

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
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FACTORS INFLUENCING PARENT LOYALTY OF
PRIVATE HIGH SCHOOLS IN NAY PYI TAW

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MBA II – 43

MBA 23rd BATCH

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ACADEMIC YEAR (2017 – 2019)

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“This thesis is submitted to the Board of Examiners in partial fulfillment of the requirements for the Degree of Master of Business Administration (MBA)”

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ACCEPTANCE

This is to certify that the thesis entitled “**Factors Influencing Parent Loyalty of Private High Schools in Nay Pyi Taw**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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ABSTRACT

This study focuses on the factors influencing parent loyalty of Private High School in Nay Pyi Taw. The purposes of this study are to explore the factors that influence on parent satisfaction and analyze the effect of parent satisfaction on their loyalty of Private High School in Nay Pyi Taw. This study is conducted through structured questionnaire with 364 parents who are choosing private high school from the 4-selected private high school among 16 private schools; which have above 1000 students and offer national curriculum framework. In this study, perceived value, corporate image, service quality and convenience factors have positive effect on parent satisfaction. Among the factors, service quality and convenience are the most effective factors for parent satisfaction. Furthermore, the result of the study indicated that the parent satisfaction has a positive impact on their loyalty. Therefore, the private high schools should consider to deliver better service quality and create more convenience functions to attain both existing customer and attract the new customers in the future.

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CHAPTER 1

INTRODUCTION

A school is an education center that is designed to produce valuable human resources to develop a country and to provide a positive learning environment for the students under the direction of teachers. School is important because it teaches the ways and help to prepare the tools in order to success in the future job market. In school, students learn valuable lessons about academic lectures. Students also learn other valuable experience such as social skills, behavior, work ethic.

School gives people the building blocks necessary to do many things: critically analyze, read, perform mathematical functions, write, etc. People will not understand some of the factors needed in everyday life unless these building blocks. In addition, school also shows the diversity in different culture and religion, something we also need to develop tolerance and empathy. School provides us a formal structure that real life learning does not, and that structure helps you to learn self-discipline.

The children of today are the valuable citizens of tomorrow. It is accepted that the learning process is helpful in shaping one's personality and the way we deal with situations of life. Education must assist the cultivation of a healthy thought process and groom our cognitive abilities. In today's competitive era, education is a basic factor for people after food, clothes and shelter.

Today, human beings need a set of skills to success in the competitive world. The skills set can be education. Education is critical for a country to develop. Education acts the part of vital role in each area. Any society possess the right to expect positive and effective contributions from its citizens. When given the opportunity, private school plays a significant role in achieving this expectation.

The future of the world is the education of the new generations. The school plays an important role in producing qualified people to serve the needs and demands of the new century. Since the school play a qualified role in the human resource development, it must give more attention to marketing concept to provide the best value-added services and to find innovative ways to improve the quality of education. According to the importance of

quality education and the pursuit of serving parent needs, a thousand of private schools emerged all over the world.

In recent decades, there are many educational services which can meet the needs and wants of the customers because of the open market economies so some foreigners make an investment in most of the cities in Myanmar. Not only foreign investors but also local investor is investing in educational businesses. Therefore, a number of private schools have been growing in Myanmar education market. In addition, the trend of Education Services in Myanmar is dramatically popular among parents and students.

Even though public and private schools are not the same, they have to follow certain guidelines, so there are a lot of similarities between the two. Both school systems give their students the best education within their means. Today, private schools have jumped up at pre-elementary, elementary, secondary and advanced education levels to take into account the requests of the market in English language, computing, accounting and business-related training. Some of them offer a wider and full curriculum, some focus on only a few and specialized subjects.

In essence, Parents are wanting the pleasant environment to support the children's intellectual and emotional growth. They also want their children to improve both physically and mentally. But public school is weak in other extra activities like sport where students compete against other schools and learn school spirit and how to work as a team. There are not enough teaching facilities, number of teachers, support staff in public schools in Myanmar. Today, there is a private high school which follow Myanmar Education Curriculum plus other student support facilities and care and other extra activities that are helpful to improve student's quality both mentally and physically.

1.1 Rationale of the Study

A number of private schools have been growing in Myanmar education market for over a decade. This phenomenon has made parents more demanding in their selection of the school for their children. Numerous investigators exist about parental contribution in education. The results showed that parental involvement affect the student development and it also affect to become better performance and higher quality education of schools. It is difficult to make a positive involvement in our children education. The best time to put

parents' involvement is when their children are young. The earlier it starts, the more dominant will be the impact. The best form of parent involvement is parents joining their children in their studies at home.

In addition, schools need to support and encourage parent involvement. The schools also need to make parents feel welcome, taking into account parent suggestions and comments in decision making and implementing programs relating to schools' rules and disciplines. Communicating with parents is the best way to know the needs and wants of parents regarding schools' requirements. Every business must know the consumer behavior for service of their business, especially for the private school the parent satisfaction is most important because every parent wants to choose the best. It also underlines the importance of parent satisfaction and parent loyalty of the school.

Parent satisfaction is one of the basic factors which help to run, to improve schools and profit of the school, and especially save the loyalty of its customers. Customers do not buy simple goods or services; they buy the benefits of goods and services. They buy quality products, services consisting of enough information, giving personal attention and other convenience factors. Customers are essential for any organization and provide revenues to develop the organizations.

Furthermore, the ultimate objective of customer satisfaction measurement should be customer retention and to have existing/satisfied customers say positive things about the company to others, recommend the company to someone else, encourage friends and relatives to do business with the company, consider the company first choice from which to buy service and do more business with the company in the years to come.

In addition, loyalty is an important component of any business. Not only do companies need loyal employees who care about its business, but it also needs loyal customers to keep its business thriving into the future. To satisfy the parents, the schools should listen and accept their feedback and make a change to improve services. Customer loyalty becomes very important to solve the increasing competitiveness of every business. Most as often as possible parent loyalty is considered as a significant foundation of client satisfaction. Parent satisfaction is determined as a straight result to consumer loyalty.

Therefore, this study is to investigate the factors influencing parent loyalty of private high school in Nay Pyi Taw. The results can help the owners of private high schools

to understand about the major influencing factors on parent loyalty and how important the parent loyalty is in the competitive industry.

By knowing and understanding the important of these influencing factors on parent loyalty, the owners can better formulate appropriate efforts to attract new customers and maintain their old and loyal customers. In addition, the more success in private educational businesses, the more improve our business sector and produce qualified human to serve for the development of the country.

1.2 Objectives of the Study

This study includes two objectives, these objectives are as below.

1. To analyze the factors that influence on parent satisfaction of Private High Schools in Nay Pyi Taw.
2. To examine the effect of parent satisfaction on parent loyalty of Private High Schools in Nay Pyi Taw.

1.3 Scope and Method of the Study

With the increase of private schools in Myanmar, private high schools that offer Myanmar national curriculum framework has become very popular. There are 16 private schools in Nay Pyi Taw that are registered in Basic Education Department under the Ministry of Education. Some private schools offer national curriculum framework and other extra curriculum and some offer only national curriculum framework. The scope of the study is intended to parents who are choosing private high school in Nay Pyi Taw. However, this study covers four private high schools which have above 1000 students and offer national curriculum framework. They are Pyin Nya Pan Taing, Soe San, OiAC and CAE private high school. The sample size of this study is 364 and it is calculated by Yamane.

In order to reach the objectives, the study employs analytical research method and linear regression method. The study uses simple random sampling method and five-point Likert scale type questionnaire. Primary data are collected from randomly selected 364 parents by using personal interview method. Secondary data are obtained from the international research papers, journals, articles and reference text books.

1.4 Organization of the Study

The study is organized by five chapters. Chapter one is the introduction of the subject matter and it includes rationale of the study, objectives of the study, scope and methods of the study, and organization of the paper. Chapter two illustrates theoretical background concerned with influencing factors of parent satisfaction which includes perceived value, corporate image and service quality, convenience and communication. Chapter three presents the factors that influences on parent satisfaction of private high schools in Nay Pyi Taw. Chapter four explains analysis on the effect of parent satisfaction on parent loyalty of private high schools in Nay Pyi Taw. Chapter five describes conclusion of the study which is composed of findings and discussions, suggestions and recommendations and need for future research. References and appendix are attached at the end of the research paper.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter presents about theoretical background of customer satisfaction and customer loyalty. This chapter also consists of definitions which are related with factors that influence on customer satisfaction and customer loyalty. The conceptual framework of the study is also described.

