

Chackrapan Yingdumnoon 2014: The Differences of Personal Factors and Tutoring Schools on the Opinion of Positive Reinforcement Factors: Case Study of Science Tutoring Schools. Master of Business Administration, Major Field: Business Administration, Faculty Business Administration. Thesis Advisor: Mr. Suparerk Sooksmarn, D.B.A. 96 pages.

The Differences of Personal Factors and Tutoring Schools on the Opinion of Positive Reinforcement Factors: Case Study of Science Tutoring Schools were to study the common characteristics of students who choose to enroll in a Tutoring Schools of gender, age, education, cost of learning, number of tutorial classes per week, students before and after school Level of improvement in the field of knowledge. and reasons for selecting tutorial classes of students who study consists of five Tutoring Schools Chemistry of Teacher Au Tutoring Schools, The Brain Tutoring Schools, Applied Physics Tutoring Schools, On Demand Tutoring Schools and Bio Beam Tutoring Schools, to study the benefits of the tutorial and the level of positive reinforcement factor affecting students in science Tutoring Schools , to study individual differences factors such as gender, age, education and tutoring Schools reviews the positive reinforcement of school science tutoring schools . The sample used in this research is that students at upper secondary schools. Number 5 of 400 science statistics used in data analysis were percentage, arithmetic mean, standard deviation The hypothesis testing each of the tests, the difference of the mean (t-test) analysis, ANOVA (F-test) to find the difference to be tested by the paired (Multiple Comparisons) with method of LSD at 0.05 level of significance.

The results showed that the sample of gender, age and education level has a different opinion on the positive reinforcement are no different. But considering samples with different tutoring schools in the opinions of different factors of positive reinforcement. Statistically significant at the 0.05 level.

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Thesis Advisor's signature