

Apinan Sraptanamun 2011: Influence of Marketing Mix and School Image on Parents' Loyalty in Private Schools. Doctor of Education (Educational Administration), Major Field: Educational Administration, Department of Education. Thesis Advisor: Associate Professor Suchada Nanthachai, Ph.D. 291 pages.

The purposes of this research were 1) to study marketing mix, school image and parents' loyalty in the educational context 2) to compare marketing mix, school image and parents' loyalty by size 3) to study relationship between marketing mix and school image 4) to study influence of marketing mix and school image on parents' loyalty in private schools. Research design used quantitative method. The samples were 1,395 parents from 97 private schools by sizes in Bangkok Metropolitan, Nonthaburi, Pathumthani, Samuthprakan, Samuthsakon and Nakhonphathom by using multi-stage random sampling. The research instrument used to collect the data was a questionnaire. The data were analyzed by using percentage, mean, standard deviation, one-way anova with scheffe's multiple comparison, correlation and multiple regression approach.

The research results indicated that 1) the overall current state of private schools in the studied area, the marketing mix was at a high satisfaction's parents level, particularly, on product. In school image, it was found that parents mostly had satisfied at a high level, particularly, on school identity. Parents' loyalty, it was found that parents mostly had satisfied at a high level, particularly, on relative attitude. 2) marketing mix, school image and parents' loyalty had differenced in sizes. 3) The relationship between marketing mix, school image and parents' loyalty were statistically significant at $P < .01$. 4) Influence of marketing mix and school image had affected parents' loyalty regardless of all school sizes.

Student's signature

Thesis Advisor's signature