2.1 Customer Satisfaction

Customer Satisfaction is an important indicator of a company's past, current, and future performance in order to determine retention of the customers (Lee, 2004). Customer satisfaction is defined as customer's needs and goals when a service is providing a pleasurable level of fulfillment and emotional response (Kotler & Keller, 2009). Customer satisfaction is a core factor to satisfy customers' needs and wants. Pleasurable moment means that fulfillment increases pleasure or reduces anxiety. Fulfillment can be called by the customer's expectations. Expectation comes from past buying experience, friends and college's advice.

Customer satisfaction with a purchase depends on the product's performance relative to a buyer's expectation (Kotler & Keller, 2009). Whether the customer is delighted after buying depends on the business's performance in relating to the customer's expectation and whether the customer interprets all differences between the two. Customer satisfaction is a person feeling of pleasure or dissatisfaction that come out from comparing a product's actual performance and their expectation. If the performance reaches the expectation, the customer is satisfied. If the performance goes beyond expectations, the customer is delighted.

Customer satisfaction has a positive effect on a business's profitability. The more customers are satisfied with products or services offered, the more chances for business success as customer satisfaction leads to repeat purchase, loyalty, positive word of mouth marketing. Customer satisfaction leads to repeat purchase, loyalty and customer retention. They will also tend to say good things and to recommend the product or service to others

(Zairi, 2000). Dissatisfied customers may try to reduce the dissonance by seeking information that might confirm its high value (Kotler & Keller, 2009).

Anderson et al., (1994) referred to customer satisfaction as an overall evaluation of the service provider's performance based on all of their prior experiences with an organization. The degree of satisfaction is provided by the products or services of an organization as measured by the number of repeat customers (Leon & Leslie, 2006). As for many industries, high service quality has been considered to be a cornerstone to every successful organization to increase customer satisfaction in order to gain competitive advantages.

Researchers mentioned in The Experience Economy that customer satisfaction is calculated based on buyers' experience with the product and depends largely on buyer's evaluation of individual experience with the product relative to expectations of its quality (Pine & Gilmore, 1998). (Oliver, 1999) argued that customer satisfaction is the degree to which buyers' expectations of a product or service are fulfilled and can reflect the consistency between the expected and actual performances of the product or service. According to Schmitt, higher customer value leads to higher customer satisfaction (Schmitt, 1999). Wei provided a simple approach to increasing customer satisfaction. It is to identify the needs of buyers and satisfy them. In other words, it is to understand buyers' expectations of a company, product or its employees, manage to meet the expectations earlier than competitors, and improve weaknesses through constant evaluations from customers' perspective to win customers' trust and lifetime loyalty (Wei, 2002).

Understanding how to fulfill customers' needs is critical to alteration of available information into effective marketing strategies and future success of the organization. Higher customer satisfaction can cause in a higher organizational revenue. To sum up, despite the sort of definitions of customer satisfaction, academic generally agreed that customer satisfaction is related to the difference between expected and actual performances, and customer satisfaction is crucial to corporate profits (Assaf et al., 2011).

2.2 Customer Loyalty

Customer loyalty is a critical factor which brings to get competitive advantage over other firms under a highly competitive and dynamic environment. Oliver (1999) defined

customer loyalty as a agreement of customers to buy certain products, services and brands of a firm over a consistent period of time, irrespective of competitor's new products and innovations and these customers are not compelled to switch. Customer loyalty is an evidence of the repeated patronage of a service provider and recommendations of a service provider to other customers. Further, it is considered as the intention of the buyers to make the purchase again and again to build a continuous relationship with the organization.

Loyalty may comprise attitudinal and behavioral loyalty. Customer loyalty is not only the repeat purchase but also the customer's attitudinal state of intention to re-patronize. Therefore, repeat purchase intention becomes a critical part if such attitudinal or behavioral constructs. In terms of behavioral purchasing, it is associated with actual customer consumption behavior which involves the measurement of past purchases or the measurement of profitability of future purchase based on past purchase behaviors (Ehrenberg, 1988).

Loyalty defined revisit intention as repurchase intention and behaviors that demonstrate the willingness to recommend and disseminate positive information for a service provide. Customers that received an excellent and memorable experience from the restaurant will form a favorable behavioral intention such as recommending the restaurant to others, spread positive word-of-mouth or become a loyal customer will ultimately lead to revisit intention (Boulding et al., 1993).

According to Yenny and Herry (2017), the gain of new customer costs more than the retention of the current customers. Loyal customers are the core elements which encourage different customers to purchase from the seller and always review their decision time and again before changing mind to purchase the alternative services/products. Customer loyalty is well constructed by the help of effective designs and information which shows that customer loyalty does not earned by an accident. Customer loyalty is acquired through customer-oriented approach which fulfills the requirement and wants of the customers.

Customer loyalty can be stated as a main source of competitive advantage which has a significant influence on performance. A slightly increase in loyal customers can result to a significant improvement in the profitability of a firm. There are a lot of reasons for business to pursue customer loyalty as a strategic objective. Customer are expensive to acquire: keeping them loyal allows you to amortize acquisition costs. Loyal customers are

often willing to pay premium prices (Reichheld & Sasser, 1990). Loyalty program is a marketing tactic that is used to increase the customers' loyalty by providing incentive benefits to customers. Therefore, it is important that organizations take steps to identify factors most valued by customers and allocate resources accordingly to encourage loyalty among their customers.

2.3 Marketing Factors

There are numerous factors which move customer satisfaction. For this study, five factors were used such as perceived value, corporate image, service quality, convenience and communication.

2.3.1 Perceived Value

Perceived value is the customers' assessment of the benefits of a product or service and its capacity to meet customers' needs and expectations, especially in comparison with its friends. Perceived value comes down to the price the buyers is willing to pay for a good or service. Even a flash decision made in a store avenue involves an analysis of a product's capability to fulfill a need and provide satisfaction compared to other products under different brand names. The duty of the marketing professional is to boost the perceived value of the product that companies are selling. The pricing of products attains perceived value into consideration. In many cases, the price of a product or service may have more to do with its emotional attract than with the actual cost of production.

Perceived value is a consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. Therefore, perceived value is intuitive and individual and varies among customers. In addition, a person might assess the same product differently on another occasions. The price is the most important factor at the time of purchase; a clear and easily conceivable manual may be of importance at installation and assembly (Zeithamal, 1988). Zeithaml does not given a reason as to why consumers have different opinions of the value of an products or service offering (Zeithamal, 1988). Different personal values, needs and preferences as well as the financial resources of consumers must influence the customers' perceived value (Ravald, 1996).

The personal comparison of the benefits obtained and the sacrifices made are resulted by value for the consumer (Zeithamal, 1988). Therefore, it is conceived as a highly subjective and personal concept (Parasuraman et al., 1988). Also, it contains a component of benefits and another of expenses, being an essentially utilitarian perception of the result. Thus, it is a common view applicable in the line of products, services and relationships. The benefits factor, or what a consumer gains from the purchase, would include the perceived quality of the service and a series of psychological benefits (Zeithamal, 1988).

The quality of service is a basic element in the perception of perceived value, as it is the most complex thing for rival firms to imitate (Parameswaran & Glowacka, 1995) and the base on which differentiation (Berry et al., 1988) and competitive advantage (Reichheld & Sasser, 1990) are sustained. The sacrifices element, what the consumer must contribute, would be formed by the monetary and non-monetary prices such as time, energy, effort, etc. Thus, for the customer to buy the product, or to buy it again, it has to be endowed with value, both by incorporating benefits and reducing the sacrifices to the customer, setting a price that the later can afford (Doods et al., 1991).

2.3.2 Corporate Image

In the ever-increasing competitive conditions of modern society, organizations no longer compete only within the dimensions of products, functions, specifications and quality but also within the areas of corporate image, brand and reputation. Corporate image is the picture evolving in the mind of target area that any given firm aims to reach. In a different saying: corporate image is the accumulation of all judgments that exit in the minds of target mass as regards the adjectives associated with a given enterprise. In addition, it refers to a complication of all analyses related to the way enterprises are recognized and perceived by the audience. All these make-up of the entire corporate image (Bozkurt, 2018).

