

ABSTRACT

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The purpose of this study was to study parents' satisfaction with the marketing mix of Mathematics and English Language Skill Development Institute : A case study of KUMON Chiang Mai Center. Questionnaires were use to collect data from 192 parents of students who attended classes at the 3 branches of KUMON Chiang Mai Centers, i.e., KUMON Chiang Mai McCormick Center, Chiang Mai Nimmanhaemin Center and Chiang Mai Chang Clan Center using quota sampling. Data was analyzed by descriptive statistics, i.e., frequency, percentage, and mean.

Results of the study indicated that most parents had a monthly income between 10,000-20,000 Baths. Students were between 6-9 years old. Most students selected to study Mathematics more than English and they were in level 1.

The people who work for KUMON were the marketing factor that parent were satisfied with the most followed by product, process, physical evidence and presentation, and place factors, respectively. While price and promotion factors rated at a moderately satisfied level.

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Parents were satisfied with students learning development of the student after they studied with KUMON Center because they believed the students had improved in their learning skills. Problems in using KUMON service concerned physical layout of a narrow place along with not convenient car parking for picking up and dropping off students to study.