

บทบาทของส่วนประสมการตลาด7Psและการรับรู้คุณภาพ ที่ส่งผลต่อความพึงพอใจของลูกค้าและความภักดีของ ลูกค้าในการให้บริการดูแลเพื่อการพัฒนาเด็กปฐมวัย ในประเทศไทย

THE ROLE OF 7P's MARKETING MIX AND PERCEIVED QUALITY AFFECTING CUSTOMER SATISFACTION AND CUSTOMER LOYALTY OF NURTURING CARE SERVICES FOR EARLY CHILDHOOD DEVELOPMENT IN MYANMAR

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บทคัดย่อ

วัตถุประสงค์หลักของการศึกษาในครั้งนี้คือ เพื่อวิเคราะห์ส่วนผสมทางการตลาดของ 7Ps และการรับรู้คุณภาพการบริการ ที่ส่งผลต่อความพึงพอใจของลูกค้า ที่มีต่อความภักดีของลูกค้า ในบริการดูแลส่วนตัวสำหรับการพัฒนาเด็กปฐมวัยในเมียนมาร์ ผลการวิจัยพบว่า สถานที่ หลักฐานทางกายภาพ ความน่าเชื่อถือ และความสามารถ มีความสัมพันธ์อย่างมีนัยสำคัญกับความพึงพอใจของลูกค้า นอกจากนี้ ผลการวิจัยยังแสดงให้เห็นถึง ผลิตภรณ์ ผู้คน หลักฐานทางกายภาพ และการเอาใจใส่ ได้รับการยืนยันว่ามีอิทธิพลทางสถิติต่อความภักดีของลูกค้า การศึกษานี้ทำให้เข้าใจได้ดียิ่งขึ้นว่า ความสำคัญของส่วนผสมทางการตลาดของ 7Ps และการรับรู้ผลกระทบต่อคุณภาพต่อความพึงพอใจของลูกค้า ต่อความภักดีของลูกค้ามากเพียงใด ในท้ายที่สุดกลยุทธ์การตลาด ที่หลากหลายสามารถกำหนดได้ตามนั้น ในส่วนของส่วนผสมทางการตลาดของ 7Ps ช่วยให้ผู้จัดการกลายเป็นผู้นำ และความเชี่ยวชาญในสาขาการศึกษาระดับต้น การศึกษานี้แนะนำให้ใช้กับส่วนผสมทางการตลาดของ 7Ps (รวมถึงผลิตภรณ์ ราคา สถานที่ บุคคล หลักฐานทางกายภาพ กระบวนการ และการส่งเสริมการขาย) และคุณภาพที่สามารถรับรู้ (รวมถึงสิ่งที่จับต้องได้ ความน่าเชื่อถือ ความสามารถต่อการตอบสนอง และการเอาใจใส่) สำหรับผู้จัดการที่มีต่อลูกค้า ความพึงพอใจต่อความภักดีของลูกค้าในบริการ การดูแลเด็กปฐมวัยในพื้นที่สภาพของเนปีตอ ประเทศเมียนมาร์ การมีส่วนร่วมของทฤษฎี และผลกระทบสำหรับผู้จัดการจะกล่าวถึงในการศึกษาครั้งนี้

คำสำคัญ: ส่วนประสมการตลาด 7Ps การรับรู้คุณภาพ ความพึงพอใจของลูกค้า ความภักดีของลูกค้า

Abstract

The main objective of the study is to analyze the roll of 7P's of marketing mix and the perceived service quality that affect customer satisfactions toward customer loyalty in the private nurturing care service for early childhood development in Myanmar. The research results have revealed that place, physical evidence, reliability and competence have significant relationships with customer satisfaction. Moreover, the results also showed product, people, physical evidence and empathy are confirmed to have a statistical influence on customer loyalty. This study provided a better understanding how much important of 7P's of marketing mix and perceived quality effect on customer satisfaction to customer loyalty. In the end, a variety of marketing strategies could be formulated accordingly. The 7P's of marketing mix help the managers to become the leader and expertise in the early education field. The study is recommended to implement with 7P's of marketing mix(including: product, price, place, people, physical evidence, process and promotion) and perceived quality (including: tangibles, reliability, competence, responsiveness and empathy) for managers towards the customer satisfaction to customer loyalty the private nurturing care service for early childhood development Nay Pyi Taw council area in Myanmar. The contributions for theory and implication for managers are discussed in this study.

