

Research Title: FACTORS RELATED TO INDIVIDUAL'S INTENTION TO ENROLL IN A POSTGRADUATE DEGREE IN ONLINE LEARNING PROGRAM

Author: Ms. Atchara Siriwarasai; **Advisor:** Dr. Ornlatcha Sivarak; **Degree:** Master of Science in Management; **School:** School of Business Administration, College of Internet Distance Education; **Year:** 2008

ABSTRACT

The objective of this study were firstly to examine the factors related to individual's intention to enroll in a postgraduate degree in online learning program and to identify the relationship between (1) the attitude toward the online learning's benefits in term of content quality, flexibility, accessibility and interactivity, (2) reference group in term of family, friends, the existing students and the alumni, (3) computer self-efficacy and the individual's intention to enroll in a postgraduate degree in online learning program.

The research adopted the theory of planned behavior (TPB) to develop the research framework. The survey research had been applied to determine the results. The sample size of 385 respondents from the target population had been investigated and the data gathered from the questionnaire survey had been analyzed by SPSS program for Windows version 15.0. Pearson correlation analysis had been chosen to be the statistical technique used in this study.

The findings showed the results which consistent with the contribution of TPB that the attitudes, reference group and computer self-efficacy had a positive relationship to individual's intention to enroll in a postgraduate degree in online learning program while computer self-efficacy indicated the highest positive relationship to individual's intention. However, the respondents seemed to put more value on the attitude toward the online learning's benefits than computer self-efficacy and reference group had been identified as less influence on the individual's intention among these three factors.