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PROMOTIONAL MIX AND CUSTOMER CHOICE TO ENROLL AT TUITION CENTRES IN TANJUNG MALIM



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**DISSERTATION SUBMITTED IN FULFILLMENT OF THE REQUIREMENT FOR THE
MASTER OF EDUCATION (BUSINESS MANAGEMENT)
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**FACULTY OF MANAGEMENT AND ECONOMICS
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Thank You.

ABSTRACT

This study was conducted to examine the relationship of promotional mix on customer choice to enroll at tuition centers in Tanjung Malim district. The population in this study were the parents who sent their children to the five selected tuition centers. The sample consisted of 127 parents as respondents to answers the questionnaires. There were four dimensions; advertising, public relation, sales promotion and direct marketing being analysed to identify the relationship toward the customer choice of tuition centers. Around 300 structured questionnaires containing 26 items were distributed to the respondents. In this research, respondents were chosen randomly from students who attend tuition classes around Tanjung Malim by using a simple random sampling method. Software “Statistical Packages for Social Science” (SPSS) was used to analyse the data and it was presented in the forms of inferential and descriptive statistics. From the finding, it is found that the correlation analysis showed that all dimensions i.e promotional mix have significant relationship with customer choice of tuition centers. In multiple regression analysis have found that a combination of variables, namely promotional strategy elements (advertising, public relation and publicity, sales promotion and direct marketing) explained by 34.2% of variance in the customer’s choice of tuition Centre. The results of this study can be used as a guideline for organisations make the effective promotional strategies to attract customers attention for subscribing their services. Recommendations to the studies conducted in the future is to increase the population in this study for enable researcher to generalize their finding with most higher confident.



HUBUNGAN ANTARA PROMOSI CAMPURAN TERHADAP PILIHAN PELANGGAN UNTUK MENDAFTAR DI PUSAT-PUSAT TUISYEN

ABSTRAK

Kajian ini dijalankan untuk mengkaji hubungan campuran promosi terhadap pilihan pelanggan untuk mendaftar di Pusat Tuisyen di Daerah Tanjung Malim. Populasi dalam kajian ini ialah ibu bapa yang menghantar anak-anak mereka ke lima Pusat Tuisyen terpilih. Sampel kajian terdiri daripada 127 ibu bapa sebagai responden untuk menjawab soal selidik berkenaan. Terdapat empat dimensi; pengiklanan, perhubungan awam, promosi jualan dan pemasaran langsung yang sedang dianalisis untuk mengenal pasti hubungan ke arah pilihan pelanggan Pusat Tuisyen. Soal selidik yang mengandungi 26 item telah diedarkan kepada responden. Dalam kajian ini, responden dipilih secara rawak daripada pelajar yang menghadiri kelas tuisyen sekitar Tanjung Malim dengan menggunakan kaedah persampelan rawak mudah. Perisian "Pakej Statistik untuk Sains Sosial" (SPSS) digunakan untuk menganalisis data dan ia dibentangkan dalam bentuk statistik inferensi dan deskriptif. Daripada dapatan, analisis korelasi menunjukkan semua dimensi didalam promosi campuran mempunyai hubungan yang signifikan dengan pemilihan pelanggan ke Pusat Tuisyen. Dalam regresi pelbagai analisis telah mendapati bahawa gabungan pembolehubah, elemen-elemen di dalam promosi campuran (pengiklanan, perhubungan awam dan publisiti, promosi jualan dan pemasaran langsung) dijelaskan oleh 34.2% varians dalam pilihan pelanggan ke Pusat Tuisyen. Keputusan kajian ini boleh digunakan sebagai garis panduan untuk organisasi membuat strategi promosi yang berkesan untuk menarik perhatian pelanggan untuk melanggan khidmat mereka. Cadangan untuk kajian yang dilakukan pada masa akan datang adalah untuk meningkatkan populasi dalam kajian ini bagi membolehkan penyelidikan untuk mendapatkan dapatan yang bagus.