Organization's image is a social form of identification in which the employees feel an association with the firm. According to Kotler and Fox (1995), educational institution's reputation and current image is a lot more important than quality because potential students' choices are significantly influenced by the perceived image of the institution. In some researches, it was found that educational institution's reputation and its image strongly affect retention behavior and loyalty (Helgesen & Nasset, 2007).

According to Kennedy (1977), the image has two distinctive components: functional, which is related to intangible stimulus and thus can easily be measured, and emotional, which is linked with psychological conditions becoming evident in feelings and attitudes. Above all, image is the perception of a customer that he/she has about a product or service. Image of a school can be built by various different factors and establishes after a certain time period and by undertaking different marketing activities.

Landrum et al. (1998) suggested that the higher education institutions must create or sustain a different image in order to gain competitive advantage in a highly competitive market. According to these authors, students' willingness to enroll in a particular university totally depends on university's image. Dowling (1988) emphasized that a company could have multiple images. People build image of a firm depending on the experiences that they have with the product or service encountered. So, company image is multifaceted.

2.3.3 Service Quality

Service quality is very important for everyone in purchasing goods or services or dealing with service providers. One of the major factors which influence the customer satisfaction and customer loyalty is the quality of product and service. Service quality is not only the most important factor of customer satisfaction in production companies but also for service organizations and even in non-profit organizations. The quality of product is easily evaluated as compared to the service quality. The high quality of product and service will have a positive impact on the customer satisfaction. When the customers will not get the quality of product and service which they were expecting before their purchase, the customer dissatisfied and this ends up in customer switch to other service provider.

Haghighi et al., (2012) proved that services quality contributes to customer satisfaction. As a result, service quality also leads to customer loyalty and long-term retention. However, this construct is very abstract due to its intangibility, inseparability, perishability and heterogeneity (Moeller, 2010). The most often adopted definition of service quality is that it is the result of comparison that is made between customer's expectation from the service provider and his/her perception of the service firm (Lehtinen & Lehtinen, 1982).

It is hard to define what the service is. It is acquiring complicating and the means of various companies serving with the different design, facilities and patterns usually hard to know about it. Nowadays, service quality becomes the main issue for various firm. Services are intangible element and it is absolutely performances and experiences based rather than any kind of objects. Service quality always varies in the basic of producer to producer, customer to customer and day to day.

Customer is the key as service quality is evaluated and assessed by them comparing the expectation and perception instead of the firm (Berry et al., 1988). Iglesias and Guillen (2004) revealed that perceived quality has direct and positive influence on the level of customer satisfaction. While there is no guarantee that a satisfied customer will be a repeat customer, it is mostly likely that a dissatisfied customer will not return. Therefore, customer satisfaction is imperative for service organization because of the positive correlation it has with future attitudes, revisit intention and loyalty.

According to Parasaurman et al. (1988), high service quality is considered to be the mean to compete in the service markets. In the service firm, perceived quality service and products has a direct impact on the customer's satisfaction along with their trust. When the customers get good quality service and product from the providers, then the trust of the customers also take place and assume that more useful result will be provided by the firm.

2.3.4 Convenience

Convenience is one of the key tools that a marketer can use to attract and retain customers. Customers appreciate when a service is met promptly which is better understood by service providers. Convenience refers to the consumer's perception of minimal time and effort required to decide to patronize the service provider, which is mainly determined by the availability and quality of information. It reflects the consumer's perception of minimal time and effort needed to reach the service provider's location, which usually is a function of its physical location, parking availability and operating hours. It also reflects the customer's perception of time and effort required to identify and select products (Najmi, 2017).

The role of customers in service organizations is always highlighted in the marketing, especially in the recent development of a new perspective, namely service-

central logic. Service convenience is accepted to be progressively important to customers. Customer convenience in buying and using services is the ability to reduce customers non-monetary costs such as timer, energy and effort. Therefore, service convenience can directly affect customer satisfaction and lead to customer loyalty (Khazaei & Najafi, 2014).

2.3.5 Communication

Communication is crucial to all organization and it can help the organization in many different ways. Communication acts an active role in product announcement, customer relations, employee management. The attempt of communication is to make customers' awareness, create interest, generate products sales or create loyalty. Communication is a more cooperative term for the interaction between the seller and buyer, which includes promotions, plus advertising, public relations, personal selling, and viral advertising.

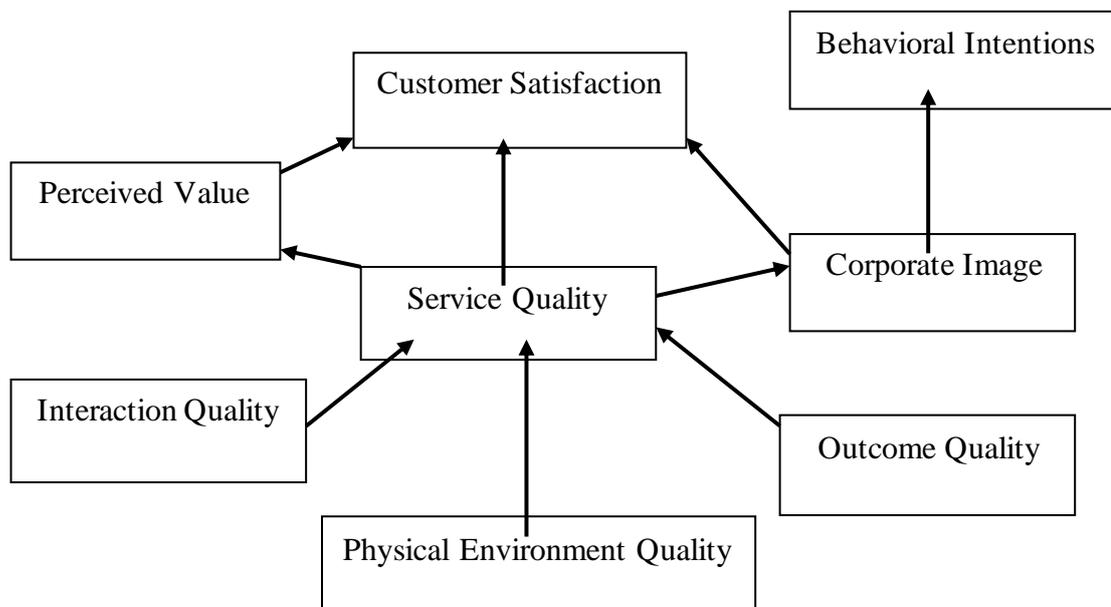
Effective communication between families and schools is vital not only to a child's academic performance but also for their emotional well-being and social performance (Flynt & Morton, 2008). Although communication between educators and parents is gaining attention as the media focuses on extreme classroom behaviors, such as bullying, parents still report feeling felt out of important conversations about classroom observations and events retold by students (Canary & Cantu, 2012).

It is in the best interests of all students if schools and families communicate often and effectively about negative behavior, such as bullying or teasing, experience higher rates of depression and anxiety, but agitators' academic performance suffers too (Popoviciu et al, 2010). Students who display concerning behaviors are also more likely to become lawbreakers, have fewer friends, poorer relationships, and more likely to drop out of school compared to children who do not regularly display these behaviors. Therefore, it is important for parents of both the recipient and agitator of the behavior be in contact with educators in order to remedy the problem quickly (Flynt & Morton, 2008).

2.4 Empirical Studies

This study mainly based on two previous research paper from foreign universities. The first previous research was a study about the effect of service quality, perceived value, corporate image and customer satisfaction on behavioral intentions in the Taiwan Quick Service Restaurant Industry. The second research was a study about factors affecting customer loyalty in Pakistan. The first study analyzes the effect of service quality, perceived value and corporate image and customer satisfaction on behavioral intentions in the quick service restaurant industry (Wu, 2013). The conceptual framework of the first previous research paper was illustrated in Figure 2.1.

