

FACTORS AFFECTING THE DECISION MAKING OF PARENTS ON CHOOSING THE DEMONSTRATION SCHOOL OF SUAN SUNANDHA RAJABHAT UNIVERSITY (JUNIOR SECONDARY SCHOOL)

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ABSTRACT

This research was aimed to 1) study on the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) and 2) compare the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) by the education attainment, occupation and monthly income. The sample group of this study was 217 parents of the junior secondary school student, the data was gathered by using the questionnaire with 5 rating scales (Likert Scale) and the statistics for data analysis were percentage (%), mean (\bar{x}) and standard deviation (S.D.).

The findings revealed that 1) the overall and each topic of decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) were in the high level, and 2) the overall and each topic of comparison of decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) by the education attainment and monthly income were not different, but by the occupation were different.

Keywords: Factors Affecting the Decision Making, Choosing the School

INTRODUCTION

Education management is a part of sustainable national development by the human resource development to support a change in the globalization era and self-adjustment. Thailand has focused on the quality education management as the Ministry of Education noticed a policy of the quality education management for all youth in 2012 to promote their concept framework, widely thought, imagination and readiness towards ASEAN 2015. Grade 12 students would be the quality labor as the national prosperity in the 21st century would be specified by the education of citizen.

Family is a significant institute for the human resource development, a role of parents towards the children is not only nurture but also supporting the education, they expect on the quality school and education management although it located far from their resident. In case of the inefficiency for such the teaching management, facilitation, inattention of the teacher and environment, it would affect to their decision making on changing the new public or private school in order to respond their needs on the quality of education and life for the intellect, good manner and happiness of their children (Ornsuma Thongbor, 2013:1) [9], a decision making of parents on choosing any education institute needed to consider on many topics included a difference of the parents characteristic which affected to a difference of their decision making for such the education, location and safety. Consequently, a decision making of parents on choosing the education institute would have a difference of their criteria such as the education, personal characteristic and safety which were the significant factors

affecting the decision making of parents on choosing the education institute for their children (Supaporn Kwanyuen, 2011) [16].

From the previous study on the behavior and factors affecting the decision making of parents on choosing the education institute (Suttanuch Jenchotsuwan, 2012) [17], it revealed that most of parents focused on the curriculum and teaching media, the executive should have to focus on the teaching management under the basic education curriculum by using the quality and adequate material or innovation for students included specifying the tuition fee on the service quality. The school should have a good environment without surrounding pollution or hazard, sharing ideas with the parents and arranging other activity.

In consequence, the researcher as a staff at the Demonstration School of Suan Sunandha Rajabhat University under the Ministry of Higher Education, Science, Research and Innovation and Suan Sunandha Rajabhat University, the number one of Rajabhat University, located at No.1, U-Thong Nok Street, Dusit District, Bangkok. The Demonstration School of Suan Sunandha Rajabhat University opens for Grade 1 – 12 educations similarly to the surrounding schools, then the researcher concerned about a study on the factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) to be a guideline for improving the education management and students as the needs of parents and nation.

OBJECTIVE

1) To study on the factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School).

2) To compare the factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) by the education attainment, occupation and monthly income.

LITERATURE REVIEW

Decision making is a process of choosing one from many choices by considering or assessing on the maximum benefit with the minimum resources to achieve the specified objectives and goal which was consistent with the research of Siriwan Sereerat (1998) [14], it indicated that a decision making would be under the process of learning, thinking, analysis and consideration to be consistent with and achieve the specified objectives. Decision making process is a process of choosing one from many choices by considering on the relevant factors affecting the decision making process in both mental behavior (feeling) and physical behavior. Purchasing is a mental and physical behavior which occurs in a period of time (Schiffman & Kanuk, 1994 referred in Siriporn Meenanant, 2018) [13]. The concepts of academicians indicated that a decision making was affected by the physical characteristic and environment of each person and the factors affecting the decision making were divided into 2 types; 1) Internal factor, a personal characteristic comprised of a need, requirement or desire, motivation, personality, attitude, perception and learning, and 2) External factor, a surrounding environment comprised of economic condition, family, society, culture, marketing stimuli and environmental condition (Chattayaporn Samerjai, 2007) [1].

From the above significance of decision making process and relevant research, it related to a study on relationship of decision making process and choosing the education institute was as follows,

Sarinya Chainurat (2011, abstract) [12], a study on the factors affecting the decision making of parents on choosing the municipal school in Chachoengsao Province, it revealed that the overall was in the high level; the staff, image of the school, academic work,

examination results, relationship with the community, building and environment, and regulation.

Haidle & Keith (1996, p.142) [2], a study on student choose: private Christian high school in South Dakota, it revealed that most of them focused on a good and adequate activity of students with the attention of teacher.

Nawaporn Tongnut and Rungratsamee Rodkham (2016, abstract) [8], a study on the factors affecting the decision making of students of Suan Sunandha Rajabhat University on choosing the Accounting Program, it revealed that the overall was in the high level as the university is the number one of Rajabhat University for being a pride of themselves and parents, and when it was considered in each topic, it revealed that factors affecting the decision making of students of Suan Sunandha Rajabhat University on choosing the Accounting Program were the expectation, occupation, personal intention, image of the university, location, and teaching management.

