

**Decision making to continue higher education of high school students. Master of Art (Educational Psychology and Guidance)
Major: Educational Psychology and Guidance Academic.**

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Abstract

This paper aims to (1) survey factors influencing enrollment in higher education of 11-12 grade students in academic year of 2017 (2) to compare factors enrollment in higher education of 11-12 grade students of a demonstration school in Dusit district based on a comparison between demographics i.e. gender, age, learning achievement, leaning plan, number of sibling, education degree and occupation of parent and economic status. 180 11-12 grade students were selected in a sample group by stratified random sampling. Data collection was performed by utilizing questionnaires of factors influencing enrollment in higher education. Mean, standard deviation, T-test (test of difference between 2 groups), One-way ANOVA and Brown-Forsythe were applied in data analysis.

The findings showed that (1) high influencing factors according to the student's opinions were economic factors, institute's environment factors and social factors; as for the related person factors, they were moderately affected (2) age affected the factors to enroll in higher education in the aspects of related persons; however, learning plan, parent's education degree and occupation affected the factors to enroll in higher education in the aspect of institute's environment factors. In the matter of age, learning achievement, learning plan, number of sibling, parent's education degree and occupation affected the factors to enroll in higher education in the aspect of economic factors. Gender, age, parent's education degree and occupation affected the factors to enroll in higher education in the aspect of social factors.

Background and Rationale

Nowadays, state of social in Thailand is changed considerably whether technological advancement, state of social and economy. The major emerging change is a participation in AEC; this participation may affect in career choosing to keep up with labor market demands in the future as the goods, services, investment and skilled labors can be moved, transferred and shifted freely, in addition, some funds can also be transferred freely. Certain jobs will be in demands of labor markets (Wittaya Banthikul, 2012). To clarify, these career which can move freely are such as 1. Engineering 2. Exploration 3. Architecture 4. Medical 5. Odontology 6. Nursing science 7. Accounting 8. Hospitality/Tourism; all of which will create higher opportunity for person to get a job. Thailand will gain advantage substantially in trading opportunity and investment attraction from foreign countries into ASEAN (Department of ASEAN Affairs, 2008); thus, preparations must be made to keep up with the change, specifically personal development for improving labor into skilled labor capable to keep up with changing labor market demands. To perform such personal development, it must start from improvement of educational management, emphasizing young people which will be a vital workforce for the country to possess knowledge and to be able to choose their career suitable their ability.

Aforementioned factors critically affect an educational plan in student's career plan. In case the students choose unwisely, it can cause a colossal problem i.e. unemployment, wrong career, financial problems in family (Suthathip Janyaarikul, 1992). Lacking of knowledge and sufficient data leads to bad decision-making and an unwanted job resulting in a serious long-term impact which causes working stress, unsatisfactory performance, lack of clear career path, so that choosing the career or planning enrollment has an educational institute to be their knowledge source for preparing skills that are necessary to devise their education plan and academic skills. Nevertheless, other than academic aspects, the aspect which will help creating skills is learning development activities (Guidelines for learning development activities in accordance with basic core curriculum, 2008). The activities emphasize promotion and development in learners to utilize their knowledge, skills and learning experience for self-development in order to create 5 major characteristics of efficiency i.e. communication skills, cognitive skills, problem-solving skills, routine life skills and technological skills, all of which will pave the way to 8 satisfactory characteristics as per the Guidelines for learning development activities in accordance with basic core curriculum, 2008. A guidance activity will include in institutional learner development activity.

In regard to the characteristics of upper-secondary education students, it is undeniable that such period plays a certain part in the student's career plan as the students with their ages around 16-18 years, gain much more maturity; furthermore, their brain reaches its highest maturity, their body is in full growth, their emotion is distinguishably different from childhood period and their identity is clearly shown in accordance with career development theory by Super (n.p. cited in Ornanong Thayawan, 1996). The theory describes students in such period as "exploration stage" which is a stage at which self-conception is occurred and career paths are explored to seek data and experience; to ponder and trial by basing on several reasons i.e. their goal, interest and ability. In similarity to, Ginzberg (n.p. cited in Ornanong Thayawan, 1996), he described that the thing such boy and girl entering adolescence would face is a plan for opportunity as teenager in such age, the tentative period, perceives their interests, abilities and personal and social taste, as well as certain limitations as an influencing factor in choosing career i.e. income and family statue.