Figure (2.1) Conceptual Framework by Hung Che Wu



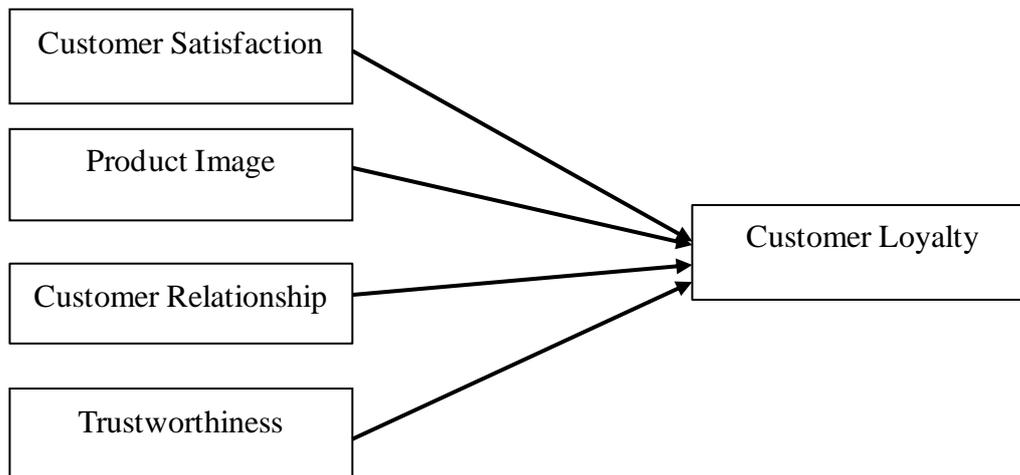
Source: Wu (2013)

The result indicated that perceived value and service quality had an independent influence on customer satisfaction and these two factors had positive impact on customer satisfaction. And then, customer satisfaction directly influences behavioral intentions. Customer satisfaction has a positive influence on behavioral intentions, suggesting that satisfied customer will revisit or return to restaurant and recommend to others.

The second conceptual model of previous researcher is developed by Akhter, Abbasi, Ali & Afzal (2011). The purpose of this study is to identify key factors which

influence customer loyalty and investigates the correlation between customer satisfaction, customer relationship, product image and trustworthiness and customer loyalty.

Figure (2.2) Conceptual Framework by Waheed Akhter



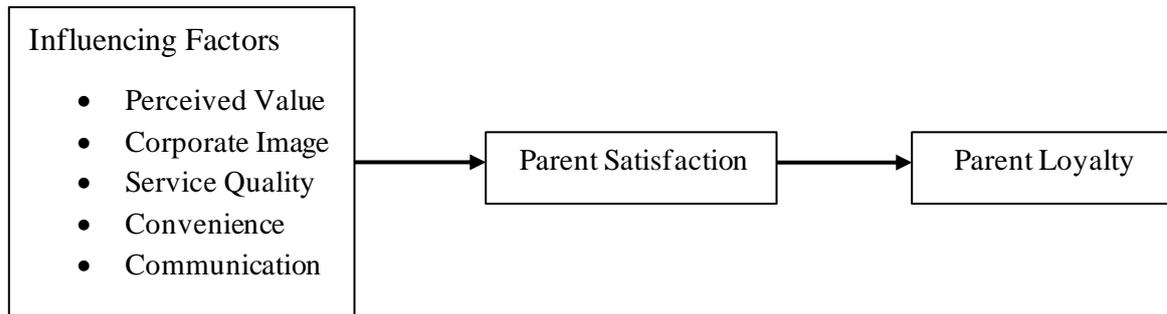
Source: Akhter, (2011)

The result this previous research shows that a positive relationship among customer satisfaction, customer relationship, image of the product, trustworthiness and customer loyalty. This study indicates that long-term success and sustainable reputation of an organization depends on customer loyalty.

2.5 Conceptual Framework of the Study

Customer satisfaction and customer loyalty have been regarded as a fundamental determinant of long-term consumer behavior. In addition, they play a vital role for the success of every business. This conceptual framework for this research study is the combination of the theoretical reviews and previous researchers. The conceptual framework of the study is as follows.

Figure (2.3) Conceptual Framework of the Study



Source: Own Compilation (2019)

According to the conceptual framework, perceived value, corporate image, service quality, convenience and communication are the factors that influence on parent satisfaction and there is also a relationship between parent satisfaction and parent loyalty. The framework is about the factors influencing on parent satisfaction and the relationship between parent satisfaction and parent loyalty of Private High School in Nay Pyi Taw.

CHAPTER 3

PARENT PERCEPTION ON MARKETING FACTORS OF PRIVATE HIGH SCHOOLS IN NAY PYI TAW

This chapter is arranged into five sections. The first section presents about history and current situation of private schools in Myanmar. In the second and third section, research design and reliability analysis are illustrated. The fourth section examines the demographic factors of respondents and is showed with numbers of respondents and percentages. Finally, the last section explores the factors that influence on customer satisfaction and is represented with mean score.

3.1 Background of Private Schools in Myanmar

Education is a basic human right and plays an important part in human, social, and economic development. In the last few years, millions of children are rejected their right to education. Education is one of the accurate ways of transmitting poverty from generation to generation. Everybody must have the right to a quality education so that they can have more chances in life, including better employment opportunities, better health and also to join in the political process.

After about 50 years of country's mismanagement, the infrastructure of Myanmar is wrong and it did not have the capacity to solve the growing population and increased foreign investment even these demands can make the country more powerful and a sound infrastructure of a country. Because of mismanagement, all of the problems are caused by a single reason: quality of education.

Because education drives down poverty, increases economic development and boosts income. The former government did try to accept the problem that to reforms the education such as allowing private schools and private education centers to run. But there were many requirements to be done and Myanmar failed to solve and delay the implementation of absolute reforms in education sector.

Since the 1990s, private schools are emerged and developed as business and not necessarily administered by the Ministry of Education. The Ministry of Education assumes

all of the children in a country to be joined in state schools. Private anticipation is accepted only over and above state education, with the exemption of international schools.

Private schools are emerging as different education levels to accommodate to the demands of the market in English language, computing, accounting and business-related training. Some of the education center offer a wider curriculum and some focus on only a few subjects. Officially, private schools are not allowed to administer as another state system. The teaching quality and curriculum style diverse from institution to institution. The State administers private schools by limiting the number of subjects they can teach and the curriculum style.

A list of all educational centers in Yangon that covered general education, language & professional training centers and vocational training centers has been published by MMRD. In 2002 and 2007, educational institution center numbers have been increased than before. The numbers of day care centers in Yangon is 68, pre-school is 100, primary is 18 respectively. Therefore, the total number private education center in 2007 is 216 in Yangon.

Education is one of the most vital investments a country can make in its citizens and its future. Investing childhood education makes the highest benefits for children, parents, society and country. Children who have possess to quality education programs can make better in early school and will have better education outcomes later. It is crucial that developing countries invest more in cost-effective early childhood programs.

Because of the declining quality and mismanagement of the state education system, students and parents desired better education system and wanted an opportunity to study abroad. However, this is a choice only for the upper classes, who can able to send their children abroad. Upper class parents have tried to possess their children internationally recognized certificates even the increasing inflation rate in a country.

International education investors and foreign institutions are investing in Myanmar education sector as the market for international schools. There is a wider market in Myanmar because Myanmar parents are desired to devote in their children's education to access quality education, while they are staying at home country. And then, local education providers are also investing in education sectors. The government has changed its educational policies and rules to support the education sector both in basic and higher education. Now, private schools are allowed to operate with constrained supervision from Government.

There are now increasing number of international schools, educational centers and institutions that collaborate with foreign universities as well as local private high schools are increased that offer national curriculum in Myanmar. In 2006-2007 academic year, private subject tuitions have been investigated for local education investors. No.3 Basic Education Department under the Ministry of Education announced on May, 2006. The township head education officer is to instruct private education centers who are supporting tuition to apply to get permission to open the tuition class. The Township head education officer reported the tuition classes which are authorized with the rules and regulations of the department. In the educational sector, these changes make parents and students now assess more choices in education.

For improving the quality of educational services and teaching, the Government is collaborating with international education organizations in order to support basic and higher education sector of Myanmar. The Government planned to spending more money in the whole education sector. However, the country's education system faces many challenges such as limited or no access to Internet, not enough teachers and administrative staffs, lack of good textbooks or variety of laboratory equipment. In some cases, academic teachers have not the appropriate experience to manage overcrowded class size and a weak curriculum.

3.2 Research Design

This study aims to explore the factors that influence on parent satisfaction of private high schools and to analyze the effect of parent satisfaction on their loyalty of private high schools in Nay Pyi Taw. Analytical research method is used in this study. To achieve these objectives, both primary and secondary data are obtained from text books, previous research papers and internet websites.

