfied.

The results of this study could be used as baseline information for the improvement of private dormitory services.