Keywords: 7P's of Marketing Mix, Perceived Quality, Customer Satisfaction, Customer Loyalty

Introduction

In today's competition condition, the company needs to prepare a well marketing plan to start a business in the current market. When the company draws the marketing plan, the company needs to know thoroughly about the marketing strategy. The comprehensive plan of the company includes the objective and goals. It is called the marketing strategy. The successful marketing strategy is improved from the market research to get the most profit. The strategy is planned to make the profit by selling the service or good that is called the marketing strategy. This study was based on the marketing mix and perceived quality theoretical framework. The factors influence the marketing mix and perceived quality towards customer satisfaction to customer loyalty in the private nurturing care for early childhood development in Nay Pyi Taw Council area, Myanmar.

Research Objectives

This research aims to:

1. Analyse the roles of marketing mix and the perceived quality to customer satisfaction towards customer loyalty in the servicing business.
2. Effectively identify the right strategies to market private nurturing care services in Nay Pyi Taw, Myanmar

Literature Review

The successful marketing strategy is improved from the market research to get the most profit. The strategy is planned to make the profit by selling the service or good that is called the marketing strategy. The marketing mix uses to reveal another dimension, to allocate available resources among various demands and to allocate these available resources among the various competitive devices of the marketing manager's job (Goi, 2009). There are two types of marketing mix, 4P's and 7P's. The Product, Price, Place and Promotion were known as 4P's of marketing mix by traditionally. People, process and physical evidence were added in marketing mix because the customers were becoming more sophisticated (Hashim and Hamzah, 2014). The foundation of marketing mix is 4P's. The four components of 4P's are product (or service), place, price and promotion. These components are related one another.

Table 1: 7P's of Marketing Mix

Product	The service is the product of private pre-school business. The children's performance is the key point to choose the private pre-school because of the criteria such as reading, writing, counting numbers and cognitive thinking skill.
Price	School's fees have a lot of influence of the services customer satisfaction level. The private pre-school's fees are higher than public pre-school's fees. The customer still considering to pay if the price equal with the service value provided.
Place	Place is very important for the business. Because the parents will choose the nurturing care for early childhood development where is near with their office or home.
People	People are the quality teacher who may contribute the children's performance. The teacher's smile provides the children with caring environment. The required training skills development helps resulting quality students.
Physical Evidence	The pre-school facilities affect to get the effectiveness and attraction for customer's satisfaction. Most of the customer feel attractive he physical evidence such as playground equipment, decoration, interior and exterior design of the preschool building.
Process	Service being intangible, process becomes to ensure values are met with. Process representing that service controlling, organizing and leading to get parent's highly confidences because of effective and efficient management.
Promotion	Promotion plays a role in the awareness the thinkable target audience to know about preschool's services. Promotion tips to service recognition to evaluate the quality of services based by potential customers.

The customer's perception of the overall quality of service with the respect to its intentional purpose, relative to alternative is defined as the perceived quality (Aaker, 1991).

Table 2: Perceived qualities

Tangibles	The physical facilities, equipment and appearance of personnel imply quality.
Reliability	The caring service be performed dependably and accurately.
Competence	The staffs and teachers have the knowledge and skill to get job done right. They convey trust and confidence.
Responsiveness	The staff and teacher willing to help customers and provide prompt service.
Empathy	The teachers provide caring, individualized attention to its students.

