

A study of the Decision to Enter Higher Education in Ordinary Upper Secondary School Students in Chiang Mai Educational Service Area

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Abstract

This research aimed to study factors, problems, and suggestions that affected the decisions to study in the Higher Education of the Ordinary High School Students in Chiang Mai Educational Area. The researcher used stratified random sampling and collected data from 399 students by questionnaire deviation with descriptive statistics including percentage, mean, and standard deviation. The personal factors were as follows: the students decided to study by themselves at a high level with a mean score of 4.38. The factors of higher educational institutes were as follows: the has modern media, equipment, and teaching and learning at a high level with a mean score of 4.33. The factors of society, economy, politics, and competition were as follows: when they graduated, they would have opportunity to get a job and high income in high level with the mean score of 4.37. The important problems of personal factors were as follows: the students did not know their preferences or aptitudes or potential, so they were confused to choose higher education institute and study major. The important problems in the factors of the higher educational institute were as follows: the university will be acceptable from university's teaching and learning, and study curriculum of higher education institution. The most important suggestion curriculum should be updated to suit the current situation. Next is suggestions for the quality of teaching and learning, the university should have modern and up-to-date development for responding to students' requirements effectively and suggestions borrowing money for ducation. The loan limit should be increased in accordance with the current economic situation.

Keywords: Factors affected by decision, Higher school students, Higher education

Introduction

In today's world, there are rapid changes in technology, economy, society, culture, and education. Including the change of the population structure from the working age to an aging society with more elderly people and a lower birth rate. The transition to an aging society will soon take place as well, with 10 percent of the population aged 65 years and over, or more than 7 million people, and it is expected that in 2021 the proportion of the number of The number of elderly people will increase to 20-30 percent, indicating that for every 100 people we will find 30 elderly people. Department of older persons Ministry of Social Development and Human Security of Thailand (2024).

To attend school and students who will enter higher education institutions in the future Institute for Population and Social Research, Mahidol University (2006) from the National Statistical Office. It shows the number and proportion of the population compared to the total population. Classified by age group, it was found that the population of children (under 15 years) amounted to 11,304,871 people, 17.08 percent of the population of the working age (15-59 years) amounted to 43,097,272 people, representing 65.11 percent, and the elderly population (60 years and over). There are 10,225,322 people, representing 15.45 percent. It can be observed that the proportion between the childhood population and the elderly population is significantly similar National Statistical Office (2017). The future impact on the number of young people who will attend school has a reduced rate, resulting in smaller schools closing or merging smaller schools. Due to the decline in the childhood population, including the value of Thai society to allow their children to study in prestigious schools, as well as the impact on higher education institutions in the future where students who are referred from schools will have a higher enrollment rate. study in tertiary institutions, reduced rates affecting the operations of higher education institutions in the future.

In such a situation, the government has a solution to the problem by improving the quality of education and lifelong learning. To be a guideline for developing the potential of human resources in the country to have quality lifelong learning have professional skills adjust the school management system. Adjust the curriculum to produce teachers that focus on competency have a teacher's spirit Be a guide and able to stimulate the learning of learners. Develop a standardized quality assessment system that can measure and evaluate the quality of learners. in terms of skills, knowledge, abilities, and competencies according to learning standards for each educational level Promote incentive measures for medium-sized enterprises with the potential to participate in bilateral or cooperative education.

The guidelines, it has been defined in the 12th National Economic and Social Development Plan Office of the National Economic and Social Development Board. (2015). Higher education institutions in Thailand are diverse and established to develop the country's population quality. Including raising the level of education to meet international standards that are accepted nationally and internationally Universities and colleges in Thailand are categorized as follows: 15 autonomous universities, 65 public higher education institutions, 72 private higher education institutions, 21 community colleges, and 90 other higher education institutions, totaling 182 institutions University Council Association of Thailand (2018).

. From the situation, the number of students studying in higher education institutions has decreased compared to the number of students that higher education institutions can accommodate up to 136,030 people, but 81,232 people have been selected and are eligible to enter. continuing education 70,689 people, compared to 121,654 people in the 2019 academic year, 73,675 people who passed the selection process, and 51,183 people eligible to study,

