

苗栗縣國小低年級學童家長安親班消費決策

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摘要

Due to the change of traditional social and economic environment, the parental relationship and family patterns have been altered. Most of the couples in the society are dual-earners. In most family, no one takes care of their children after they finish school. As a result, there has been an emerging trend that the after-school institutes take the job. However, the competitiveness among those institutes is fierce under the low birth rate. This survey study aims to explore the parents' decision of the elementary school student on choosing the after-school institutes, and investigate the factors that parents will consider when they choose one. This research also analyzes the tangible and intangible service that the after-school institutes provide.

Several findings resulted. Specifically, the gender of parent, the family income, and the educational degree of parents have significant influence on the tangible and

the intangible service. The job position of parents has significant influence on the intangible service, but not on the tangible service. The number of children has significant influence on the tangible service, but not on the intangible service.

This study concludes with theoretical contributions in addition to suggestions for the after-school institutes and the Ministry of Education.

關鍵字：Service Quality, After-School Child Care Service, Consumer Decision