

Roongtiwa Inprung 2011: Self - Efficacy, Career Success, and Life Satisfaction of Rubber Planters at Tambon Tha Dok Khom Amphoe Bueng Khong Long in Bueng Kan Province. Master of Science (Community Psychology), Major Field: Community Psychology, Department Psychology. Thesis Advisor: Associate Professor Supanee Sontirat, Ed.D. 173 pages.

The purposes of this study were: 1) to find level of self efficacy, career success and life satisfaction of rubber planters at Tombon Thadokkhom Bueng Khong Long in Bueng Kan Province. 2) to the investigate life satisfaction according to personal factors. 3) to study the relationship between self efficacy and life satisfaction. 4) to study the relationship between career success and life satisfaction.

Sample consisted of 340 rubber planters at tombon Tha dok khom Bueng Khong Long in Bueng Kan Province. The data were collected by using questionnaires and analyzed by computer package program. The statistical were percentage, mean, standard deviation, t –test, F – test (ONE WAY ANOVA), LSD and Pearson's Product Moment Correlation Coefficient. The level of significance was set at 0.05

The results revealed that 1) self efficacy, career success, and life satisfaction of rubber planters were at moderate level. 2) level of education, salary, land for rubber cultivation had effect on life satisfaction with statistical significance at 0.01, 0.05 and 0.01 respectively. 3) self efficacy had positively by correlated to life satisfaction with statistically significance at 0.001. 4) career success had positively correlated to life satisfaction with was statistically significance at 0.001

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Thesis Advisor's signature