from the comparison of the 2017 academic year with the 2019 academic year There is a decline in all segments of students entering higher education institutions. As for the academic year 2018, there is no information because it is the first year that the middle selection system is applied to study in higher education institutions (TCAS). Due to this situation, the competition for student admissions is more intense, including many universities in the country. Both public and private universities Including the form of online teaching as a new alternative for students. As a result, it affects the number of students enrolled in higher education. This is an important factor in the management of university operations in the future where all universities must adapt themselves to be quality universities and raise teaching and learning standards. By emphasizing being a life-long university, that is, it is an education management for people of all ages. Able to come and learn at the university throughout their lives Lao (2018), including being accepted and entering international standards, as well as meeting local needs. community satisfaction response and parents who will send their children to study in higher education institutions in the future from such importance The researcher therefore has an idea to study A study of factors affecting the decision to study in higher education of ordinary upper secondary school students in the Chiang Mai Educational Service Area. To be able to know the opinions of studying in higher education and reasons for choosing to study in higher education of high school students. It will lead to a proactive strategy in planning public relations to match the student admissions goal, creating a curriculum that is suitable for the needs of parents and students in the future of universities in Chiang Mai Province.

Objective

1. To study the factors affecting the decision to study in higher education of general upper secondary school students in the Chiang Mai Educational Service Area.
2. To study problems and suggestions the factors affecting the decision to study in higher education of ordinary upper secondary school students in Chiang Mai Educational Service Area.

Methodology

This research is a survey research with the following methods:

1. Population and sample

1.1 The population used in this study was high school students. General line in Educational Area, Chiang Mai Province, academic year 2020, amounting to 29,108 people Office of Secondary Educational Service Area 34, Private Education Promotion Group, Chiang Mai Provincial Education Office (2018).

1.2 The sample group used in the research was high school students. number of 399 people in the Chiang Mai Educational Area with a confidence level of 95%, a margin of error of 5%, which was obtained from the sample size determination using Yamane's formula, random stratification. This was obtained from determining the sample size using Yamane's formula, Kitpridaborisut (1997).

Sampling method used stratified random sampling. By random sampling proportional to the size of the population.

Table 1 Showing the stratified random sampling method

Grade level	People	Sample group
Secondary 4	9,845	135
Secondary 5	9,756	134
Secondary 6	9,507	130
total	29,108	399

Year 2020 information

2. Creation of data collection tools

2.1 Study concepts and theories related to the study and data collection. to create a questionnaire.

2.2 Create a questionnaire.

2.3 Prepare a draft questionnaire to submit to experts. To verify the accuracy and let 3 experts check the structural integrity.

2.4 Modify the questionnaire according to the recommendation of experts.

2.5 Take the revised questionnaire and try out with 30 students in Chiang Mai who are not a sample. Find confidence in the questionnaire using coefficients Alpha Akronbach Gets the confidence value of the questionnaire at 0.93.

2.6 Prepare a complete questionnaire to be used as a further data collection tool.

Presentation Item-Objective Congruence Index As the following details.

Table 2 Summary of results Item-Objective Congruence Index

Questionnaire	Results of the evaluator's consideration	Interpret results
Personal information of respondents Questionnaire Part 1 Items 1-9	Level 1 for all items	Can be used. All items are not eliminated.
factors affecting secondary school students' decision to enter higher education At the end of the general line in the Chiang Mai Educational Service Area. Questionnaire Part 2		
Personal factors in deciding to study in a higher education Questionnaire Part 2.1 Items 1-14	At the level of 0.67-1	Can be used. All items are not eliminated.
Personal factors in deciding to study in a higher education Questionnaire Part 2.1 Items 15	At the level of 0.33	Cut off
The internal factors of higher education institutions affecting the decision to study in higher education Questionnaire Part 2.2 Items 1-14	At the level of 0.67-1	Can be used. All items are not eliminated.
Social, economic and competitive factors That effect the decision to study higher education Questionnaire Part 2.3 Items 1-6	At the level of 0.67-1	Can be used. All items are not eliminated.

3. Data collection

Data collection is divided into accidental sampling, and primary data from the student questionnaire. The questionnaire was divided into 3 parts consisting of.

Primary data

3.1 Questions in the questionnaire Gender, age, class, school affiliation cumulative grade point average Student's domicile Parent's occupation family income student know the news of admissions.

3.2 Questions in the questionnaire The level of factors affecting the decision to study in higher education of general upper secondary school students in the area of Chiang Mai Educational Service Area

3.3 Questions in the questionnaire that are Recommendations for making the decision to study in higher education of ordinary upper secondary school students in the area of the Chiang Mai Educational Service Area

Secondary data

Collecting additional information from published documents, the Internet, and previous research on factors affecting the decision to study in higher education of high school students.

