

Kasamon Thumkanaros 2013: A Study of Private Kindergarten Selection of Parents in Chatuchak District Bangkok Metropolitan. Master of Education (Early Childhood Education), Major Field: Early Childhood Education, Department of Education. Thesis Advisor: Assistant Professor Chalatip Samahito, Ed.D. 163 pages.

This research examined the factors associated with the private kindergarten school selection and its correlation with the personal information of the preschool parents in Chatuchak District, Bangkok Metropolitan. The samples in this research were the preschool parents whose children were studying in level 1 of the second semester, 2011 academic year. The total numbers of the parents in this area were 4,250. The samples were 351 parents, selected from 5 schools. The instruments included the questionnaire was divided into two parts. The first part was personal general information including genders, age, income, education, occupation and the second part was the questionnaire asking the parents decisions to choose a private preschool decisions in Chatuchak district, Bangkok metropolis. Data was analyzed by percentage, mean, standard deviation, comparisons of the difference in the average of the samples over two or more groups.

The research findings revealed that most preschool parents were female, at the ages between 31 and 40 years old and earned the monthly incomes in the ranges of 25,001-40,000 Baht. They held the bachelor's degree and most of them were private company employees. The factors that the parents selected the private preschool included 1) the teachers' roles aspect 2) the school' aspect 3) the learning and teaching provision 4) the service aspect 5) the fee aspect.

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Thesis Advisor's signature