Primary data is especially meant for making a survey using structured questionnaire to total 364 respondents. To obtain the primary data, the respondents at Pyin Nya Pan Taing, Soe San, OiAC and CAE private high schools were asked whether they have satisfaction and loyalty towards above private high schools or not. The respondents were surveyed by systematic random sampling method, SPSS (Statistical Package for the Social Scientists) is a data management and statistical analysis tool which has a very versatile data processing capability.

After the survey data were collected, these results were entered in SPSS to analyze the results and test the reliability analysis. Descriptive and analytical research method was used in this study. Descriptive research aims to describe characteristics of consumer behavior and to count frequency in consumer behavior.

The survey question used for this study consists of three main sections. Section (A) includes the questions for demographic(personal) information. Section (B) involves the questions for the factors influencing customer satisfaction. In Section (C), the questions for customer satisfaction and customer loyalty of private high school in Nay Pyi Taw. The question in Section (A) are closed questions (i.e., the respondents are required to choose one or more out of given possible answers). The questions in Section (B) and (C) are measured with a five-point Likert scale ranging from “strongly disagree to strongly agree” (1= strongly disagree to 5= strongly agree). In this chapter, all parts of the profile of the respondents are discussed by descriptive research method.

3.3 Reliability Analysis

Reliability was undertaken in order to test the internal consistency of the variables in the questionnaire. Cronbach’s alpha is a measure of internal reliability of the questionnaire, Cronbach’s alpha was selected to conduct the reliability test as it is a common tool for internal consistency reliability coefficient in particular psychometric measurement.

The reliability test is a process of measuring the consistency or repeatability of the scale. Cronbach’s alpha test to see if multiple question Likert scale surveys are reliable. These questions measure latent variables- hidden or unobservable variables like: a person’s conscientiousness, openness. Cronbach’s alpha will tell if the test is accurately measuring the variable of interest (Tavakol and Dennick,2011).

Table (3.1) Reliability Test Results

Category	Cronbach's Alpha	No. of Items	Interpretation
Perceived Value	0.734	5	Acceptable
Corporate Image	0.753	5	Acceptable
Service Quality	0.785	5	Acceptable
Convenience	0.798	5	Acceptable
Communication	0.790	5	Acceptable
Parent Satisfaction	0.848	5	Good
Parent Loyalty	0.745	5	Acceptable

Source: Survey Data (2018)

Table (3.1) showed that the Cronbach's Alpha of all the factors in this study were more than 0.6. It can be interpreted that the data is considered to be reliable and valid.

3.4 Demographic Factors of Respondents

The demographic factors comprised of Gender, Age, Occupation, Income Education Level and Enroll Grade for their children.

According to the Table (3.2), the majority of respondents are female (230 respondents out of 364) and it is accounted for 63 percentages. The rest are male respondents, it is 134 respondents, and it is making up of 37 percentages of the total. The ratio of female is higher than the ratio of male in paying attention to their child.

There are five different types of age group in this study. The largest distribution of the respondents is the group of respondents who are between 35 and 44 years old. The second largest group is age between 25 and 34 years old. The third place occupied by the age group of respondents who are between 45 and 54 years old. The respondents who aged above 55 years old were ranking the fourth place. Finally, the smallest portion of distribution is age under 25 years old. Therefore, it can be verified that the people between 25 and 44 years would like to join private high schools.

Table (3.2) Demographic Factors of Respondents

No.	Particular	Classification	No: of Respondents	Percentage
1.	Gender	Male	134	37
		Female	230	63
2.	Age	Under 25 years	20	50
		25-34 years	105	29
		35-44 years	122	33
		45-54 years	82	23
		Above 55 years	35	10
3.	Occupation	Government Staff	94	25
		Company Staff	72	20
		Self-employed	86	24
		Dependent	70	20
		Retired	42	11
4.	Income	Under 200,000 Kyats	34	10
		200,001 to 400,000 Kyats	90	25
		400,001 to 600,000 Kyats	80	21
		600,001 to 800,000 Kyats	90	25
		Above 800,000 Kyats	70	19
5.	Education Level	High school and under	64	18
		Undergraduate	100	27
		Graduate	170	47
		Master and higher	30	8
6.	Enroll Grade	KG – Grade 3	126	34
		Grade 4 – Grade 7	58	16
		Grade 8 – Grade 11	180	50
	Total		364	100

Source: Survey Data (2019)

The occupation of the respondents is classified into five groups such as government staff, company staff, self-employed, dependent and retired. From the survey of 364 respondents, 94 respondents are government staff and 72 respondents are company staff. It

making up 25 and 20 percentages respectively. As the administrative capital of the country Nay Pyi Taw contains a significant proportion of government employees. Hence, the percentages of government staff are the highest than others. The company staff percentages are 20 and it is followed by government staff percentages. Because of the capital city of Myanmar, it needs to develop both public and private business sector in accessing chances of job. Among 364 respondents, 24 percentages are self-employed and others 20 and 11 percentages are dependent and retired.

According to the income perspective, the majority of the respondents earn 200,001 to 400,000 kyats and 600,001 to 800,000 kyats. 70 respondents earn above 800,000 kyats and 34 respondents earn under 200,000 kyats. There are only few respondents who earn fewer than 200,000 kyats.

From the education level perspective, the majority of the respondents are graduated and the percentage is 47 and there have 8 percentages of Master and higher education level. Hence, Nay Pyi Taw has many private schools and this is the valuable market for local and foreign investors because the majority of respondents are good in income position and most of respondents are graduated.

According to the enroll grade, there are 180 respondents enroll in between Grade 8 and Grade 11 and it makes up 50%. Because Grade 11 examination is very important in Myanmar and students must pass this examination to join various universities in Myanmar and other oversea universities. Between KG and Grade 3 is 34% and Grade 4 and Grade 7 is 16%. This indicates that parents pay more attention in education for their child since their child was young and parent realized that basic education foundation of their children is needed to improve the quality of life.

3.5 Parent Satisfaction on Marketing Factors

In this topic, the factors influencing on parent satisfaction and parent loyalty of Private High School in Nay Pyi Taw will be analyzed. According to the conceptual framework in chapter (2), the factors influencing on parent satisfaction towards Private High School in Nay Pyi Taw and comparison of influencing factors was analyzed. The mean value and standard deviation of each factor was used to analyze the Likert scale questions.

3.5.1 Perceived Value

The following Table shows the mean value and standard deviation of perceived value factor that influence parent satisfaction of Private High School in Nay Pyi Taw. In perceived value category, there are five questions to analyze. The mean values and standard deviation of each overall mean are shown as follow.

Table (3.3) Perceived Value of Parents

No.	Description	Mean
1.	Feeling of trust & confident	4.03
2.	Providing good service	3.93
3.	Consideration of parent's comments & suggestions	4.00
4.	Development of child's academic & social skill	4.05
5.	Reasonable enrollment fee	4.31
	Overall	4.07

Source: Survey Data (2019)

As shown in Table (3.3), most of the respondents agree with the five of the statements and their mean value is more than 3. The mean value of the reasonable enrollment fee is the highest score. It indicates that the respondents enroll at private high school because the private school provided reasonable fee. The second largest mean score is the mean value of development of child's academic & social skill, followed by the mean value of feeling of trust and confident. It means that parents perceived that the academic and social skill of their children were improved by attending private school. Therefore, the parent's feeling of trust and confident with private school were increased. The mean value of statement 4 is 4. This means that the private school always considers parent's comments and suggestions. But the mean value of providing good service is the lowest. However, the overall mean value of perceived value factor is 4.07 which indicates that the perceived value factor is positively influence on the customer satisfaction towards Private High School in Nay Pyi Taw.

3.5.2 Corporate Image

The following Table shows that the mean value and standard deviation of corporate image factor and there are five questions to analyze. The mean values and standard deviation of each questions and overall mean are shown as below.

Table (3.4) Parent Perception on Corporate Image

No.	Description	Mean
1.	Look at the image first	3.66
2.	Reputation of firm	3.82
3.	Conveys excellence in terms of quality	3.33
4.	Good position compares to others	3.7
5.	Importance of image	4.30
	Overall	3.76

Source: Survey Data (2019)

As shown in Table (3.4), all respondents agree with the five statements and their mean value is above 3. The mean value of importance of image is the highest mean score. It indicates that the respondents are extremely satisfied with the importance of image of private high school in Nay Pyi Taw. According to the result, parents consider reputation of firm and they also look at the image of school and compare to other schools before making decision to join the private school. Parents believe that good image of private school conveys excellence in terms of quality. However, the overall mean value of perceived value factor is 3.76 which indicates that the corporate image factor is positively influence on the parent satisfaction of private high school in Nay Pyi Taw.

