

**3**

:

(quantitative and qualitative research)

***1***

(4) (2) (5) (3) (1)  
(4) (6) (7) (8)  
/ (9)

***2***

(1)

(2)

(3)

/

***3***

(validity)

(reliability)

***4***

***5***

11

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( )

3

3

(purposive sampling)

. . 2552-2553

100

322

199

521

-

1.

2.

3

4

(pre-test)

5.

(try out)

(reliability)  
(Cronbach's alpha

coefficient)

30

0.97

-

0.98

0.97

0.97

6

1. 1

1.1 -

1.2

1.3

1.4

1.5

1.6



1.00-1.85  
3 3

(rating scale) 7

15

7  
6  
5  
4  
3  
2  
1

6.16-7.00  
5.30-6.15  
4.44-5.29  
3.58-4.43  
2.72-3.57  
1.86-2.71  
1.00-1.85  
4 4

(rating scale) 7

12

7  
6  
5  
4  
3  
2  
1

6.16-7.00  
5.30-6.15  
4.44-5.29  
3.58-4.43  
2.72-3.57  
1.86-2.71  
1.00-1.85  
5. 5

(rating scale) 7

16

7  
6  
5

4  
3  
2  
1

6.16-7.00  
5.30-6.15  
4.44-5.29  
3.58-4.43  
2.72-3.57  
1.86-2.71  
1.00-1.85  
6      6

/

1.  
1.1  
  
1.2  
  
1.3  
1.4

2

21

22

23

1.

2

3.

4

121

86.80

25 2553 14 2553 51  
5.

1. (descriptive statistics)  
(frequency) (percent)  
(arithmetic mean) (standard deviation)

2

$t$ -test ( , 2550) independent  
3

(Pearson's product moment  
correlation coefficient)  $r$  0.05  $r$

-1 +1  
( , 2542, 11)  
2

$r$  0.70 1.00  
 $r$  0.30 0.69  
 $r$  0.30

122

3.1

+

3.2

-

3.3

4 (factor analysis) ( ,2534 161)

1

1

(Hair, 1995)

(1)

(dummy variable) (2)

(3)

( r>.20)

(4)

300-500

1000 (Comrey, 1973)

(Tabachnick & Fidell, 1983, p.379)

5.

(multiple regression analysis)

(1)

(predictor variable)

(criterion variable)

(dummy variable)

(regression coefficient)

(beta weight)

7

(2)

(3)

( , 2544)

6

(path analysis)

SPSS

Lisrel

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