

Woraluk Nuanplub 2011: A Discriminant Analysis of Factors Related to High and Low Learning Achievers of Bachelor of Accountancy Special Program Kasetsart University Students. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Associate Professor Usana Patramontree, M.B.A. 118 pages.

The research purpose was to use the Discriminant Analysis Technique to study Intellect and Non-Intellect influencing factors of student groups with high and low academic learning achievers of Bachelor of Accountancy Special Program Kasetsart University. The data were collected through questionnaire received from selected 98 students with cumulative grade high and low. The data were analyzed by descriptive statistics including percentage, mean, and standard deviation. The T-test and Pearson Correlation and discriminant analysis technique with stepwise method were used for hypotheses testing at 0.01 statistical significance level.

The research result found a significant difference of Intellectual and Non-Intellect studying factors of these two groups. There were 18 out of 72 studying variables with significant correlations which could be in the discriminant function. The derived function showed correct prediction regarding group classification on the average of 96.9 percent. The result also indicated that the most three influencing factors of two groups respectively were: 1) the grade on the Principles of Accounting Introductory course, 2) student asking when they have problems in learning and 3) the participation in the university competition activities with scholarships or awards. The study recommend helping student in learning the Principles of Accounting Introductory course , enhancing the asking time for students for both in and after classes and providing more competition activities with rewards for student academic motivation.

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Thesis Advisor's signature