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LIST OF ABBREVIATIONS

MOE	Ministry of Education
PR	Public Relation
SPSS	Statistical Packages for Social Science
TRA	Theory of Reasoned Action





LIST OF APPENDICES

- A Letter of Validity
- B Letter of Collection data
- C Sample of Questionnaire in English
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CHAPTER 1

INTRODUCTION

1.1 Research Background

Private education now is a global service that every country strives to provide for their citizens because it serves as a tool for socio-economic development. The growing in population raises the demand for the establishment of private educational institutions that will accommodate more students for literacy acquisition. The Private educational sector was an expanding institution in Malaysian education system, especially an increasing the number in private universities, colleges and other private institutions. It's in line with Malaysia target to be a regional center in education. This aim has been changed the figure

in Malaysia public higher education through increasing of new universities, university colleges, polytechnics and other private institutions (Malaysian Education system, 2015).

Private education has existed in Malaysia since 1950. In the early 1970s, the role and function of the education system had created private schools to accommodate students to continue their secondary education. Then in 1980, private education has made a change in which it has provided educational opportunities in higher education as an alternative to those who are not elected to enter public higher learning institution. Today, private education in Malaysia has grown so rapidly with the establishment of more private higher education institutions (Private Education, 2010)

Private education is an education provided to students by private educational institutions. The private educational institution is a non-governmental institution and it is funded solely by the private sector. The establishment, management and operation of private educational institutions are subject to the Education Act 1996. Many private educational institutions operate nationwide to provide educational opportunities to Malaysians. The establishment of this private educational institute has begun to play an important role in helping to develop the system and the standard of education in Malaysia.

From pre-school to higher education levels are all under the responsibility of the Ministry of Education. Private educational institutions generally consist of two main categories that are divided according to the level of education offered. The first category of Private Education Institutions such as private schools, international schools, kindergartens, skills centers including language centers, tuition centers, computer training centers, technical skills centers and trade centers are under the supervision and responsibility of the Ministry of Education Malaysia. The operation of private educational institutions is fully funded by the private sector. However the process of establishing and registering, managing and operating an IPS is subject to the Education Act 1996. The second category is a private higher educational institution consisting of college-level educational institutions, university colleges and universities located under the control of the Ministry of Higher Education Malaysia (Private Education, 2010).

i. Ministry of Education Malaysia <ul style="list-style-type: none"> • Primary education • General school secondary education • Technical & vocational education 	ii. Ministry of Higher Education Malaysia <ul style="list-style-type: none"> • College & university education
iii. Ministry of Health Malaysia <ul style="list-style-type: none"> • Nursing colleges 	iv. Companies Commission of Malaysia <ul style="list-style-type: none"> • Driving school • Sport instruction • Cultural education • Tuition Center • Other education

Figure 1.1. Registered Establishments Engaged In Education Services. Sources: Service Statistic Education (Private Sector, 2015)

Data above was obtained from the service statistic education (2015), there are shows the types of private educational institutions in the category that need to be registered by the government departments, associations of professional bodies and corporations. Based on the table above shown the types of private educational institutions that need to be registered with the Malaysian Ministry of Education include primary schools, general secondary school education, and technical & vocational education. While, colleges and universities education should be registered with the Ministry of Higher Education Malaysia. For the nursing college should also be registered with the Ministry of Health Malaysia. Other private educational institutions that need to be registered with the companies commission of Malaysia include driving school, sport instruction, cultural education, tuition center and other education.

Thus in this study, researcher want to study the relationship between promotional mix and customer choice of private educational institutions which is tuition center. Tuition centers established for students who are studying in year one until form six. Until now, most operators of tuition center do it in half time. The instructors in a tuition center consist of government school teachers. According to Abdullah Othman (1988), before registering private institutions have to meet and comply with some policy and policies set by the Ministry of Education and tuition centers are subjected under the Private Education Institutions Act 1996.

Tuition center is a part of Private Educational Institution that was expanding institution in Malaysia Education System. The significance of tuition center among Malaysian school children is indisputable. Although it is once considered as a luxury, it is currently deemed almost as a necessity by a large segment of the Malaysian students and parents (Private Education, 2010).