4. Methods of data processing and data analysis

Data processing and data analysis were used in this study. The data were analyzed using descriptive statistics consisting of statistical methods of percentage, mean and standard deviation. For measuring the level of opinions of students about factors affecting their decision to study in higher education of ordinary upper secondary school students in the Chiang Mai Educational Service Area. Each sample will give each question a score of 1-5 points and have an average total score in each aspect of 1.00-5.00 points, Then the total average score was used to assess the level of each factor in the sample group. The criteria for assessing the level of expectations and needs It was modified from the classification of Likert's Scale Srisaard (2004) Scoring levels are divided as follows, Most, Most, Moderate, Little, Least, and Binary Logistic Regression Analysis by Tested at the significance level of 0.05 to find factors that affect the decision to pursue higher education.

Results

The research results were summarized as follows:

1. Factors affecting the decision to study in higher education of general upper secondary school students in the Chiang Mai Educational Service Area.

1.1 Table 1 shows Personal factors in deciding to study in a higher education institution of general upper secondary school students in the area of the Chiang Mai Educational Service Area.

Table 3 Personal factors in deciding to study in a higher education

Item Statements	mean	S.D.	Interpretation
1. As follows: decision to study on their own was at a high level	4.38	0.88	Good
2. Decision to continue studying because after graduation, finding a job was at a high level	4.30	0.74	Good
3. Personal factors in deciding to study in a higher education The overview of the research	3.94	0.99	Good

Personal factors in deciding to study in a higher education. The overview of the research was at a high level mean score of 3.94, as follows: decision to study on their own was at a high level mean score of 4.38, followed by a decision to continue studying because after graduation, finding a job was at a high level mean score of 4.30.

1.2 Table 2 shows the internal factors of higher education institutions affecting the decision to study in higher education of ordinary upper secondary school students in the area of the Chiang Mai.

Table 4 The internal factors of higher education institutions affecting the decision to study in higher education

Item Statements	mean	S.D.	Interpretation
1. Fully modernized teaching and learning equipment	4.33	0.73	Good
2. Universities with spacious buildings that could accommodate a large number of students	4.28	0.74	Good
3. The internal factors of higher education institutions affecting the decision to study in higher education Educational Service Area the overview of the research	3.96	0.65	Good

The internal factors of higher education institutions affecting the decision to study in higher education educational service area. The overview of the research were at a high level mean score of 3.96, as follows: fully modernized teaching and learning equipment was at a high level mean score of 4.33, followed by universities with spacious buildings that could accommodate a large number of students mean score of 4.28.

1.3 Table 3 shows social, economic and competitive factors that effect the decision to study higher education of ordinary high school students in the area of the Chiang Mai Educational Service Area.

Table 5 Social, economic and competitive factors That effect the decision to study higher education

Item Statements	mean	S.D.	Interpretation
1. When you graduate, you will have the opportunity to get a job and earn a high income	4.37	0.70	Good
2. followed by graduation, will be able to adjust their academic standing	3.75	0.99	Good
3. Social, economic and competitive factors That effect the decision to study higher education The overview of the research	3.77	1.07	Good

Social, economic and competitive factors that effect the decision to study higher education. The overview of the research the overall research is at a high level mean score of 3.77. When you graduate, you will have the opportunity to get a job and earn a high income high level mean score of 4.37, followed by graduation, will be able to adjust their academic standing at a high level mean score of 3.75.

2. Problems affecting the decision to study in higher education of ordinary upper secondary school students in the Chiang Mai Educational Service Area.

2.1 Problems with personal factors affecting the decision to study at the higher education level of ordinary upper secondary school students in the area of the Chiang Mai Educational Service Area as follows: ignorance about their preferences, aptitudes, or potentials, confusion in choosing. If you know the need knowing your abilities, choosing an institution and a field that you like should be easy.

2.2 Problems with factors in terms of higher education institutions affecting the decision to study at the higher education level of general upper secondary school students in the area of the Chiang Mai Educational Service Area as follows: The university will be accepted from teaching and learning. Courses of higher education institutions problem of higher education institutions is that some programs and some faculties are not accepted by students, so few students come to study. Therefore, it is an important part of deciding to choose to continue studying because it will have an effect in the future. The quality of teaching and learning depends on the quality of instructors as an important part that will be reflected to society. And it helps to create an important image for those who will continue to study to recognize and decide to continue studying.

2.3 Social, economic and competitive problems affecting the decision to study at the higher education level of ordinary upper secondary school students in the area of Chiang Mai Educational Service Area are as follows: This is more specific to the decision to have your child attend any educational institution. For example, a higher education institution that produces teachers with a long reputation will be accepted by parents of students who wish to pursue this profession.