3.5.3 Service Quality

The section analyzes the mean value and standard deviation of price factor and there are five questions to analyze. The mean values and standard deviation of each questions and overall mean are shown as below.

Table (3.5) Parent Perception on Service Quality

No.	Description	Mean
1.	Staff's ability	3.96
2.	Qualified teachers	4.13
3.	Effective management style	4.32
4.	High examination results	3.83
5.	Produce many qualified students	3.79
	Overall	4.01

Source: Survey Data (2019)

As mentioned in Table (3.5), it is found that the respondents are recognized with the service quality of Private High Schools in Nay Pyi Taw with the overall mean value 4.01 because the value is above the neutral score of 3. The highest mean value is from the effective management style which means that the parents are highly satisfied with the school's disciplines and solving complaints and problems. The second largest score comes from the qualified teachers. It can be said that the school's teachers are well-trained, competent and experienced. The third largest score is the mean value of staff's ability and high examination results. The lowest mean value score is the statement 5 which is the produce many qualified students and the mean value is 3.79. It can be concluded that the service quality of Private High Schools in Nay Pyi Taw is high based on above facts. Thus, the customers are mostly fascinated with effective management style and qualified teachers.

3.5.4 Convenience

The section presents the mean value and standard deviation of convenience factor and there are five questions to analyze. The mean values and standard deviation of each questions and overall mean are shown as below.

Table (3.6) Parent Perception on Convenience

No.	Description	Mean
1.	Location	3.93
2.	Transport facilities	3.86
3.	Student registration	3.77
4.	School environment	4.05
5.	Payment System	3.87
	Overall	3.90

Source: Survey Data (2019)

As shown in Table (3.6), all respondents agree with the five statements and their mean value is above 3.5. The mean value of school environment is the highest mean score. It indicates that the respondents are highly satisfied with the school environment of these private high school in Nay Pyi Taw. This means that parents feel that the school environment is comfortable and safe. The second largest mean score is the mean value of location, followed by the mean value of transport facilities. It means that Parents felt that the school environment is safe and secure for their children and the amount of distance between school and home is convenience for them. Parents also believe that providing good transport facilities avoids dangerous condition.

The mean value of payment system and student registration system is the lowest mean value but the score is above 3.5. However, the overall mean value of school convenience factor is 3.9 which indicate the convenience factor is positively influence on the customer satisfaction of private high school in Nay Pyi Taw.

3.5.5 Communication

The section presents the mean value and standard deviation of communication actor and there are five questions to analyze. The mean values and standard deviation of each questions and overall mean are shown as below.

Table (3.7) Parent Perception on Communication

No.	Description	Mean
1.	Explaining to help children at home	3.96
2.	Informing child's progress	3.55
3.	Communicating schedules information	3.89
4.	Informing student success information	3.36
5.	Sharing news about qualification & accomplishment of students	3.31
	Overall	3.61

Source: Survey Data (2019)

As shown in Table (3.7), all respondents agree with the five statements and their mean value is above 3.5. The mean value of explaining parents to help their children at home is the highest mean score. It indicates that the respondents are extremely satisfied with the explaining about their children of these private school in Nay Pyi Taw. The second largest mean score is the mean value of communicating schedules information, followed by the mean value of informing child's progress. It means that the parents can exactly know the school schedules (openings, closing) and the parents can know what are the strength and weakness of their child and they can prepare how to improve their child's weakness.

But the mean value of informing student success information and sharing news about qualification & accomplishment of students is the lowest and weakest mean score which mean both the statement is only neutral for the respondents. However, the overall mean value is 3.61 which indicate the communication factor is positively influence on the customer satisfaction towards private high school in Nay Pyi Taw.

CHAPTER 4

ANALYSIS ON EFFECT OF PARENT SATISFACTION ON PARENT LOYALTY OF PRIVATE HIGH SCHOOLS IN NAY PYI TAW

In this chapter, analysis on the effect of parent satisfaction on their loyalty of Private High Schools in Nay Pyi Taw is covered. This chapter comprised four parts. In the first part, the mean value of customer satisfaction towards Private High Schools in Nay Pyi Taw is presented. In the second part, influencing factors on the parent satisfaction of Private High Schools in Nay Pyi Taw is analyzed. The third part shows the mean value of respondent's customer loyalty and the final part analyses the effect of parent satisfaction on their loyalty of Private High Schools in Nay Pyi Taw.

4.1 Parent Satisfaction of Private High Schools in Nay Pyi Taw

The following Table (4.1) shows the mean value of parent satisfaction of Private High School in Nay Pyi Taw. There are five questions to be analyzed. The mean value of each and overall mean are shown as follow.

Table (4.1) Parent Satisfaction

No.	Description	Mean
1.	Fulfills expectations	4.03
2.	Satisfies with the service provided	4.01
3.	Satisfies my decision to choose this school	3.93
4.	Capable to satisfy customer's needs	4.16
5.	Overall, satisfied this private school	4.02
	Overall Mean	4.03

Source: Survey Data (2019)

According to Table (4.1) illustrated the descriptive statistics of customer satisfaction of private high school in Nay Pyi Taw for each of the constructs. The result shows that in terms of customer satisfaction, respondents felt these private school are

capable to satisfy the customer's needs. The respondents also felt these private school can fulfill their expectations.

The lowest mean value for the item is satisfies their decision to choose these private school. However, all items of the variables are close to 4.0. Consequently, based on the mean score of the constructs, all respondents are agreed that customer satisfaction is the important issue.

4.2 Analysis of Marketing Factors on Parent Satisfaction

This section analyzes the affecting factors on parent satisfaction and explores the most influencing factors on parent satisfaction. The five factors which are perceived value, corporate image, service quality, convenience and communication will be analyzed. The linear regression method is used.

Table (4.2) Effect of Marketing Factors on Parent Satisfaction

Model	Unstandardized Coefficient		t	Sig	VIF
	B	Std. Error			
(Constant)	0.622	0.414	1.520	0.121	
Perceived Value	0.153*	0.086	1.965	0.051	1.479
Corporate Image	0.274***	0.081	3.515	0.001	1.487
Service Quality	0.359***	0.100	3.746	0.000	1.691
Convenience	0.613***	0.088	6.266	0.000	1.461
Communication	0.076	0.071	1.316	0.174	1.501
R	0.69				
R Square	0.657				
Adjusted R Square	0.615				
Durbin-Watson	1.851				
F Value	21.726***				

Source: Survey Data, (2019)

*** Significant at 1 % Level, ** Significant at 5 % Level, * Significant at 10% Level

As shown in Table (4.2), R square and adjusted R square are at 65.7 percent and 61.5 percent respectively. This indicates that the model can explain 61.5 percent about the

variance of dependent variable (parent satisfaction) with independent variable (perceived value, corporate image, service quality, convenience, communication). The standardized Coefficient (Beta) indicates that all of factors have positive relationship with parent satisfaction.

There is no auto correlation in sample because the Durbin-Watson value is closed to 2 (1.851). And then, there is no multicollinearity problem in this study because all of the VIF values are less than 10. This means that there is no correlation among independent variables. The value of F test, the overall significance of the models, turned out highly significant at 1 percent level. This model can be said valid.

According to the results shown in the Table (4.2), the results indicates that service quality has significant relationship with parent satisfaction of private high school at 1% significant level. That means respondents of private school has high degree of positive relationship with service quality of private school. The main reason can be the respondents/parents believe that service quality connects with the development of schools and student's quality. Convenience for respondents has significant relationship with parent satisfaction at 1% significant level. This means that product or service offers by private school that are ease for the customer have positive impact on their satisfaction.

Corporate image also has significant relationship with parent satisfaction at 1% significant level. That means respondents of private school has high degree of positive influence on corporate image of private school. Perceived value also has effect on the customer satisfaction at 10% significant level. That means that perceived value has positive impact on parent satisfaction.

Every one unit increase in perceived value results parent satisfaction to increase by 0.153 units. Corporate image is positively related and an increase in this factor by 1 unit will also raise the parent satisfaction by 0.274 units. Service quality is also positively related and an increase in this factor by 1 unit will also increase parent satisfaction by 0.359 units. An increase in convenience factor by one unit will raise parent satisfaction level by 0.613units.