Conceptual Framework

This research paper studied 7P's of marketing mix and perceived quality to customer satisfaction towards customer loyalty which is a tool used by business to help determine strategies. There are seven elements that serve as independent under marketing mix which consists of product, price, place, people, physical evidence, process and promotion. There are five elements that serve as independent variables under perceived quality which consists of tangibles, reliability, competence, responsiveness and empathy. As explained in the above, the marketing mix and perceived quality are the key points of the marketing and servicing to be successful for the customer loyalty. For the moment, the dependent variables reflect the outcomes of the study, they are customer loyalty and customer satisfaction. These elements are used as the study setting in the relationship among marketing mix, perceived quality, customer satisfaction and customer loyalty as illustrated in Figure 1.

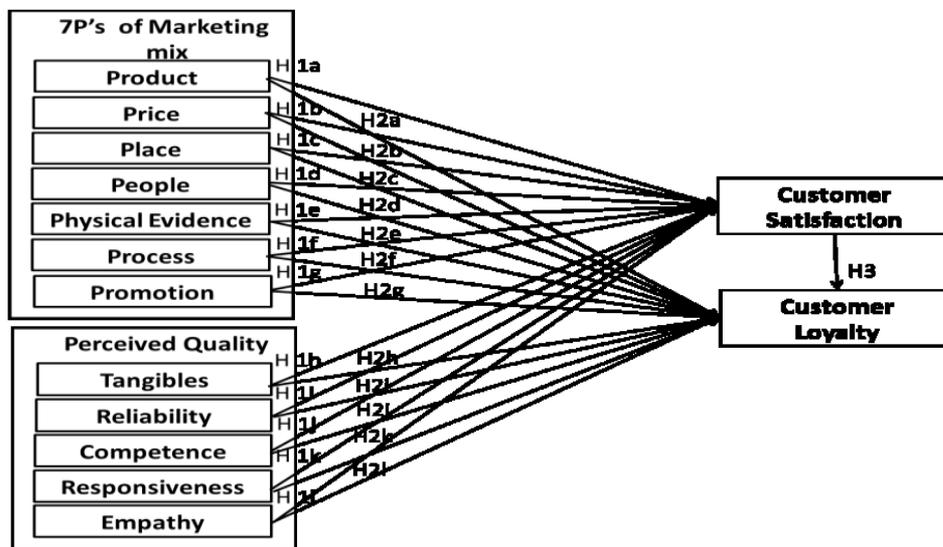


Figure 1: Conceptual Framework adopted from Auka, Bosire, and Matern (2013); Almsalam (2014)

Research Hypotheses

Because the relationship between 7P's of marketing mix and perceived quality is under-researched in the port sector, this study examines how marketing mix as 7-dimensional construct affects the satisfaction and loyalty of customers. The study also examines how perceived quality as 5 dimensional create affects the satisfaction and loyalty of customers. Then the study shows the relationship between customer satisfaction and loyalty. Hence, the following 25 hypotheses were developed.

Hypotheses

- H_{1a} Product has a significant effect with customer satisfaction
- H_{1b} Price has a significant effect with customer satisfaction
- H_{1c} Place has a significant effect with customer satisfaction

H _{1d}	People has a significant effect with customer satisfaction
H _{1e}	Physical Evidence has a significant effect with customer satisfaction
H _{1f}	Process has a significant effect with customer satisfaction
H _{1g}	Promotion has a significant effect with customer satisfaction
H _{1h}	Tangible has a significant effect with customer satisfaction
H _{1i}	Reliability has a significant effect with customer satisfaction
H _{1j}	Competence has a significant effect with customer satisfaction
H _{1k}	Responsive has a significant effect with customer satisfaction
H _{1l}	Empathy has a significant effect with customer satisfaction
H _{2a}	Product has a significant effect with customer loyalty
H _{2b}	Price has a significant effect with customer loyalty
H _{2c}	Place has a significant effect with customer loyalty
H _{2d}	People has a significant effect with customer loyalty
H _{2e}	Physical Evidence has a significant effect with customer loyalty
H _{2f}	Process has a significant effect with customer loyalty
H _{2g}	Promotion has a significant effect with customer loyalty
H _{2h}	Tangible has a significant effect with customer loyalty
H _{2i}	Reliability has a significant effect with customer loyalty
H _{2j}	Competence has a significant effect with customer loyalty
H _{2k}	Responsive has a significant effect with customer loyalty
H _{2l}	Empathy has a significant effect with customer loyalty
H ₃	Customer satisfaction has an effect with customer loyalty