3. Recommendations towards the decision to study in higher education of ordinary upper secondary school students in the Chiang Mai Educational Service Area on the decision to study in higher education of ordinary upper secondary school students in Chiang Mai Educational Area Areas as follows.

3.1 Recommendations on the curriculum should be updated to suit the current situation and support the labor market. And should create a curriculum with the private sector to be accepted or should have a long-term internship or increase the internship period.

3.2 Recommendations on student loans. The credit limit should be increased according to the current economic situation and the selection of those who will receive scholarships. It should be those who are truly poor and use the borrowed money to benefit their studies.

3.3 Recommendations on the quality of university teaching and learning should be developed to be up-to-date. To meet the needs of learners effectively.

Discussions

The results of the study of factors affecting the decision to study in higher education of general upper secondary school students in Chiang Mai Educational Service Area discussions of the study results can be divided into 4 parts, consisting of personal factors factors within the university factors Social, economic, competitive, and problematic factors affecting decision-making are as follows:

Personal factors that decide to study in higher education most of them expressed their opinion that deciding to study on their own. Which is important at a high level followed by the decision to continue studying by deciding to continue studying because after graduation, they can find a job. Others decide to continue studying because they think they can study. Deciding to study further because the university has cheap student dormitories available. The decision to study further because the curriculum meets the needs. Decisions to continue education by a guidance counselor. The decision to continue studying because the university offers student loan services. Deciding to continue studying because university is close to home the decision to study further by the teacher's recommendation. The decision to continue education is guided by parents. Deciding to continue studying because it is a reputable university. Deciding to study further because of a trending field of study. Decision to continue education based on peers. The decision to study further is recommended by seniors. Which is consistent with the concept of Sangkhao (1997).

Opinions of tourists on factors affecting their decision to choose to travel in Pai District Mae Hong Son Province It was found that selecting several available alternatives based on the single best option could meet the goal or desire of the selector.

Factors in the university that decided to study at the higher education level mostly expressed that the university has modern teaching and learning media and equipment. Which is important at a high level secondly, the university has spacious facilities that can accommodate a of many students. The other is that the university offers a wide range of undergraduate programs to choose from. The university has an ideal location, not too far away, so it's easy to come and study. The university has various laboratories that contribute to quality teaching, such as a computer room. Science laboratories, libraries, university teachers have knowledge and ability to transfer knowledge. Courses offered at the bachelor's degree are popular and in demand in the labor market, making it easy for graduates to find work. The university offers a beautiful environment for teaching and learning. The university actively disseminates or publicizes admissions. The university provides employment for students to earn extra income while studying and the university provides guidance. According to schools or events such as higher education market. The university provides scholarships regularly. Students receive news from the university regularly. The university's alumni have a reputation that is accepted by society. This is in line with the concept of Saikham (2017). Factors in deciding to choose to study in higher education of high school students in the lower northern

region found that regarding the guidance/recommendation media factor, it was found that the guidance for continuing education in the school of that institute had the greatest effect. Factors on the quality and image of institutions found that the results of educational quality assurance. Or ranking results (University ranking) that are published through various media are the most effective. The environmental factor of the institute found that the availability and modernity of teaching and learning equipment has the greatest effect. Factors of various facilities found that the library had the greatest effect and was in line with the concept of Wongsumit (2004). Principle of public relations. Said that the strategy that can easily create an image of the organization comes from the word image (Image), that is, I: Institution is to create an image by the institution, including the building, its surroundings, internally and externally M: Management is the management by the management to set the image to be satisfactory to the public A: Action is the performance of the production process to make the product available, work efficiency or provide services. G: Goodness is to create an image by doing good deeds such as socially responsible actions. E: Employee is to create an image by personnel. Because every personnel in the agency is like a representative of the agency that will create an impression or hatred for the contact with the organization. Consistent with Thianngoen et al. (2022) findings provided useful information about factors behind the decision of the upper secondary school students to choose an institution for their undergraduate study. The results could be utilized for a proper strategic planning in order to encourage students to accept an offer of place from the University.

Most of the social, economic and competitive factors that made the decision to study at the higher education level expressed that upon graduation. There will be an opportunity to get a job and earn money. Which is important at a high level secondly, after graduating, they will be able to adjust their academic standing. When you graduate, you will be accepted by society. Tuition fees play a part in deciding whether to study at a higher education institution. When graduating, it is considered to raise the level of social status. Higher education institutions have courses that are professional. Which, if graduated, can receive government service such as civil servants, soldiers, police, teachers, which is in line with the concept of Jam (1996). Theory of Motivation. It states that behavior may satisfy multiple needs, and more than one at the same time. Such as intending to work to raise salary and gain fame and prestige praise and acceptance from others.

