

ABSTRACT

One of the fastest-growing trends in education is the private tutoring school, especially the highest popularity among high school students aiming at famous state universities where admission is limited. Hence, it is necessary for marketers to understand customer attitudes and customer decision making towards tutoring schools to determine the guidelines and marketing strategies for operating qualitative tutoring schools to achieve customers' demand. The purpose of this research is to study the attitude and factors influencing senior high school students' decision making toward tutoring study in Bangkok area. In addition, this research also studies the relationship between customer decision making and marketing mix for services and the relationship between customer attitude and marketing for services.

The survey technique was used for 400 questionnaires which were completed by the target population who are senior high school students in Bangkok area and taking tutoring course for entrance examination. Purposive sampling method and quota sampling method were applied to select the study area and set the number of questionnaires to distribute. The results of the research were processed by SPSS program and Descriptive Statistics and Inferential Statistics; Independent sample T-Test, F-Test, Mann-Whitney U test, Kruskal Wallis test, Pearson Correlation Coefficient and Spearman's Rho were used to examine the twenty-six hypotheses.

The results of descriptive analysis showed that most of the respondents were female and studied in level 6. The majority of parents' income is more than 50,000 Baht a month and holding bachelor degree level. For, the respondents' fathers and mothers' occupations, most of them are business owners. Friends and senior students are sources of information concerning the respondents' decision making for the enrollment in tutoring study while the reason to study is to seek techniques for exam taking. Most of respondents take the tutoring course for 1 to 2 subjects per semester with all year long type and most of them have a GPA. score between 2.51 - 3.00. The majority of the respondents spend more than 6,000 Baht per semester and make decision to have tutoring study by their own choices. Most of respondents take each

subject in the center specialized for certain subjects and the first rank that the majority of the respondents answer is comprehension-oriented classes by simplifying the content in the order of sequence for instructional approach. The respondents were concerned about the reputation and instructor's quality in tutoring schools in selecting tutoring schools.

Results from the twenty-six hypotheses showed that there is no effect on customer decision making in the number of subjects taken per semester when segmented by gender, parents' highest education, mother's occupation while, differences in parents' income, respondents' education level and fathers' occupations have an effect on customer decision making in the number of subjects taken per semester in tutoring study. All demographic factors have no effect on customer attitude toward tutoring study. People and physical evidence are important determinants that relate to customer decision making in number of subjects taken per semester toward tutoring study. Also, all elements of marketing mix for services are related to customer attitude.

Based on the findings, the researcher recommends that the tutoring school managements should emphasize on the "*people*" component of the service marketing mix because satisfaction with a service can be influenced by customers' decision making. The researcher also would like to recommend that the business owner should not overlook physical evidence factor because it can have a profound effect on the impression customers' form about the quality of the service they receive, and especially first time customers.