



Research Title: Characteristics of students and reasons for studying at Prince of Songkla University, Pattani Campus

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### **Abstract**

The purposes of studying the Characteristics of students and reasons for studying at Prince of Songkla University, Pattani Campus were firstly, to find out general background of first year students in Bachelor's degree that decided to study at Prince of Songkla University, Pattani Campus. Secondly, to study the influence of factors affecting of students selecting in studying at Bachelor's degree and lastly to compare the factors affecting of students selecting in studying at Prince of Songkla University, Pattani Campus. The sample was comprised of 511 first year students of Bachelor's degree in Prince of Songkla University, Pattani Campus in academic year 2008 who past the admission examination, direct examination and special examination. Data were collected using questionnaires. The data was analyzed using percentage, mean, standard deviation, t-test and ANOVA.

The study found that the student who selecting in studying at Prince of Songkla University, Pattani Campus most of them were from the southern part especially in three southernmost of Thailand. Their parents earn a living in agriculture. The incomes are between 5,001-10,000 baht per month.

The most factors affecting of students selecting in studying at Bachelor's degree was social factor. And the less factors affecting was family factor. When comparing the factors affecting in studying at Prince of Songkla University, Pattani Campus, the results revealed that sex, students background, a kind of examination and faculty were statistical difference at the significance ( $p < 0.05$ ).

**Keyword:** factors, selecting studying, Prince of Songkla University, Pattani Campus