

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration in Business Administration

NEEDS FOR TUTORIALS OF HIGH SCHOOL STUDENTS

A CASE STUDY IN MUANG AND NEARBY DISTRICTS, CHIANGMAI PROVINCE

By

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The objectives of this research were to find out 1) needs for tutorials of high school students in Muang and nearby districts, Chiangmai province; and 2) factors relating to their needs.

The data were collected by means of questionnaires from 388 high school students in Muang and nearby districts of Chiangmai and analyzed through the Statistical Package for the Social Science (SPSS for Windows Version 6.0).

The research findings revealed that most of the students were Matayomsuksa 4 girl students studying in a science program in public schools with a grade point average of 2.51 - 3.00. Most of their parents had completed a primary level of education and fathers were government officers whereas mothers were engaged in private businesses. Monthly

incomes of each family were lower than 10,000 baht. The residences of these students are located in Muang district.

The students' needs for tutorials were at a high level and their main purpose was to prepare themselves for the university entrance examination. The three subjects most needed were English, Mathematics 1 (Science Program), and Physics. They preferred having tutorial classes at tutorial institutes to schools. They also preferred the instructional method of content conclusion and emphasis to others. Most of the students preferred to have 3 hours of tutorial classes during 9:00-12:00 a.m. on Saturday and Sunday, and 2 hours a day during weekdays. They wanted to have tutorials during the first and second semesters. They indicated the most appropriate fee of 26-50 bath per hour for each subject. The people playing the most significant role in making decision on attending tutorials were the students themselves. They wanted to get information about tutorial institutes from those having taken the courses.

The factors relating to the students' needs for tutorials were found to be cultural, social, personal, and psychological factors, all of which were correlated with their needs at a low level.