

Service Development Guideline of Thai Tutors' Provider Center

Jarungjit Sodsong and Dr. Chinnaso Visitnitikija

Gaduate School of Business, Administration Kasembundit University, Bangkok, Thailand

Abstract: *The purposes of this study were to determine the service quality and customer satisfaction of Thai tutors' provider center. The samplings of this study were 225 previous customers who used the service at the Thai tutor provider center by using a questionnaire as a tool and statistics application were percentage, mean, standard deviation, t-test, and multiple regression analysis.*

Findings from the study indicated that most of respondents were females, age between 31-40 years old, bachelor degree graduated, and monthly income between 30,000-40,000 baht. The result of the assessment of quality of the service was at high level, customer service satisfaction at Thai tutors' provider center was at high level. The results of hypothesis testing revealed that the personal different of education level affected customer service satisfaction at statistical significant 0.05 level. The service quality of Thai tutors' provider center correlated to customer satisfaction at statistical significant 0.05 level. In addition, the factors of service quality influenced customer service satisfaction at statistical significant 0.05 level.

Keywords: *Quality development, Service Quality, Tutors.*

1. Introduction

The education is a basis of society begin and all sectors are given priority to it. Respectable education system will create knowledge and skills for the personnel life in the society. Since the university entrance examination has changed to admission system in 2549 B.E. and develops to present system. The system has focused on providing the general knowledge for the students tests even more. As the results, the entrance examination covered more subjects as needed in order to increase students' opportunity to access higher education institutions that they preferred. Consequences, tutorial institutions have grown rapidly with the assessment that tutorial institution markets in 2555 B.E. valued 7,000 million baht increased to 8,189 million baht in 2558 B.E. and the rate of growth from the past until today continuously. (Kasikorn Thai Research Center, 2558 B.E.).

As the data from Kasikorn Thai Research Center, the tutorial markets have the average growth of 8 percent annually and the number of students who used the services are likely to increase every year as table 1.1 shown below.

TABLE 1 Shows the Number of Students Who Used Tutorial Services

Year area	Number of student who used tutorial services						
	2550	2551	2552	2553	2554	2555	2556
Bangkok and perimeter	1,078	1,072	1,423	1,744	1,924	2,005	2,342
Provinces	353,060	291,817	403,846	571,887	572,131	453,881	535,695
Nation wide	354,138	292,889	405,269	573,631	574,055	455,886	538,037

Source: Marketeer, 2015

The increasingly trend, results in increased the competition among tutorial services institutions, each institution strengthen their educational knowledges in order for their students to pass the examination, but the tutors have more numbers of the students in each class which make it difficult for student to get the knowledge as they want. The private lesson, such as teaching at home, or by individually teaching become more demands.

The tutor center provides education services to the students at the residences, starting from kindergarten level to university level. The tutor companies have network which are ready to send personnel to customers when needed. The customer will receive reliable services from the tutor companies.

From the introduction above, the researcher is interested in evaluate the quality services of Thai tutors' provider center and bring the results from the study to develop customers services to meet consumer requirements.

1.1. The Purposes of the Study

- To determine service quality of Thai tutors' provider center.
- To determine consumer services satisfaction of Thai tutors' provider center.

1.2. The Frame Work of the Study

The study of service development guideline of Thai Tutors' Provider Center was based on Zeithaml, berry and Parasuraman's theories. (1986). Consisted of tangible services, services reliabilities, services responsively, services assurance, and services compassion.

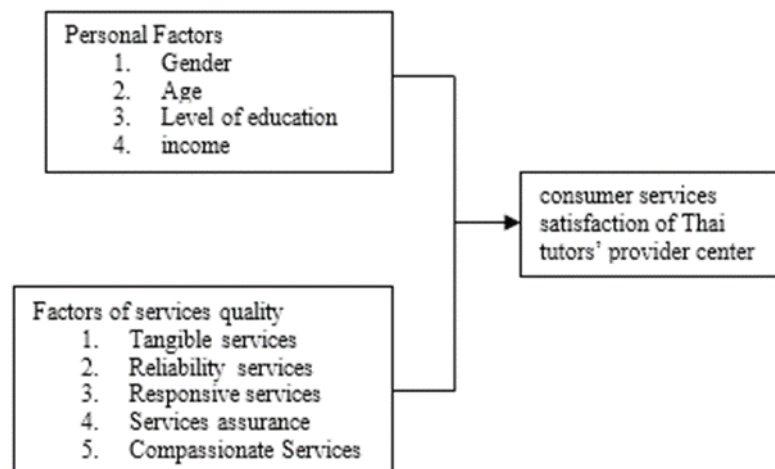


Fig. 1: frame work of the study

2. Methodology

The sample groups of this study were 515 customers who received the services from Thai tutors' provider center by using Taro Yamane (1973) to determine the sample of study groups.