Research Methodology

The study was conducted with the quantitative research and it was grounded at nurturing care for early childhood development centers in Nay Pyi Taw. The respondents are parents and guardian of 3-5 years old children attending in nurturing care for early childhood development centers in Nay Pyi Taw. The draft questionnaire was derived from the previous studies and it was modified by the result of Item Objective Congruence (IOC) test. This modified questionnaire was translated from English to Myanmar and then the pilot study was performed by 30 participants. Reliability analysis was calculated for this pilot study. The feedback and comments of pilot study was considered for the main study by adding the complements in questionnaire. The polished paper-based questionnaires were distributed to participants. 146 qualified responses were applied for data analysis in this study. And the reliability test was also taken into the main study for consistency of scale-items questions of each variable. Then, Descriptive Analysis and Multiple Regression Analysis were used for average responses on variables and for confirming the proposed hypotheses in this study.

The questionnaire was built up with two parts. The first part is the demographic data of participants and the second part is scale-item questions for these variables: 7P's of marketing mix, perceive quality, customer satisfactions and customer loyalty. For all of scale item questions in this study, 5-point Likert scale was used. The researcher used the sample size according to Green (1991). To determine the sample size required for multiple regression analysis, the researcher followed suggested by Green (1991), $N \geq 50+8m$. Where "m" is the number of predictors.

Results and Discussion

The 146 responses were collected from the parents who have 3-5 years old children, Nay Pyi Taw Council area. This study was constructed on the 146 respondents including 47 % male and 53 % female. The most of the respondents were coming from age group between 31-40 that is amount 105 (71.9%) had the bachelor degree (39%) and got the monthly income between MMK 300,001 - MMK 450,000 (39%). And the results show that the most of respondents choose the private nurturing care services (83%) for early childhood development. The following tables gave the results of multiple regression analysis for various dependent variables. The analysis results are shown below.

As the reliability analysis result in the main study, the values of Cronbach Alpha for all variables are above 0.7. Thus, all variables were at the significant reliability level for the minimum acceptable level was described as 0.7.

Table 3: Regression analyses 7P's of marketing mix and perceived quality and customer satisfaction.

No	Model	Unstandardized Coefficients		Standardized Coefficients	t	p-value
		B	SEB	Beta		
	Constant	-0.101	0.116		-0.868	0.388
1	PD	0.003	0.045	0.003	0.074	0.941
2	PR	-0.024	0.024	-0.021	-1.025	0.308
3	PLC	0.035	0.019	0.033	1.844*	0.068
4	PEO	-0.016	0.037	-0.015	-0.421	0.675
5	PHY	1.009	0.035	0.997	28.782***	0.000
6	PSS	0.010	0.013	0.014	0.808	0.421
7	PRO	-0.008	0.034	-0.010	-0.228	0.820
8	TAN	0.004	0.046	0.001	0.081	0.932
9	REL	-0.057	0.028	-0.073	-2.014**	0.047
10	COM	0.060	0.028	0.076	2.144**	0.035
11	RES	0.012	0.033	0.017	0.369	0.713
12	EMP	0.014	0.042	0.002	0.706	0.441

Note. $F = 386.047$, $R = 0.989$, $R^2 = 0.977$, Adjusted $R^2 = 0.975$, *** $p < 0.001$, ** $p < 0.05$, * $p < 0.10$
Author's Calculation

Table 3 shows the regression analysis results of the 7P's of marketing mix and perceived quality on customer satisfaction. The result ($F=386.047$, $p < 0.001$, $R=0.989$, Adjusted $R^2 = 0.977$, Adjusted $R^2 = 0.975$) expresses a statistically significant relationship and the strong influence of marketing mix variables and perceived quality variables on dependent variable, consumer satisfaction. As the coefficient result of each variable, place, physical evidence and competence have the positively significant effect on customer satisfaction whereas reliability variable has the significantly negative influence on customer satisfaction. Among the significant predictors, the highest predictor on customer satisfaction is that of the physical evidence ($\beta=0.997$). Thus, the hypotheses H_{1c} , H_{1e} , H_{1i} and H_{1j} are accepted.

