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ABSTRACT

The objectives of this research were to study 1) temple's role in rural community in Khon Kaen province, and 2) factors influencing temple's role in rural community in Khon Kaen province. The population for this research consisted of 314 temples enlisted in the provincial registry in 2001. Interview schedules were used for data collection. Research data were gathered by means of direct interview using specially devised questionnaires. The obtained data were subsequently processed using SPSS for windows computer package. The statistics used were 1) descriptive statistics including frequency distribution, percentage, arithmetic mean, standard deviation, maximum and minimum values; and 2) referential statistics including bi-variate correlation analysis through the Chi-square test and Pearson-Product Moment correlation analysis. In addition, the analysis of factors influencing temple's role in rural community was conducted by means of multiple regression analysis.

The finding reveals that temple's role in rural community is most found at moderate level. Analysis of specific dimensions shows that temples have greatest roles in religion and ceremony, community development, and community service at 71.42, 61.44 and 51.50 percent respectively. Based on multiple regression analysis, the factors found influencing temple's role in rural community include leadership, community support and relationship with community. All the independent variables used in this study can explain the role of temple in rural community at approximately 32.4 percent.