Problems affecting the decision to study in higher education of general high school students in the Chiang Mai Educational Service Area.

Problems with personal factors in deciding to study in higher education consisted of: Ignorance of one's preferences or existing aptitude and potential. Therefore, there is confusion in choosing a field of study, choosing a faculty, and the higher education institution that one wishes to study. Which provides the best information to guide students in choosing a higher education institution. choice of field of study Especially for students whose GPA is not very high. The problem facing is the level of importance of students that the guidance counselors give priority to students who are good and have high GPAs that will be able to enter a prestigious university and build a reputation for the school. May neglect students whose GPA is not high, causing these students to receive unclear information from the guidance counselor. For the decision to continue studying. The problem of concern about learning cost of education University reputation future employment. This is consistent with the idea of Khirachit (2014) on factors affecting the decision to study in higher education of high school students. It was found that personal ability factor, GPA had the greatest effect on university choice. Basic knowledge and professional and academic aptitudes affect the choice of university at a high level and in line with Woganutaroj (1992) motivation in person management Psychology.

It was found that the needs of individuals were hierarchical in order of importance from basic needs. to complex requirements.

Problems with factors on the part of higher education institutions in deciding to choose to study in higher education, consisting of: Some courses cannot meet the needs of the students and the labor market. The quality of teaching and learning depends on the quality of the instructors, which is an important part that will be reflected in the society. And it helps to create an important image for those who will continue to study to recognize and decide to continue studying. Public relations, communication guidance for outsiders to know Be aware of teaching and learning activities or the quality of teachers, courses, alumni will make the image of the university clear. And is an important choice for those who will continue to study, so the problem is the lack of access to university information. Lack of public relations thoroughly and regularly. This is in line with the idea of Khirachit (2014). Factors affecting the decision to study in higher education of upper secondary school students found that the channel factor in receiving information found that the information of the educational institutes that the students received from attending the counseling fair had the greatest effect on the students' choice of universities. It is a way to search for information about faculties, universities or subjects offered at high level. Social, economic, and competitive problems in deciding to study in higher education include: 1) The spread of Coronavirus disease 2019 affecting the economy adaptation society, including education. Effects caused by Coronavirus 2019 on the economy resulting in insufficient income for living due to the damaged economic system. Due to various measures to prevent the spread of the Coronavirus 2019, the economy has been greatly damaged. 2) Problems from social values, perceptions and reputations, past images of higher education institutions are components in decision making to send their children to study in educational institutions. Which is more specific, for example, a higher education institution that produces long-established teachers will be accepted by parents of students who wish to pursue this profession. This is consistent with the idea of Khirachit (2014). The university quality factor found that a university's reputation, faculty, current students, and alumni in fluence a student's choice of university at a high level.

Conclusion and suggestions

In conclusion, factors that are important to the decision to study in a higher education institution include personal factors, internal factors for higher education institutions social factors economy, and competition. The internal factors of higher education institutions are the most important factors, with the reason being most expressed their opinion that the university has complete and modern teaching media and equipment. Which is important at a high level as the main factor affecting the decision to study in a higher education institution. Factor influencing the decision to study in higher education institutions, ranked 2nd in personal factors by deciding to study at the higher education level by himself with reasons from aptitude, ability, and studying various information for decision making and the third rank social factor economy and competition with reasons such as job opportunities and high income in the future.

In doing research in the future, there should be research with high school students in the region such as the northern region to know the opinions of students who have not yet decided to choose a higher education institution. Moreover, research should be done in depth in different areas by interviewing a sample of high school students from the target school In the next study. Factors related to decision making should be analyzed by analyzing basic statistics and analyzing inferential statistics. Such as independent sample t-Test analysis and

one way anova and multiple regression analysis. There should be would be used the proportion of students who submit into and fail in the higher education.

New knowledge and the effects on society and communities

The decision- making process for tertiary education is important for high school students. It is the selection and planning of students in the future to study in the field that they have knowledge, understanding, aptitude, and hope for the future. After graduation, they will work directly in the field they have studied. The said process is the concept and direction in choosing to study higher education institutions with many elements, which will affect the future of students or selected because if choosing to study the subjects that are not skilled and lacking. Comprehension will affect the efficiency of study and after graduation may affect work that does not correspond to the field of study, affecting the needs of the labor market. Including if unable to get a job, it will affect the family economy and the overall community economy.

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