On the other hand, other factor, communication factor, is not significant at any significant level. However, the overall mean value is above 3.5. That means that parents feel that the basic communication channels that communicate the school's openings, closings schedules are good. And then, parents are satisfied explaining their child's

progress and informing to help their child at home. However, parents expect a better communication channels to meets their expectations and want to reduce the current class size in order to inform more deeply and exactly about their children's progress.

To sum up, all factors except communication have significant effect on parent satisfaction in this research. Furthermore, according to regression coefficient (beta), convenience is the first place of importance factor for parent satisfaction, service quality ranks the second place and corporate image is the third and perceived value is the final place. According to t-test result that explains the significant of coefficient, convenience has more positive effect on parent satisfaction, whereas the perceived value has the lowest impact on parent satisfaction.

It can be concluded that the private school offers the best school environment and location and also offers the best safety transport facilities. Moreover, parents are pleased with school management style and ability of teachers and staffs. And then, parents consider reputation of firm and they also look at the image of school and compare to other schools before making decision to join the private school. Parents believe that good image of private school conveys excellence in terms of quality. Finally, reasonable enrollment fee can draw parents' satisfaction. Parents perceived that the academic and social skill of their children were improved by attending private school. Nevertheless, the private school should be careful on communication factors to get better parent satisfaction.

4.3 Parent Loyalty of Private High Schools in Nay Pyi Taw

The following Table (4.3) shows the mean value of parent loyalty of Private High School in Nay Pyi Taw. The indicators of customer loyalty are the final set of items included in the analysis. There are five questions to be analyzed. The mean value of each and overall mean are shown as follow.

Table (4.3) Parent Loyalty

No.	Description	Mean
1.	Recommend to others	3.79
2.	Share positive things to others	4.28
3.	Continue to enroll this school	3.98
4.	Consider first choice	3.95
5.	If price change, continue to choose this school	4.07
	Overall Mean	4.02

Source: Survey Data (2019)

According to Table (4.3) describe the descriptive statistics for each of the customer loyalty items investigated. The result brought out that in terms of customer loyalty, respondents argue that tell positive things about these private school to other people, followed by continue to choose these private school even there has a price change.

The lowest mean value for this variable is recommend these private school to other people. Hence, all items of the variables are closed to 4.0. Consequently, all respondents feel that customer loyalty is important for private high school in Nay Pyi Taw. Therefore, having the customer loyalty is very important for the success of the firm because it can be a fantastic marketing force by spreading word-of-mouth.

4.4 Analysis on the Effect of Parent Satisfaction on Their Loyalty

In this research, linear regression model is used to find out the relationship between parent satisfaction and parent loyalty by surveying 364 parents who joined private high school in Nay Pyi Taw. Table (4.4) shows the effect of parent satisfaction on parent loyalty of Private High School in Nay Pyi Taw.

Table (4.4) Effect of Parent Satisfaction on Their Loyalty

Model	Unstandardized Coefficient		t	Sig	VIF
	B	Std. Error			
(Constant)	1.160	0.257	5.103	0.000	
Parent Satisfaction	0.640***	0.059	11.045	0.000	1.000
R	0.71				
R Square	0.505				
Adjusted R Square	0.501				
Durbin-Watson	1.923				
F Value	121.453***				

Source: Survey Data, (2019)

*** Significant at 1 % Level, ** Significant at 5 % Level, * Significant at 10% Level

According to the results shown in Table (4.4), the specified model could explain very well about of the parent loyalty of the respondents since the value of R square and adjusted R square are at 50.5 percent and 50.1 percent respectively. This indicates that the model can explain 50.1 percent about the variance of dependent variable (parent loyalty) with independent variable (parent satisfaction). There is no auto correlation in sample because the Durbin-Watson value is closed to 2 (1.923). And then, there is no multicollinearity problem in this study because all of the VIF values are less than 10. This means that there is no correlation among independent variables. The value of F-test, the overall significance of the models, turned out highly significant at 1 percent level.

According to Table (4.4), parent satisfaction has the expected positive sign and highly significant coefficient value at 1% level. The positive relationship indicates that the increase in parent satisfaction lead to the effect on parent loyalty. The increase in parent satisfaction by 1 unit also raises the parent loyalty by 0.640 units. According to the result, customers from private high school are satisfied with the service provided, they will actively recommend other people about these private high school and will tell positive things only. The customer will think as a first choice and will continue to enroll this private school and even there has a price change, they will continue to choose this private school.

The results show that parent satisfaction significantly influences parent loyalty of private high schools in Nay Pyi Taw. If the parents feel that they have high level of satisfaction, their loyalty will be high. Therefore, the managers should put efforts in marketing factors, which focuses on the most influencing parent satisfaction factors. Because parent satisfaction is the most important thing in creating a long-term success of the private schools. Therefore, the private school owners and managers need to keep delivering high quality service and teaching. In summary, parent satisfaction could significantly raise the parent loyalty of private high schools in Nay Pyi Taw.

CHAPTER 5

CONCLUSION

This chapter attempts to summarize the important contribution of the research. This chapter presents the findings and discussions from analysis, suggestions and recommendations and need for further research. This research focuses on the factors influencing on parent loyalty of Private High Schools in Nay Pyi Taw from parent's perspective. This research is also identified the overall parent satisfaction has significant relationship with parent loyalty.

5.1 Findings and Discussions

The main objective of this study is to explore the factors that influence on parent satisfaction and analyze the effect of parent satisfaction on their loyalty of Private High Schools in Nay Pyi Taw. Customer satisfaction and customer loyalty is one of the significant concepts in consumer behavior as well as business practice and academic research. It can help the organization to create differentiation from their competitors and modify their provided services in order to retain the customers in the competitive market.

According to the research result, convenience factor is existed as critical factor of parent satisfaction of private high schools. In general, most of the respondents are agreed that the school provided by convenience school environment, location and good transport facilities. Parents felt that the school environment is safe and secure for their children and the amount of distance between school and home is convenience for them. parents feel that the location of the school is important for parental involvement and reduces transport cost. And the parent felt that the school's transport facilities are needed to comfortable and safe to overcome the dangerous situation for their children.

In the result of service quality, the parents are gratified with the effectiveness of management style and ability of teachers and staffs. Parents are highly satisfied with the school's disciplines and solving complaints and problems. Parents are also satisfied with the teachers who were well-trained, competent and experienced. Parents believed that the

private school offers qualified staffs which have reliable knowledge about school's rules and procedures and have ability to solve students' problems.

Corporate image of the school has strong effect on parent satisfaction. The parent think that the school image has more impact on their choices of school. And then, they realize that good reputation of school can reflect the overall services and other factors quality. Moreover, strong corporate image can remove the negative rumors of school.

In the result of perceived value, parents are delighted with the reasonable enrollment fee and the development of their child's academic and social skill. Thus, parents perceived that the school enrollment fee is appropriate and they can afford it. The student's academic and social skill has improved after attending private school.

According to the survey result of communication factor, the overall mean score is above 3 but the overall value is slightly low compared to other factors. Thus, communication factor is not significant by regression analysis table. However, parents are satisfied about school's communication channels especially explaining to help their child at home and informing their child's progress. In addition, parents are satisfied informing school's schedules.

Through statistically analysis of the effect of the influencing factors on parent satisfaction, this study found out that, perceived value, corporate image, service quality and convenience factor have a significant positive effect on parent satisfaction of private high schools in Nay Pyi Taw.

From the analysis on the effect of parent satisfaction on their loyalty, it is found that parent satisfaction and parent loyalty. Therefore, it can be concluded that the parent satisfaction has an impact on the parent loyalty of Private High Schools in Nay Pyi Taw in this study.

5.2 Suggestions and Recommendations

According to the analysis, it can be found that convenience factors has a high significant impact towards parent satisfaction and parent loyalty of Private High Schools in Nay Pyi Taw. Therefore, the manager should put their effort on convenience factor especially being comfortable school environment, location and transport facilities because

the parent evaluates the convenience factor based on these elements. The other elements, registration system and payment system are needed to improve. If manager put effort in these two elements, there has more convenience for parents and increase in parent satisfaction.

Service quality has also positive impact on parent satisfaction of Private High Schools in Nay Pyi Taw. Thus, the school's manager should implement the service quality training for teachers and staffs in order to enhance the service quality factor and deliver the high-quality service. The manager should always consider the management style of school because it is the whole operation of the school and includes main policy of the school and disciplines. Moreover, manager and teachers of school should emphasize the other factor (produce high examination results, qualified students) because these factors can attract parent satisfaction.