Table 4: Regression analyses 7P's of marketing mix and perceived quality and customer loyalty

No	Model	Unstandardized Coefficients		Standardized Coefficients	t	p-value
		B	SEB	Beta		
	Constant	0.451	0.263		1.714	0.089
1	PD	0.148	0.077	0.144	1.922*	0.057
2	PR	-0.053	0.054	-0.049	-0.997	0.321
3	PLC	-0.028	0.038	-0.032	-0.738	0.462
4	PEO	0.243*	0.055	0.269*	4.381***	0.000
5	PHY	0.509*	0.067	0.552*	7.564***	0.000
6	PSS	0.018	0.025	0.029	0.696	0.487
7	PRO	-0.009	0.031	-0.014	-0.277	0.782
8	TAN	-0.116	0.178	-0.164	-0.652	0.515
9	REL	-0.038	0.063	-0.054	-0.605	0.546
10	COM	0.183	0.174	0.264	1.053	0.294
11	RES	0.007	0.029	0.016	0.269	0.779
12	EMP	0.051	0.025	0.092	2.063**	0.041

Note. $F = 45.713$, $R = 0.889$, $R^2 = 0.790$, R^2 Adjusted = 0.772, *** $p < 0.001$, ** $p < 0.05$, * $p < 0.01$
Author's Calculation

Table 4 shows the regression analysis result of the 7P's of marketing mix and perceived quality on customer loyalty. The result ($F = 45.713$, $p < 0.01$, $R = 0.889$, $R^2 = 0.790$, Adjusted $R^2 = 0.772$) expresses a statistically significant relationship and the strong influence of marketing mix variables and perceived quality variables on customer loyalty. As the coefficient result of each variable, product, people, physical evidence and empathy have the positively significant impact on customer loyalty. Among these significant variables, physical evidence is the highest predictor variable on customer loyalty. Thus, these hypotheses, H_{2a} , H_{2d} , H_{2e} , H_{2i} are accepted.

Table 5: Regression analysis customer satisfaction and customer loyalty

Model	Unstandardized Coefficients		Standardized Coefficients	t	p-value
	B	SEB	Beta		
Constant	1.870	0.151		12.379	0.000
CS	0.584	0.041	0.766	14.314***	0.000

Note. $F = 204.892$, $R = 0.766$, $R^2 = 0.587$, R^2 Adjusted = 0.584, *** $p < 0.001$
Author's Calculation

Table 5 presents the regression analysis results of the customer satisfaction on customer loyalty. The result ($F = 204.892$, $R = 0.766$, $R^2 = 0.587$, $\beta = 14.314$, $p < 0.001$, $t = 14.314$) demonstrates a statistically significant relationship and the moderate influence of customer satisfaction on customer loyalty. Thus, hypothesis H_3 is accepted.

Table 6: Summary of hypothesis testing.