From the above concepts and theories, the researcher specified 5 factors of decision making of parents on choosing the school; the education management, tuition fee, building and environment, teacher and staff, and relationship between school and community.

METHODOLOGY

Scope of the research

1. Content scope

A study on the factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) was aimed at being a guideline for improving the education management of school for more quality and improving the student responding to the needs of parents by using the general information and factors affecting the decision making of parents.

2. Variable scope

Independent variable: the general information comprised of the education attainment, occupation and monthly income.

Dependent variable: the factors affecting the decision making comprised of the education management, tuition fee, building and environment, teacher and staff, and relationship between school and community.

3. Population and sample group scope

The population of this study was 505 parents of the junior secondary school student at the Demonstration School of Suan Sunandha Rajabhat University in Academic Year 2018.

The sample group of this study was parents of the junior secondary school student at the Demonstration School of Suan Sunandha Rajabhat University compared a number of population with a size of sample group by using Krejcie & Morgan table (Krejcie & Morgan, 1970, pp. 608-609) [5], then the sample group was 217 parents by using the stratified random sampling method with each class.

Research instrument

The instrument of this study was the questionnaire which created by the researcher and divided into 3 parts as follows;

Part 1 – General information of the parents

Part 2 – Factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) comprised of the education management, tuition fee, building and environment, teacher and staff, and relationship between school and community, with 5 rating scales (Likert Scale) [7].

Part 3 – Comment and suggestion for the improvement with the open-ended question

Research methodology

1. Study on the relevant document, textbook and research which related to the factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School).

2. Bring the questionnaire of Patomphong Chawalit (2012) [10] and Sudaporn Pansita (2014) [15] to improve and revise by the suggestion of the Deputy Director for Academic Affairs, the Demonstration School of Suan Sunandha Rajabhat University to cover 5 topics related to the factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School).

3. Bring the questionnaire to proof by the professor on such the validity and content accuracy by using the Item Objective Congruence (IOC) Index technique to choose the question with the index score of 0.80 – 1.00, then the reliability score was 0.88.

4. Provide a letter to the Director of the Demonstration School of Suan Sunandha Rajabhat University for gathering data from parents of the junior secondary school student as the sample group. The researcher pass on 217 questionnaires by the teacher of each class to the parents and they return all 217 questionnaires as 100%.

DATA ANALYSIS

The data was analyzed by using the computer software for; 1) the general information of the parents by percentage (%), 2) the factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) by mean (\bar{x}) and standard deviation (S.D.), and 3) the comparison of factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) by inferential statistics.

RESULTS

The overall of the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) was in the high level ($\bar{x} = 4.16$) and when it was considered in each topic, it revealed that teacher and staff was in the high level ($\bar{x} = 4.29$), tuition fee was in the high level ($\bar{x} = 4.22$), relationship between school and community was in the high level ($\bar{x} = 4.17$), education management was in the high level ($\bar{x} = 4.10$), and building and environment was in the high level ($\bar{x} = 4.06$) consecutively as shown in Table 1;

Table 1: Factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) in overall and each topic

Factors Affecting the Decision Making	Level of Decision Making			
	\bar{x}	S.D.	Interpretation	Rank
1. Education management	4.10	0.04	High	4
2. Tuition fee	4.22	0.08	High	2
3. Building and environment	4.06	0.13	High	5
4. Teacher and staff	4.29	0.05	High	1
5. Relationship between school and community	4.17	0.05	High	3
Total	4.16	0.09	High	

The difference of education attainment affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School), the overall was in the high level as shown in Table 2;

Table 2: The comparison of factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) by the education attainment

Factors Affecting the Decision Making	Level of Education					
	Undergraduate Degree		Bachelor's Degree		Postgraduate Degree	
	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.
1. Education management	4.17	0.12	4.07	0.06	4.17	0.06
2. Tuition fee	4.34	0.13	4.18	0.09	4.30	0.09
3. Building and environment	4.06	0.19	4.05	0.13	4.08	0.19
4. Teacher and staff	4.38	0.07	4.25	0.06	4.34	0.06
5. Relationship between school and community	4.29	0.08	4.13	0.05	4.22	0.09
Total	4.24	0.15	4.13	0.09	4.21	0.11

The difference of occupation affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School), the overall was in the high level as shown in Table 3;

Table 3: The comparison of factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) by the occupation

Factors Affecting the Decision Making	Occupation											
	Government Officer		State Enterprise Employee		Business Owner		Agriculturist		Employee		Other	
	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.
1. Education management	4.13	0.06	4.15	0.20	4.13	0.07	4.08	0.34	3.97	0.06	4.12	0.09
2. Tuition fee	4.25	0.09	4.16	0.21	4.30	0.08	4.88	0.37	4.16	0.11	4.13	0.07
3. Building and environment	4.09	0.14	4.03	0.22	4.10	0.13	4.29	0.27	3.91	0.19	4.05	0.11
4. Teacher and staff	4.28	0.05	4.38	0.09	4.39	0.05	4.48	0.37	4.13	0.05	4.24	0.12
5. Relationship between school and community	4.12	0.07	4.35	0.13	4.24	0.07	4.27	0.27	4.10	0.10	4.14	0.08
Total	4.17	0.10	4.20	0.21	4.23	0.11	4.31	0.33	4.04	0.11	4.13	0.10

