



The Opinions of Parents in Choosing Tutorial Schools for Students in Samutsakhon Province in Thailand

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Abstract

In this research, the objective was to study the opinions of parents in choosing a tutoring school for students. And compare the demographic characteristics of parents affecting the choice of tutoring schools classified by age, occupation, educational level, and family monthly income. The study sample consists of 359 parents of primary school students in Samutsakhon. Overall opinions of parents in choosing a tutoring school for primary school students in Samutsakhon are at the highest level. And when considering each aspect, it was found that product and process results, customer results, workforce results, and governance results are the most important. From the comparison by using ANOVA, classified by different age, education level, occupations, and monthly income of the family had significantly different opinions on choosing tutoring schools for students at a 95 percent confidence interval.

Disciplinary: Education Science, Parenting.

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1 Introduction

In Thailand, there is a survey from Thai Publica (2015), statistical data for 2006-2013, tutoring schools are expanding every year. This shows that the need for tutoring has always been and is increasing. According to private education statistics, in the 2017 academic year, there were 2,483 tutoring schools, of which 546 in Bangkok had 166,877 students, approximately one-third of tutoring students across the country. The remaining 1,937 tutoring schools are scattered in the provinces with 337,041 students from the student tutoring needs. The tutoring schools have increased greatly with their quality in their field, became known but limited because school

administration requires a management process and other factors, as with various organizations. Therefore, the researcher is interested in studying the opinions of parents in choosing a tutoring school, then comparing the demographic characteristics of parents affecting the selection of tutoring schools through the national quality award criteria. This is a criterion for developing organizational management capabilities. National Quality Award is a world-class award because it has the same technical background and award judging process as Malcolm Baldrige National Quality Award (MBNQA), tutoring schools have applied guidelines that met these criteria that would build confidence and trust in the parents which serve as the important guidelines for parents in deciding the quality of tutoring school for their children. The National Quality Award is considered a world-class award because it is based on the same technical background and award judging process as the United States National Quality Award which can be seen. National Quality Award is one of the tools for assessing the quality of education and managing the school quality system. Tutoring schools can be used in developing quality management, achieving the goals, and improving to increase competitiveness.

2 Literature Review

Parents attend to sending students to tutoring schools. Because the additional learning time and alternative didactic approaches of the tutors improve the student's academic achievement. In line with much-existing literature, it was found that the marketing mix factor had a statistically significant correlation with the behavior of sending their children to school. Personnel, product, price, and location factors are important in decision-making behavior to sending their children to mental math tutoring schools. Parents pay the most attention to personnel factors because a teacher is a person who transfers knowledge and abilities to students for effective learning. (Chatnamcharoen, 2016). Most of the parents and students found that the teachers have a better ability to communicate the content to the learners. Therefore, parents expect great results from tutoring to pass exams or obtain higher grades. (Singmacha, 2016)

The family income and parental educational levels have a significant effect on tutoring attendance. Panichkan (2011) found that higher incomes and higher parental educational levels devoted more resources to tutoring. Parents have to work more outside the home, they were unable to self-teach homework or tutoring, thus need to rely on tutoring schools to ensure students will keep up, get ahead and catch up with their classmates. There are many factors that parents think about before making a decision related to selecting a tutoring school, especially the courses that are being taught according to the needs of the learners, the location of the tutoring school that is close to the community, easy to access, and tuition fees are clearly stated. (Suwansing, 2015) Also, parents of different ages had the same opinion, but when considering each aspect, it was found that the motivation and expectation of the tutoring school were different. (Srisangnam, 2012)

3 Method

The research started by studying the related theories and research works regarding the opinions of parents in choosing a tutoring school for students. Then design the research

methodology. This is a quantitative study. The required data were recorded by the research checklist and used in the analysis by frequency, percentage, standard deviation, One-way ANOVA, and Scheffé's (Scheffé's method).

Table 1: The status of the parents.

Status	Parents	%
1. Age		
Lower than 31	110	30.6
31-40	92	25.6
41-50	126	35.2
Over than 50	31	8.6
2. Education		
Lower than bachelor's degree	87	24.2
Bachelor's degree	211	58.8
Higher than bachelor's degree	61	17.0
3. Occupation		
Government personnel	153	42.6
Business Owner	109	30.4
Employee	56	15.6
Unemployed	41	11.4
4. monthly income of the family		
Lower than 18,000	4	1.1
18,001-36,000	167	46.5
More than 36,000	188	52.4
Total	359	100.0

Table 1, the status of the parents who answered the questionnaire, from 359 people, there were 110 parents lower than 31 years old 30.6% of the total number of the questionnaire, 25.6% were 31-40 years old, 35.2% were 50 years old, aged 51 and over were 8.6%. 24.2% of parents had a lower than bachelor's degree, 58.8% had a bachelor's degree, and 17% had a higher bachelor's degree. 42.6% of parents were government personnel, 30.4% were business owners, 15.6% were employees, and 11.4% unemployed. Parents 1.1% had less than 18,000 baht for their monthly income of the family, 46.5% 18,001-30,000 baht, and 52.4% higher than 30,000 baht per month.