Wong Lee Kong (2014) was states that in Malaysia, the initial motive of having tuition class was to improve the student academic result. Tuition center started received responses from the students who need to sit for the government recognition exam like Primary School Achievement Test (Ujian Penilaian Sekolah Rendah - UPSR), Form 3 Assessment (Pentaksiran Tingkatan 3 - PT 3) which formerly named as Lower Secondary Assessment (Penilaian Menengah Rendah - PMR), Malaysian Certificate of Education (Sijil Pelajaran Malaysia - SPM), and Malaysian Higher School Certificate (Sijil Tinggi Persekolahan Malaysia - STPM). Nowadays the student from all grades in primary and secondary school are obsessed with tuition center as to maintain the competitiveness in the class. This has caused, tuition class has become a place for students to complete their homework.

The government has practiced a liberal policy to help the growth of private educational institutions to cope with the growing demands and limitations of public sector institutions of higher learning. With these tuition centers have grown so much in line with the growing demand of students (Mazliyana, 2006).

Table 1.1

Statistics of Tuition Centers by states in Malaysia for year 2010 and 2015.

States	2010	2015	Not active
Johor	322	419	-
Kedah	121	148	-
Kelantan	59	41	18
Melaka	94	112	-
Negeri Sembilan	76	78	-
Pahang	69	55	14
Perak	186	167	19
Perlis	14	16	-
Pulau Pinang	156	152	4
Sabah	13	108	-
Sarawak	131	207	-
Selangor	449	453	-
Terengganu	23	40	-
W.P. Kuala Lumpur	168	202	-
W.P. Labuan	14	5	-
W.P. Putrajaya	4	4	-
Total	1899	2207	55

(Sources: Private Education Department, the Ministry of Education Malaysia 2015)

Based on the statistics above, which is obtained from the Private Education Department (2015), there are 2207 registered tuition centers in Malaysia compared to year 2010 that was only 1899 tuition center registered under companies commission in Malaysia. From the total number of tuition centers in year 2015, it is shown that Selangor had the highest number of tuition centers with 453, followed by Johor with 419 tuition centers. In W.P. Putrajaya however, there are only 4 registered tuition centers, making it the lowest among the states in Malaysia.

On the whole, from the total number of tuition centers is not active from years 2010 until years 2015 it is shown that 55 tuition centers. The highest number of tuition centers is not active about 19 tuition centers from Perak State, followed by Kelantan with 18 tuition center, and 14 tuition centers in Pahang. In Pulau Pinang however, there are only 4 tuition centers is not active.

From the statistic obtained, it is shows that the number of tuition centers in Malaysia until June 2015 and this number are increasing every year. According to The Star Online (2012), this is due to the demand for students to keep up with the challenging scenario in education, therefore they require extra guidance in learning besides the formal education they receive at school.

1.2 Problem Statement

In recent years, an expanding number of tuition centers were mushrooming due to increasing demands on academic performance among students. The dramatic achievement of tuition centers in meeting the needs of students' calls for a study that evaluates the various factors that cause the participation and involvement of parents, teachers and students in tuition centers enrolment (Mazliyana, 2006).

In Malaysia today is greater opportunity for other business institution, a private education institution also needs to understand its customer needs and wants in order to remain competitive and survive among private education providers. Extant literature has probed the importance of customers' choice criteria as the decision is crucial on an individual's future life. Consequently, there have dramatically increased the competition for attracting student enroll in their private tuition by providing a high quality service (Hassan and Sheriff, 2006).

In the empirical search process in this study, no studies were found that address the respondents among parents who are make decision to enroll their children in tuition center. Most of previous studies have demonstrated that their respondent is among students who are experience the serviced. Researcher argues that parents and students differ in making decision to enroll at tuition center

context.

Arshad (2006) explained that the customer choice is a very important element for ensuring the survival of a business in the long term period. Business tuition center is a part of the services sector. The overwhelming number of tuition centers might make it tough for parents and students in making the right choice. Each tuition center covers a broad range of subjects and methods in term of their own strategies to promote services by using promotional tool such as advertising, public relation and publicity, sales promotion and direct marketing.