The difference of average monthly income affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School), the overall was in the high level as shown in Table 4;

Table 4: The comparison of factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) by the average monthly income

Factors Affecting the Decision Making	Average of monthly income					
	Less than 15,000 Baht		15,000-30,000 Baht		More than 30,001 Baht	
	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.
1. Education management	4.00	0.21	4.17	0.08	4.09	0.05
2. Tuition fee	4.05	0.31	4.28	0.07	4.22	0.08
3. Building and environment	3.85	0.25	4.08	0.15	4.06	0.15
4. Teacher and staff	4.26	0.30	4.32	0.07	4.28	0.07
5. Relationship between school and community	4.20	0.12	4.24	0.03	4.15	0.07
Total	4.06	0.26	4.29	0.11	4.35	0.09

CONCLUSION

1. Most of the sample group who answered the questionnaire was at the age of 41 – 45 years old (74, \bar{x} = 34.10%) and 46 – 50 years old (68, \bar{x} = 31.34%), attained the bachelor's degree (140, \bar{x} = 64.52%), worked as the business owner (66, \bar{x} = 30.41%) and government officer (58, \bar{x} = 26.73%), and earned more than 30,001 Baht monthly (175, \bar{x} = 80.65%).

2. The factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) revealed that most of them considered on the first 3 topics as follows;

2.1 The teacher and staff; with a good personality, appropriate attire, cheerful, good interaction with the parents, responsible for all duties with the profession's morality and ethic consecutively.

2.2 The tuition fee; providing a health checkup, lunch and refreshment with the adequate portion and nutrition consecutively.

2.3 The relationship between school and community; arranging the religious and cultural activity, the annual meeting to clarify the performance and share the learning or behavioral problem consecutively.

3. The comparison of factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) by the education attainment, occupation and monthly income revealed that;

3.1 The difference of education attainment affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School), the overall was not different and when it was considered in each topic, it revealed that the parents focused on the teacher and staff, tuition fee, relationship between school and community, education management and building and environment consecutively.

3.2 The difference of occupation affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior

Secondary School), the overall was different and when it was considered in each topic, it revealed that the parents worked as the government officer, state enterprise employee, business owner and other occupation focused on the teacher and staff more than who worked as the employee and agriculturist that focused on the tuition fee.

3.3 The difference of average monthly income affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School), the overall was not different which they focused on the teacher and staff, who earned 15,000-30,000 Baht and more than 30,001 Baht monthly would focus on the tuition fee more than who earned less than 15,000 Baht, and who earned 15,000-30,000 Baht and more than 30,001 Baht monthly would focus on the relationship between school and community more than who earned less than 15,000 Baht.

DISCUSSION

From a study on the factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School) by the education attainment, occupation and monthly income, the researcher offers the discussion as follows;

1. The parents who attained the undergraduate degree, bachelor's degree and postgraduate degree would focus on the teacher and staff. Nevertheless, the teacher and staff at the Demonstration School of Suan Sunandha Rajabhat University had a teaching and working quality and experience, good interaction with the parents, responsible for all duties, self-improvement, and profession's morality and ethic which was consistent with the research of Siriporn Meenanon (2018, abstract) [9], it indicated that the media factors in perceiving the university staff's information affecting the decision making on choosing the university in the highest level, and the research of Phattanin Sappaworasatit (2009, p.53-60) [11] and Jutamas Sandee. (2010, p.105-116) [4], it indicated that the responsibility and attention of the teacher affecting the decision making of parents on choosing the school.

2. The parents who worked as the government officer, state enterprise employee, business owner and other occupation would focus on the teacher and staff more than who worked as the employee and agriculturist that focus on the tuition fee which was consistent with the research of Holloway et al. (2008) [3], it indicated that the occupation affecting the decision making of parents on choosing the school for the expected occupation of their children.

3. The parents who earned less than 15,000 Baht, 15,000-30,000 Baht and more than 30,001 Baht monthly would focus on the teacher and staff, and the parents who earned 15,000-30,000 Baht and more than 30,001 Baht monthly would focus on the tuition fee more than who earned less than 15,000 Baht monthly which was consistent with the new theory of marketing trend in the next decade of Kriengsak Chareonwongsak (2014) [6], it indicated that the national income in Asia region tended to increase, then a person who earned the moderate income would have the same requirement on education management as who earned the high income.

SUGGESTION

1. It should study on the expectation of parents for the education quality of the Demonstration School of Suan Sunandha Rajabhat University (Junior Secondary School).

2. It should study on the factors affecting the decision making of parents on choosing the Demonstration School of Suan Sunandha Rajabhat University in the Primary School and Senior Secondary School due to there is a different expectation for each education level.

3. It should study on the comparison of parents' opinion before choosing, during the education and after graduation to gather a data from each group as a guideline for planning, improving the teaching management efficiency of school for students.

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