2.1. The Results from the Study

On the basis of the results of this study, it could be concluded that most of respondents were females, age between 31-40 years old, earned bachelor degree, and monthly income between 30,001-40,000 baht.

The overall picture of the opinions on services quality of Thai tutors' provider center were at high level consisted of following aspects, such as tangible services, reliability services, responsive services, services assurance, and services compassion, respectively.

The tangible services aspect revealed that the overall picture of the opinions was at high level consisted of consumer is always contact Thai tutors' provider center conveniently, fast services, and personnel with manners and courtesy.

The reliability services aspect revealed that the overall picture of the opinions was at high level consisted of services as promises, no history of error from start till the end, good reputation, Thai tutors' provider center provide the quality service since the beginning, respectively.

The responsive services aspect revealed that the overall picture of the opinions was at high level consisted of Thai tutors' provider center personnel is willing to help customers, prepared to give the services timely, be able answer all questions, and be able to inform customers when services are available.

The services assurance aspect revealed that the overall picture of the opinions was at high level consisted of good manners personnel, ability, high experiences, show professional services quality, and trusts, respectively.

The compassionate services aspect revealed that the overall picture of the opinions was at high level consisted of preparing the schedule for customers per customers requirement, respectively.

The overall picture of the opinions on consumer quality service satisfaction of Thai tutors' provider center was at the high level consisted of personnel knowledge satisfaction, conveniently communicate with the center, ability to answer all the questions, and service with timely, respectively.

3. The Results of Hypothesis Test

Hypothesis 1:

The overall picture of the opinions on the different personal factors of education affected consumer service satisfaction on Thai tutors' provider center at statistical significant 0.50., but the different personal factors, such as gender, age, and income was not affected the consumer service satisfaction on Thai tutors' provider center at statistical significant 0.05.

Hypothesis 2:

The overall picture of the opinions on quality service factors of Thai tutors' provider center correlated to consumer service satisfaction was high level at statistical significant 0.01 in the same direction. The correlation was at the high level and in the same direction ($r=.925$), considering the correlation coefficient (r) for the detail in ascending order as follows:

As for service compassions compared to service satisfaction of Thai tutors' provider center was correlated as very high level in the same direction ($r=0.934$).

As for tangible services compared to service satisfaction of Thai tutors' provider center was correlated as very high level in the same direction ($r=0.909$).

As for services assurance compared to service satisfaction of Thai tutors' provider center was correlated as very high level in the same direction ($r=0.900$).

As for responsive services compared to service satisfaction of Thai tutors' provider center was correlated as very high level in the same direction ($r=0.897$).

As for reliability services compared to service satisfaction of Thai tutors' provider center was correlated as very high level in the same direction ($r=0.883$).

Hypothesis 3:

From the study results regarding the quality service and customer satisfaction factors of Thai tutors' provider center consisted of customers were always contact the center at any time, the center has never had any history of erroneous services, always inform customers when to begin the service, ready to provide service to customers timely, enthusiasm personnel, and conveniently to receive the service from Thai tutors' provider center which influenced consumer satisfaction at statistical significant 0.05.

4. Conclusion

The service development guideline of Thai tutors' provider center could be concluded as follows:

The overall picture of the opinions of the quality services of Thai tutors' provider center were at high level consisted of 5 aspects, such as tangible services, reliability services, responsive services, services assurance, and compassionate services.

The overall picture of the opinions on consumer services satisfaction of Thai tutors' provider center were at high level consisted of consumer satisfied with the knowledgeable tutors at Thai tutors' provider center, communicate to Thai tutors' provider center conveniently, and there is a clear agreement with comprehensive services.

5. Suggestion

The recommendations from the study results as follows:

- Thai tutors' provider center should develop communication channels in order for customer to contact at any time, increase communication channel, such as line and Facebook applications, etc., and provide counsel to customer after service hours.
- Thai tutors' provider center should emphasize on providing accurate and clearly information to customers.
- Thai tutors' provider center should provide services contract accurately.
- Thai tutors' provider center should provide appropriate personnel and ready to work.
- Thai tutors' provider center should provide personnel services development, to serve customer with good impression and confidence, willing to provide services with enthusiasm.
- Thai tutors' provider center should provide flexible service programs, ready to change program according to customer requirements.

6. Suggestions for the Future Study

Should study customer requirement of using quality services tutors and to be a guideline to develop the services in order to receive better quality services from the tutors' provider.

7. References

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