

ABSTRACT

Titel : The Analysis of the Decision of the Chinese Students Studying Thai Language in the Faculty of Humanities and Social Sciences, Bansomdejchaopraya Rajabhat University.

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The objectives of this research were to study opinions of the decision of the Chinese students studying Thai language in the Faculty of Humanities and Social Sciences, Bansomdejchaopraya Rajabhat University and to study characteristics of demography to relate with opinions of the Chinese students studying Thai language in the Faculty of Humanities and Social Sciences, Bansomdejchaopraya Rajabhat University.

The results of personal information aspect revealed that most of the samples were female (82.7%), male (17.3%) and span of age of the students who chose to study Thai language, most of the samples were 20-30 years old (90.6%) and age less than 20 years old (7.9%). Most of them have educational background at Diploma (80.3%) and the graduated students at secondary level (14.4%). The majority of the samples answering questionnaire were students' code in 2015 (33.1%), the students' code in 2014 (32.3%). The students had grade point average at 2.51-3.00 (56.7%) and grade point average at 2.00-2.50 (28.3%). Their average monthly income was 20,001-30,000 baht (68.5%) and earning average monthly income more than 30,000 baht (31.5%). Their parents / guardians are officers of company (36.8%), government officers (33.9%). The results of behavior of the Chinese students ,influenced on choosing to study Thai language in the Faculty of Humanities and Social Sciences, Bansomdejchaopraya Rajabhat University were intention of the samples to study Thai language (100%). The main reason that the Chinese students interested in Thai language and they planed to study it in Bacherlor's degree (62.2%). They had been making the decision to choose studying this university about 1-3 months (71.7%). They got information from university joining with MOU and Bansomdejchaopraya Rajabhat University also have joined

with MOU, for that reason the samples decided to choose studying Thai language (70.1%). The person who influenced on the samples to make the decision to choose studying Thai language was seniors and friends (44.9%) and they chose to study Thai language because of teachers (35.4%).

The results of hypothesis revealed that the reason aspect of the decision to study Thai language was not correlated with opinions of the Chinese students studying Thai language. The period of time to make the decision to study Thai language was correlated with opinions of the decision of the Chinese students studying Thai language, location and environment aspects and background aspect were significantly correlated with the decision of the Chinese students studying Thai language, $p=.05$ and the public relations of application were significantly correlated with the decision of the Chinese students studying curriculum of Thai language, $p = .05$ while the personnel aspect, influenced on the decision, was significantly correlated with the opinions of the Chinese students studying Thai language in location and environment aspects and background aspect, $p = .01$.

The discussion of the financial aspect; tuition fee, stationery and the cheap cost of accommodations. The location and environment of accommodations were located near university, but they were not private places because there were a lot of students staying together. The travelling was comfortable and accommodations were located near market, Big C, Seven Eleven and bus stop. The service and management aspect of university should manage some activities that the Chinese can join with Thai students and Thai students can join China's festivals with the Chinese students for showing to exchange culture to each other.