As what have been discussed previously, services industry difficult to promote their services due to lack of effective marketing approach in promotion strategy. Because of this weakness it may be unable provide sufficient details on important information that customer need to know and difficult for customer make decision making either to take it or not. Therefore, knowledge about marketing strategy is an important aspect to attract the customer to subscribe to the service offered by the organization (Michal, 2004).

The previous research was supported by Ojo (2011), has found that private institution like tuition center faced difficulty in selling their services due to their failure to explore the marketing concept. Marketing concept is when the organisation more effective in creating, producing and delivering customer value

to the selected target customers. Marketing is created to enhance the most professional and productive service for customer satisfaction. Through this study, it's also shown that all the strategies used are able to help companies increase profits, create awareness and increasing knowledge in marketing concepts.

Other researchers also made early contributions regarding customer behaviour that was suggested the use of the formal models of consumer behaviour to help companies to establish a framework which will enable them to both understand consumer behaviour and formulate communication strategies. This is because, most organisations used less communications strategies in promoting their services to customers because lack of self-confidence. With formulated communication strategies it can help the company to meet the want and need of the customers as their utmost priority in providing the services. Customer choice may be influenced by consumer behaviour such as advertising, public relation and publicity, sales promotion, direct marketing, environment factors and buyer characteristics (Tony, 2000).

Nonetheless, parents' tendency to send their children to tuition centers is almost like a trend. Proved by the private education department shows the increasing establishment of the tuition center in Malaysia, from 1899 tuition centers was registered in years 2010, now increased to 2207 tuition centers in years 2015 and the number is increasing every year. It is not surprising if some of

the tuition centers are taking advantage of this situation even though the services provided is no different from what is available in regular schools. Therefore, it is important for the Ministry of Education to monitor the operation of tuition centers throughout the country and this should be given immediate attention, claims that parents and students can be victimized by tuition center operators who are merely motivated by profits thus neglecting the quality of the service (Mohamed, 2000).

There are many forms of promotion to marketing products and service in market but the problems relating to promotion is difficult to assess the most effective promotional and will affect consumer purchasing decisions. Most organizations realize that not all forms of sales promotion effective but they are not sure which one of the promotions will work well for them. Through this study allows organizations to identify promotional method preferred customers (Michal, 2004).

Students are the most important stakeholders in private education institutions, as they are the primary generators of tuition center revenue. Education services like tuition center hard promoted as an option depending on the customers' expectations and needs of the students. According to Mahzan (2004), was explained that the selected students to tuition centers driven by the influence of friends rather than advertising made by the tuition center. This is due to the basic services that are not determined only by the student experience of the

service, but on factor peers as well.

Moreover, according to Anal Al Fattah (2010), was indicating that the problem customer in making the choice to private institutions one of them is the lack of credibility of the that institution. This is because, the tuition centers are new in the market and not getting customer confidence or loyalty again. We can see from the statistic of tuition centers in Malaysia for year 2010 and 2015. There are 2207 registered tuition centers in year 2015 compared to year 2010 that was only 1899 tuition center registered under companies commission in Malaysia. Most of the tuition center established short-lived in the market because of the lack of response by the customer.

1.3 Research Objective

The objective of this study is to identify the relationship between promotional mix and customer choice used by tuition centers to attract students' enrolment. This study involved the participation from parents who are sending their children to tuition centers.

1. To identify the relationship between advertising and customer's choice of tuition center.
2. To identify the relationship between public relation and publicity on customer's choice of tuition center.
3. To identify the relationship between sales promotion and customer's choice of tuition center.
4. To identify the relationship between direct marketing and customer's choice of tuition center.

1.4 Research Questions

This study is not aimed to be prescriptive, this investigation would offer a chance to share good tuition center marketing practices to other tuition centers out there. It is also intended to help a potential customer to make better informed decisions on selecting a tuition center. This study attempts to provide answers to the following questions:

1. What is the relationship between advertising and customer choice of tuition center?
2. What is the relationship between public relation and publicity on customer choice of tuition center?
3. What is the relationship between sales promotion and customer choice of tuition center?
4. What is the relationship between direct marketing and customer choice of tuition center?

