

ABSTRACT

Due to an increasing number of students who need to further study in Master degree in Thailand. Master of Business Administration is one of the famous programs that students always think about. In Bangkok, some public and private university has provided MBA in international program that use English as a medium instruction. It can serve the students who need to study MBA in English program. Therefore, they can improve not only the business skill but also the English skill without the need of studying abroad.

The purpose of this research is to compare the motivation factors that influence to studying MBA in international program (evening program only) between students studying in public and private university in Bangkok. The motivation factors were divided into two categories, which are the factors of university's characteristics and the factors of personal needs.

In research design, the survey technique is applied. The sample respondents are divided into two groups, which are MBA international program students in public and private university in order to compare the motivations. The quota sampling determine 150 respondents from public university, and another 150 respondents from private university. Data were gathered by distributing questionnaires. After collecting the data, all ten hypotheses were tested by using Descriptive Analysis, Independent Sample T-Test, and The Analysis of Variance (ANOVA).

The majority of respondents' characteristics in both groups are female, single, age between 26 to 30 years old. Most of them are working for private organization. However, students in public university have higher income than private university. In addition, most of public university's students graduated bachelor degree from public

university, whereas most of private university's students graduated bachelor degree from private university.

From the result of hypothesis testing, it can be concluded that some motivation factors of students in public university are different from those in private university. For motivation factors of university's characteristic, the differences are the reputation and quality, the environment and facilities, and the expenditures but they have the same motivation for the contents of academic program. Moreover, for the motivation factors of personal needs, the differences are the need of recognition and need of having affiliation but they have the same motivations for the need of achievement and the need of more knowledge.

Based on the finding, the recommendations for public university are to maintain their reputation, provide high technology of education's instruments to support students, and provide value-added service due to the expensive cost of studying. Whereas, private university should build their reputation and make it well-known among students, provide variety of majors, facilities should support student's education, provide sufficient area of parking lot, and build good environment in the university.