

A Study on Service Quality and Satisfactory Factor of the After-School Accomplishments Classes

洪健二、施能仁

E-mail: 9706734@mail.dyu.edu.tw

ABSTRACT

The purposes of this study are based on parents' angles to investigate the relation and influence between teaching service quality and parents loyalty. Also, this study examined if there is distinguishing cognitive difference of teaching quality and parents' satisfaction influenced by parents' characteristics and different types of After-School Accomplishments Classes. The subjects in this study were parents whose children attend After-School Accomplishments Classes in urban area of Yuanlin, Changhua County. The data were collected through questionnaires. Total 400 questionnaires were sent, and 341 were retrieved. The retrieved effective questionnaires were 331 copies which accounted for 82.75% of all. The data were statistically analyzed through Descriptive Statistical Analysis, Factor Analysis, Reliability Analysis, T-test, One-way ANOVA, Pearson Product-moment Correlation, Scheffe Multiple Comparison, Multiple Regression Analysis, etc. The results are as follows: This research found there is a distinguished positive correlation between teaching service quality and parents' satisfaction as well as parents' loyalty. Generally, parents agree that the better the teaching service quality gets, the higher the satisfaction and loyalty reaches. This also reveals that the teaching service quality has a strong predictability on parents' satisfaction. Here are the main conclusions: Private After-School Accomplishments Classes still takes the most part of this career market. In this research, it accounts for 86.7% high. This result also shows the market competition is getting higher and higher. English teaching as a subsidiary lesson in After-School Accomplishments Classes accounted for 57.1% which reveals the high consideration of children's English learning. It's a worldwide tendency and an important factor for parents' consideration when choosing After-School Accomplishments Classes. Whether the After-School Accomplishments Classes is legally registered is an important condition under 52.9% parents' concern. Important factors of teaching service quality under parents' highest consideration include teachers' professional devotion, environment, facilities and children caring,

Keywords : After-School Accomplishments Classes,Factor Analysis ; Service Quality ; Customer Satisfaction

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