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Factors Affecting Decision Making on Selection of Attending Aun-Aree School, Samut Prakan Province.

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Abstract
The purposes of this research were to study the factors affecting decision making on selection of Attending Aun-Aree School, Samut Prakan province, and to compare the factors affecting decision making on selection of attending Aun-Aree School, Samut Prakan Province for guardians, classified by demographic traits. There were 280 samples. The questionnaire was used as a research tool. The statistical data analysis were shown as percentage, mean, standard deviation, t-test and analysis of variance.

The findings of this research were revealed that the factors affecting decision making on selection of attending Aun-Aree School overall at high level. When considered aspect by aspect, it showed that the guardians' satisfaction was at high level for the subject context aspect, the personnel aspect, the building and school environment aspect, and teaching instrument and media aspect. When considered item by item, it showed that the guardians' satisfaction was at the highest level for 2 items, which were the activity arrangement of teaching to suit the subject and curriculum, and the arrangement of supplementary subject, such as computer, English, Chinese, and sport. The comparison results of the factors affecting decision making on selection of attending Aun-Aree School, Samut Prakan Province for guardians indicated the guardians with different sex had satisfaction overall with statistical difference at significance level of 0.05. When considered aspect by aspect, it showed that the guardians with different age and education level had satisfaction in the tuition rate aspect with statistical difference at significance level of 0.01. The guardians with different monthly income had satisfaction in the personnel aspect with statistical difference at significance level of 0.01. The guardians with different sex and age had satisfaction in the other service aspect with statistical difference at significance level of 0.01. Also, The guardians with different age had satisfaction in teaching instrument and media aspect with statistical difference at significance level of 0.05.