Given that, the author interested to study factors influencing enrollment in higher education of 11-12 grade students as they are in preparation stage to enter into higher education and more serious in setting their goal to enroll in higher education degree than when they were in 10 grade at which it was a beginning of lower secondary education. Working as a guidance instructor in certain demonstration school in Dusit district, the author considered that understanding in causes to enroll of students in upper-secondary education degree will yield significant benefits as it is necessary, in the period of upper-secondary education, to enroll; moreover, based on study in related pieces of research, they related to 1st year undergraduate students and was found that higher education institutes were in pursuit of factors influencing students to enroll for improving their competitive capability against the same categorized universities and meet the students' needs in enrollment at the same time. In this matter, study on such factors by taking external and internal factors into consideration would yield high benefits. In case of guidance instructors being able to understand factors influencing student's enrollment

in working institute, it should be able to bring the obtained data to help developing and creating student development programs in the future and arranging guidance activities to be in align with contexts of students in institute to gain their highest benefit.

Objective(s)

1. To study factors influencing enrollment in higher education of 11-12 grade students in academic years of 2016
2. To compare factors influencing enrollment in higher education of grade students as per i.e. gender, age, learning achievement, leaning plan, number of sibling, education degree, occupation of parent and economic status.

Scientific hypothesis

Gender, age, learning achievement, learning plan, number of sibling, education degree, occupation of parent and economic status concerning 11-12 grade students in academic year of 2016 in a demonstration school within Dusit district would affect 4 factors influencing enrollment in higher education i.e. the factors of related persons, institute's environment factors and social factors.

Tools

Data collection was performed by utilizing questionnaires concerning factors influencing enrollment in higher education. They classified into 3 parts as follows:

Part 1: Questionnaires related to demographics i.e. gender, age, learning achievement, leaning plan, number of sibling, education degree, occupation of parent and economic status.

Part 2: Factors influencing enrollment in higher education by applying Likert scaling (5 scales)

Part 3: Additional factors influencing enrollment in higher education, they were opened-end questions for students to write details regarding the factors with specific reasons.

Methodology

1. A document was filed to the superintendent in order to request a permission to conduct a survey regarding factors influencing enrollment in higher education with 11-12 grade students as a sample group;
2. Data collection was performed by questionnaire as given to the school.

Data analysis

All obtained questionnaires were checked and inspected and obtained data was analyzed by computer in order to calculate statistics with SSPS according to the following procedures:

1. In the matter of data analysis by utilizing descriptive statistics, demographic data in the sample group i.e. gender, age, learning achievement, leaning plan, number of sibling, education degree, occupation of parent and economic status were described by applying frequency and percentage;

2. As for data analysis of factors influencing enrollment in higher education according to 5 Likert scales, mean and standard deviation were applied;

3. In regard to additional factors influencing enrollment in higher education by utilizing open-ended questions, frequency and percentage were applied for qualitative data;

4. With inferential statistics, hypothesis test was performed as follows:

4.1. Comparative analysis was performed on factors influencing enrollment in higher education by averaging and classifying as per gender, T-test (independent t-test) were applied to test difference in population between 2 groups by sampling from each group independently. The test for finding variance between the 2 groups was conducted; in case of no variance between 2 groups, equal variance assumed would be applied; on the other hands, in case of variance between 2 groups, equal variance assumed would be applied.

4.2. Comparative analysis was performed on factors influencing enrollment in higher education by averaging and classifying as per gender, learning achievement, learning plan, number of sibling, education degree, occupation of parent and economic status. ANOVA and Brown-Forsythe test were implemented. The test for finding variance between more than 2 groups was performed by applying Levene's test; in case of no variance between all sample groups, ANOVA would be implemented; however, in case of finding variance between all sample groups, Least Significant Difference (LSD) would be utilized. If there was at least a pair of variance, Brown-Forsythe would applied; nonetheless, in case of variance between groups, Dunnett T3 would be applied to test each pair of variance.

Result(s)

It was found that (1) high influencing factors according to the student's opinions were economic factors, institute's environment factors and social factors; as for the personal factors, they were moderately affected (2) age affected the factors to enroll in higher education in the aspects of related persons; however, learning plan, parent's education degree and occupation affected the factors to enroll in higher education in the aspect of institute's environment factors. In the matter of age, learning achievement, learning plan, number of sibling, parent's education degree and occupation affected the factors to enroll in higher education in the aspect of economic factors. Age, parent's education degree and occupation affected the factors to enroll in higher education in the aspect of social factors.

Suggestion(s)

1. Obtained results have been improved and utilized for improving guidance activities for the students
2. Suggestions for further study:
 - 2.1. It should emphasize other aspects of factors influencing enrollment in higher education and variables concerning motivation in enrollment to use as variables in pieces of research;
 - 2.2. This study was a survey research utilizing questionnaires as a tool; thus, in order to obtain in-depth data, interview should be included.

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