4 Analysis and Results

Overall opinions of parents in choosing a tutoring school for primary school students in Samutsakhon are at the highest level. When considering each aspect, it was found that product and process results, customer results, workforce results, and governance results are the most important.

From Table 2, parents' opinions on choosing a tutoring school for students overall and each aspect is at the highest level in every aspect. Except for the marketing, the aspect is at a high level.

Table 2: The level of parents' opinion in choosing a tutoring school for students.

Aspect	Mean	SD
Product and process results	3.37	0.43
Customers results	3.26	0.49
Workforce results	3.49	0.41
Governance results	3.34	0.51
Market results	3.16	0.61
Overall	3.32	0.38

From the comparison by using ANOVA, classified by different age, education level, occupations, and monthly income of the family had significantly different opinions on choosing tutoring schools for students at a 95 percent confidence interval. The details are summarized in Table 3 - Table 6.

Table 3: Comparison of parents' opinions classified by age.

Age Aspect	Lower than 31 and 31-40	Lower than 31 and 41-50	Lower than 31 and over than 50	31-40 and 41-50	31-40 and Over than 50	41-50 and Over than 50
Product and process results	>0.05	<0.05*	<0.05*	>0.05	>0.05	>0.05
Customers results	>0.05	<0.05*	<0.05*	<0.05*	<0.05*	>0.05
Workforce results	>0.05	<0.05*	>0.05	<0.05*	<0.05*	>0.05
Governance results	>0.05	<0.05*	>0.05	<0.05*	<0.05*	>0.05
Market results	>0.05	<0.05*	>0.05	<0.05*	<0.05*	>0.05

Table 3 shows the results of parents with different age ranges having significantly different opinions on choosing tutoring schools for students at 95 percent confidence.

Table 4: Comparison of parents' opinions classified by education level.

Educational level Aspect	Lower than bachelor's degree and bachelor's degree	Lower than bachelor's degree and higher than bachelor's degree	bachelor's degree and higher than a bachelor's degree
Customers results	>0.05	<0.05*	>0.05
Workforce results	>0.05	<0.05*	<0.05*
Governance results	>0.05	<0.05*	<0.05*
Market results	>0.05	<0.05*	<0.05*

Table 4 shows the results of parents with different educational levels having statistically different opinions on choosing a tutoring school for students who differ in lower than bachelor's degree and higher than bachelor's degree in customers' results, workforce results, governance results, and market results. And they had a statistically different opinion in bachelor's degree and higher than bachelor's degree in workforce results, governance results, and market results.

Table 5 shows the results of parents with different occupations on choosing tutoring schools for students, there are differences in government personnel and unemployed in customers results, business owner and employee aspect in governance results.

Table 5: Comparison of parents' opinions classified by occupation.

Occupation Aspect	Government personnel and Business Owner	Government personnel and Employee	Government personnel and Unemployed	Business Owner and Employee	Business Owner and Unemployed	Employee and Unemployed
Customers results	>0.05	>0.05	<0.05*	>0.05	>0.05	>0.05
Governance results	>0.05	>0.05	>0.05	<0.05*	>0.05	>0.05

Table 6: Comparison of parents' opinions classified by the monthly income of the family.

Income Aspect	Lower than 18,000 and 18,001-36,000	Lower than 18,000 and more than 36,000	18,001-36,000 and more than 36,000
Product and process results	>0.05	>0.05	<0.05*
Customers results	>0.05	>0.05	<0.05*
Market results	>0.05	>0.05	<0.05*

Table 6 shows the results of parents with different family monthly incomes had a statistically significantly different opinion on choosing a tutoring school for students at the 95 percent confidence, there were differences in 18,001-36,000-baht and more than 36,000-baht aspects in product and process results, customers, and market.

5 Conclusion

The opinions of parents in choosing a tutoring school for students at the most important level, because parents focus on quality teaching. Tutoring schools must have personnel with knowledge and abilities, and experiences in transferring knowledge to students. It will be a safe and conducive learning space and has a good reputation to help achieve its goals.

Parents of different ages, educational levels, occupations, and family monthly incomes had significantly different opinions on choosing tutoring schools for primary students at a .05 level in all aspects. Young parents who are still in their working years may blur recognizing the importance of education in influencing future careers. Therefore parents want students to attend tutoring schools in order to have more opportunities for further education and have good grades. Some parents who receive different levels of education have different knowledge and experiences that may affect the decision-making process. Parents with low educational levels may have little confidence in their knowledge, unable to teach or educate their children. Therefore, they need a tutorial school that is close to their homes, and safe, in order continuously gain knowledge. Education is a very long investment; even in today's highly competitive society, getting a good education can help create a bright future for students. Parents try to give students this opportunity, even though the burden of increased expenses but parents is happy to support them. In which, parents with different incomes will have different support powers. Therefore, it is important to decide wisely in choosing tutoring schools to get the best results and the best value.

6 Availability of Data and Material

All information is included in this study.

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