

**PARENTS' SATISFACTION IN DEJANUSORN PRIMARY  
SCHOOL IN NAKORNPATHEM, THAILAND**



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NAKORNPATTHOM PROVINCE, THAILAND

KWANGIL KIM 5138428 SHEM/M

M.Ed. (EDUCATIONAL MANAGEMENT)

THESIS ADVISORY COMMITTEE: ARISARA LEKSANSERN, Ed.D., NUG-ROB  
RAWANGKARN, M.Ed., PATREYA KITCHAROEN, Ph.D.

ABSTRACT

This paper focused on the levels of parents' satisfaction in Dejanusorn Primary School in Nakornpathom province, and to compare the level of parents' satisfaction in Dejanusorn Primary School by their personal characteristics such as gender, age, education level, income, and distance from school.

The research method applied in this study was a descriptive survey. There were 424 students in Dejanusorn Primary School, and the researcher decided that the unit of analysis is to be the individual student, not household. Therefore, the population was 424 parents for this research. A conceptual framework was adapted from several previous studies. Data were analyzed by frequency, percentage, mean, standard deviation, t-test, and ANOVA.

The findings of the research were as follows (1) The parents' personal characteristics were analyzed by frequency percentages. (2) The determination of the levels of parents' satisfaction in Dejanusorn Primary School were computed by mean and standard deviation. (3) The comparison on the differences between personal characteristics with their effects on parents' satisfaction in Dejanusorn Primary School were analyzed by t-test and ANOVA.

This research would benefit Dejanusorn Primary School in several ways (1) To identify the level of parents' satisfaction towards choosing Dejanusorn Primary School. (2) To present the parents' opinion about the problems or weak points at Dejanusorn Primary school to identify areas in which they would like the school to improve, and to provide their useful suggestions. (3) To present the result of this research to Dejanusorn Primary School in order to improve the school. (4) To provide benefits to other private schools with similar contexts which are interested in conducting further research in this field.

KEY WORDS: PARENTS' SATISFACTION / SATISFACTION FACTORS /  
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114 pages