Within the finding of this study, the school's manager should consider to improve the corporate image of the school. The school contributes many public activities and charitable activities because it can increase the image of the school. The corporate image is important for parents because parent evaluates it based on reputation of the school. Most of the respondents looks the image first to join the school. In addition, perceived value has positive impact on parent satisfaction of Private High Schools in Nay Pyi Taw. Therefore, the manager of the school should control the enrollment fee of the school and need to keep the price consistent.

Finally, the communication factor has no impact on parent satisfaction. Thus, managers of the school must put effort on communication factor because positive parent-school communication benefit parents. Schools communicate and interact with parents affects parent satisfaction because parents can know about good things and bad things of their child and then they can help to their child at home. Therefore, managers of the school need to redesign the best communication channel and informs the updated information to parents. In order to inform child's progress, the schools need to reduce the class size and also need to hire teachers and staffs for watching and monitoring the children.

Private schools mainly depend upon their loyal customers/parents. Loyal customers are the treasure for the private education industry and loyalty is more profitable in today's business. Therefore, the parent satisfaction is an important tool to obtain the parent loyalty. The managers and owners of private school are facing problems and difficulties that in

analyzing the factors that might offset the parent satisfaction and parent loyalty with the growth of Private High Schools in Nay Pyi Taw. Thus, it is important for the owners and managers of private school to foster better understanding and focuses on factors that actually persuade parent satisfaction and loyalty.

Perceived value, corporate image, service quality and convenience factor provided by the school are the main drivers for the parent satisfaction and which can lead to parent loyalty according to this study. Therefore, owners and managers should enhance perceived value and corporate image, deliver the better service quality and create more convenience functions to attain both the existing customers and attract the new customers. Thus, they should also find the factors that influence parent satisfaction because the greater the gain in parent satisfaction, the greater the chance to obtaining loyalty.

5.3 Needs for Further Research

In private education market, many factors are influencing and affecting on customer loyalty. This study has focused on evaluating factors affecting parent loyalty of Private High Schools in Nay Pyi Taw. It is only limited to one's perspective (parent perspective) of Private High Schools in Nay Pyi Taw. Thus, the further research should attempt to examine student's perspective of Private High Schools. This study has collected data of 364 respondents/parents. Therefore, the survey does not cover the whole region. The further study can also be collected with larger sample to identify the parent satisfaction and loyalty.

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APPENDIX I

QUESTIONNAIRE

I am a MBA student from Yangon University of Economics. This questionnaire is partial fulfillment of the complement for Master Degree thesis. Your participation is highly appreciated and your responses will be kept confidential. Thank you for your time and cooperation.

Section A: Demographic Information of the Respondents

1. Gender
 - Male
 - Female

2. Age
 - Under 25 years
 - 25-34 years
 - 35-44 years
 - 45-54 years
 - Above 55 years

3. Occupation
 - Government staff
 - Company staff
 - Self-employed
 - Dependent
 - Retired

4. Income
 - Under 200,000 Kyats
 - 200,001 to 400,000 Kyats
 - 400,001 to 600,000 Kyats
 - 600,001 to 800,000 Kyats
 - Above 800,000 Kyats

5. Education Level
 - High school and under
 - Undergraduate
 - Graduate
 - Master and higher

6. Is your child boy or girl?
 - Boy
 - Girl

7. In what grade is your child enrolling this year?
 - KG - Grade 3
 - Grade 4 - Grade 7
 - Grade 8 – Grade 11

Section B: Influencing Factors

This section is intended to acquire information with regard to the most affecting factors on parent loyalty of private high school in Nay Pyi Taw. Please stick (✓) in the box to indicate how agreeable you are with the following statements on five-point scale.

1 = Strongly Disagree , 2 = Disagree , 3 = Neither Agree nor Disagree , 4 = Agree , 5 = Strongly Agree

No.	Statement	1	2	3	4	5
Perceived Value						
1.	I feel trust and confident in this private school.					
2.	The service of the school is good.					
3.	The school always welcomes and values my comments and suggestions.					
4.	My child's academic and social skill has significantly improved after I put him/her at this private school.					
5.	Enrollment fee is reasonable for the quality of teaching, facilities and services provided.					
Corporate Image						
1.	I always look at the image first.					
2.	The private school has an excellent reputation.					
3.	The private school image conveys excellence in terms of quality.					

4.	This private school has a good position in comparison with other private school.					
5.	The school image to have more impact on the customer choice of private school than the other factors.					
Service Quality						
1.	Office staff have reliable knowledge about school rules and procedures and have ability to solve students' problems.					
2.	Teachers are well-trained, competent and experienced.					
3.	The school management is effective to maintain disciplines and solving complaints and problems in school.					
4.	The school has generated many qualified students in areas such as academic, arts and sport.					
5.	The school has high examination results.					
Convenience						
1.	The school's location is convenience.					
2.	The school's transport facilities are good.					
3.	Student registration system is easy and it saves time.					
4.	The school environment is comfortable for children.					
5.	The school payment system is convenience.					
Communication						
1.	Staffs explain how I can help my child at home.					
2.	The school informed me of my child's progress.					
3.	The school communicates important information- openings, closings, and schedules- in a timely and effective manner.					
4.	The school regularly communicates student successes including academic achievements, athletic results, and performing arts accomplishments.					
5.	The school regularly shares news about the qualifications and accomplishments of its students.					

Section C: Parent Satisfaction

This section is intended to acquire information about your satisfaction level of private high school. Please stick (✓) in the box to indicate how agreeable you are with the following statements on five-point scale.

1 = Strongly Disagree , 2 = Disagree , 3 = Neither Agree nor Disagree , 4 = Agree , 5 = Strongly Agree

No.	Statement	1	2	3	4	5
1.	Private high school fulfills my expectations.					
2.	I am satisfied with the services provided by private high school.					
3.	I am satisfied with my decision to choose this private school.					
4.	I think this private school has capable to satisfy parents' needs.					
5.	Overall, I am satisfied about this private school.					

Section D: Parent loyalty

This section is intended to acquire about the customer loyalty of private high school. Please stick (√) in the box to indicate how agreeable you are with the following statements on five-point scale.

1 = Strongly Disagree , 2 = Disagree , 3 = Neither Agree nor Disagree , 4 = Agree , 5 = Strongly Agree

No.	Statement	1	2	3	4	5
1.	I would recommend this private high school to others.					
2.	I will tell positive things about this private high school to others.					
3.	I will continue to enroll at this private high school.					
4.	I consider this private school as the first choice.					
5.	Even if other private high school's fee is lower, I will continue to choose this private high school.					

THANK FOR YOUR PARTICIPATION

APPENDIX II

STATISTICAL OUTPUT

Regression Analysis Result for Factors Affecting Parent Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.69 ^a	.657	.615	.34602	1.851

a. Predictors: (Constant), Convenience, Service_Quality, Corporate_Image, Perceived_value, Communication

b. Dependent Variable: Parents_Satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.084	5	2.617	21.726	.000 ^b
	Residual	13.649	114	.120		
	Total	26.733	119			

a. Dependent Variable: Parents_Satisfaction

b. Predictors: (Constant), Convenience, Service_Quality, Corporate_Image, Perceived_value, Communication

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.622	.414		1.520	.121		
Perceived_value	.153	.086	.160	1.965	.051	.0667	1.479
Corporate_Image	.274	.081	.287	3.515	.001	.668	1.487
Service_Quality	.359	.100	.324	3.746	.000	.591	1.691
Convenience	.613	.088	.507	6.266	.000	.680	1.461
Communication	.076	.071	.106	1.316	.174	.665	1.501

a. Dependent Variable: Parents_Satisfaction

Analysis on Effect of Parent Satisfaction on Parent Loyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.710 ^a	.505	.501	.33342	1.923

a. Predictors: (Constant), Parents Satisfaction

b. Dependent Variable: Parents Loyalty

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.615	1	13.615	121.453	.000 ^b
	Residual	13.118	118	.111		
	Total	26.733	119			

a. Dependent Variable: Parents_Loyalty

b. Predictors: (Constant), Parents_Satisfaction

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.160	.257		5.103	.000		
Parents_Satisfaction	.640	.059	.701	11.045	.000	1.000	1.000

a. Dependent Variable: Parents_Loyalty

