

ABSTRACT

Abstract of special problem submitted to the Graduate School Project of Maejo University in partial fulfillment of the requirement for the degree of Master of Business Administration in Business Administration

**FACTORS AFFECTING THE SECONDARY EDUCATION STUDENTS'
DECISION IN TUTORIALS IN MUANG DISTRICT, CHIANG MAI**

By

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The purposes of this research were to study factors affecting the secondary education student's decision in tutorials in Muang District, Chiang Mai and the trend of tutorial business relating to junior high school students in Muang District, Chiang Mai. For doing this research, a set of questionnaires were used to gather data from two types of sample groups. The first group consisted of 390 secondary education students from various schools situated in Muang District, Chiang Mai. The other group composed of 30 owners or directors of tutorial business operating tutorial schools for junior high school students. The researcher analysed the data by using SPSS/PC+ program, analysed and presented in descriptive form of statistic. The results of this research were as the following.

The first influential factor is services. The second is tuition fee and other factors respectively. Services, the most influential factor consist of various factors. First is tutors. Second is tuition fee which is the same as that of other tutorial school. Third is suitable location, and promotion. Fourth is guarantee of learning access such as repayment without any regulations. Fifth is culture such as fashion in learning competition. Sixth is quantity, and other

services such as the opinion of sample group concerning the importance of educational qualification of the tutors.

The directors of tutorial schools in Muang District, Chiang Mai indicate that junior high school tutorial curriculum are composed of Mathematics, Science, and English. The maximum of students per one group is 30 whereas the minimum is 15. Period of teaching is 30 hours per course and per subject. The tuition fee is approximately 700 baht per one course per one subject. Public relations is done by advertisement. The interesting subjects for most secondary school students are Mathematics and Science.

The tendency of this kind of business will not change. Besides, in the future, tutorial school owners will expand the number of the subjects without changing the former subjects, the number of tutors and the number of classrooms, but other services such as tuition fee or locations will not change. However, the results of this research point out that there are no movements to set up a library in the secondary educational tutorial school.

There are several problems and obstacles in running this business. The first is that the number of students admitting in some classes is low. To solve this weak point, the directors will substitute these tutors or set up seminar for improving their teaching techniques. The last is an over operating cost. The research found that some schools can solve this problem by reducing cost or increasing fund, but some institutions still cannot resolve it.