1.5 Research Hypotheses

H01: There is no significant relationship between advertising and customer choice of tuition center.

H02: There is no significant relationship between public relation and publicity on customer choice of tuition center.

H03: There is no significant relationship between sales promotion and customer choice of tuition center.

H04: There is no significant relationship between direct marketing and customer choice of tuition center.

1.6 Significance of the study

This study would provide a significant contribution to gain understanding of the business promotional mix order to promote a tuition center. In a broader context, this study could provide valuable input to the tuition related aspects of an effective strategy for entrepreneurs to improve their business and gain a sustainable competitive advantage.

Others researches have been carried out on the relationship between promotional mix and customer choice which provided insights on the elements that may produce implications on effectiveness of promotion strategy to successfully attain customers. In a competitive business environment, knowledge about strategic marketing can help tuition centers to identify which elements and actions are needed to be acquired to lead their business towards better results in future.

On the whole, this study could also provide the basis for a more refined research that will enable businesses to increase their capacity in attracting customers through effective promotion strategies and better quality services. It is hopeful that this research will add to the existing body of knowledge in the field of promotion strategy and customer choice of tuition center.

1.7 Operational Definition

i. Promotion mix

The promotional mix is the set of tools that an organisation can use to communicate effectively the benefits of its products or services to its customers. Tools that may include in promotional mix included advertising, public relation and publicity, sales promotion and direct marketing (Muala et al, 2015).

ii. Advertising

Advertising is defined as any form of paid for ideas, goods and services. Advertising were comes from an identified sponsor and controllable by the organization. Advertising also are less credible in comparison to others tool in promotional mix (Prattana, 2012).

iii. Sales Promotion

Sales promotion is refers to the short term incentives that organisation given to their customers to have an increased sale. Sales promotions were combination of marketing communications activities and materials designed to intensify sales efforts (Darko and Eric, 2012).

iv. Public Relation

Public relations is contacts with the surroundings and maintaining relations with the customers, suppliers and middlemen, but also with a large set of interested public (Reolof Oldenbanning, 2013)

v. Publicity

Publicity is a way of mass communication. This publicity is part of public relations, since it serves to be common goal. Publicity was not paid by the organisation, although publicity comes from reporters and columnists (Kitchen, 1999).

vi. Direct marketing

Direct marketing is an interactive system of marketing that organisation uses one or more advertising media to affect a measurable response. Advertising media such as social media marketing, email marketing, internet marketing is direct marketing of all kinds used by the organisation. Direct marketing also involved in one-way communication with customers announcement about special promotions (Kitchen, 1999).

vii. Customer Choice

Customer choice is a part of behaviour that consumers display in searching for purchase, using, evaluating and disposing of products and service, which they expect will satisfy their needs (Zeithaml, 1988).

viii. Tuition Center

Tuition center is a part of Private Educational Institution, this institution have proper classroom with black or white board, chairs for students and teachers.

Tuition centers is extra classes and established for students who are studying in year one until form six (Wong Lee Kong, 2014).

1.8 Summary

The first chapter discusses the introduction of the study, the background of the study, problem statement, research objectives, research questions, hypotheses, research framework, significance of the study, scope and limitations of the study, and operational definitions in implementing the study.

1.9 Organisation of the thesis

This chapter provides a brief introduction to the background research, problem study, and the value of research, Research process and the structure of the thesis. In addition, key issues to be examined in the subsequent chapters have been outlined.

The second chapter will discuss existing studies on the response variable, namely promotional mix and impact on customer choice. The focus will be to correlate the variables in the customer choice in selecting a tuition center.

In chapter three the methods used in the study will be discussed. It begins with the study design, population and sample, the instrument used, the method of the pilot study, data collection procedures followed by data processing and analysis. The next chapter which is chapter 4 provides the results of data analyses and findings of the study. It will also include the data analysis methods, study results, limitation and a discussion on the findings of the research. Chapter 5 will discuss the conclusions and possible recommendations for future studies.