No	No	Hypothesized Path	Beta	t	p value	Hypothesis results
1	H _{1a}	PD → CS	0.003	0.074	0.941	Rejected
2	H _{1b}	PR → CS	-0.021	-1.025	0.308	Rejected
3	H _{1c}	PLC → CS	0.033**	1.844	0.068	Accepted
4	H _{1d}	PEO → CS	-0.015	-0.421	0.675	Rejected
5	H _{1e}	PHY → CS	0.997***	28.782	0.000	Accepted
6	H _{1f}	PSS → CS	0.014	0.808	0.421	Rejected
7	H _{1g}	PRO → CS	-0.010	-0.228	0.820	Rejected
8	H _{1g}	TAN → CS	0.001	0.081	0.932	Rejected
9	H _{1i}	REL → CS	-0.073**	-2.014	0.047	Accepted
10	H _{1j}	COM → CS	0.076**	2.144	0.035	Accepted
11	H _{1k}	RES → CS	0.017	0.369	0.713	Rejected
12	H _{1l}	EMP → CS	0.002	0.706	0.441	Rejected
13	H _{2a}	PD → CLT	0.144*	1.922	0.057	Accepted
14	H _{2b}	PR → CLT	-0.049	-0.997	0.321	Rejected
15	H _{2c}	PLC → CLT	-0.032	-0.738	0.462	Rejected
16	H _{2d}	PEO → CLT	0.269***	4.381	0.000	Accepted
17	H _{2e}	PHY → CLT	0.552***	7.564	0.000	Accepted
18	H _{2f}	PSS → CLT	0.029	0.696	0.487	Rejected
19	H _{2g}	PRO → CLT	-0.014	-0.277	0.782	Rejected
20	H _{2h}	TAN → CLT	-0.164	-0.652	0.515	Rejected
21	H _{2i}	REL → CLT	-0.054	-0.605	0.546	Rejected
22	H _{2j}	COM → CLT	0.264	1.053	0.294	Rejected
23	H _{2k}	RES → CLT	0.016	0.269	0.779	Rejected
24	H _{2l}	EMP → CLT	0.092**	2.063	0.041	Accepted
25	H ₃	CS → CLT	0.766***	14.314	0.000	Accepted

Note. Author's Calculation

Table 6 are the summary of all hypotheses results. According to value of physical evidence, competence, reliability and place has positive significant effect on customer satisfaction. The relationship between physical evidence, people, empathy and product also has positive significant effect on customer loyalty. Moreover the relationship between customer satisfaction and customer loyalty prove positive significant effect. To sum up, the results from the multiple regression analysis reflect the significant and positive relationship between the predictor variables and dependent variables.

Conclusion and Discussion

The research was intended to investigate how the 7P's of marketing mix and perceived qualities are related to enhance the customer satisfaction level and customer loyalty. This research also tried to link with the theoretical aspect of marketing mix 7P's on customer satisfaction towards customer loyalty. Moreover, the research showed the relationship of theoretical feature of perceives quality on customer satisfaction and loyalty.

Theoretical Contributions

To conclude the results of this study, it contributes theoretically the various impacts of product, place, physical evidence, reliability, competence and empathy on customer satisfaction and loyalty.

First, the result of this study shows among the 7P's of marketing mix that place and physical evidence have the positively significant impact on customer satisfaction. Similarly, the previous research of (Libent, 2015), they found physical evidence and place had positive relationships with customer satisfaction in pre-primary education of Tanzania.

Second, the result of this study shows that competence has a positively significant impact on customer satisfaction. Similarly, some of previous studies found the positive relationship between perceived service qualities on customer satisfaction in the study of 5 Banks in Damascus (Almsalam, 2014). However, this study supports the negatively significant effect of reliability on customer satisfaction. As the similar results, previous studies mentioned the negative relationship between perceived quality and customer satisfaction (Song, and Noone, 2017). As the different results of previous studies, it was found that the positive impact of reliability on customer satisfaction (Le, Nguyen, and Truong, 2019)

Third, the result of this research indicates the variables of 7P's of marketing mix that product, people and physical evidence have the positively significant impact on customer loyalty. Similarly, the previous research found product had positive relationships with customer loyalty while people and physical evidence did not have a significant effect on customer loyalty (Souar, Mahi, and Ameer, 2015)

Fourth, the result of this study shows that empathy has a positively significant impact on customer loyalty. Similarly, the previous study found positive relationship between empathy and customer loyalty (Auka, Bosire, and Matern, 2013). As the different results of previous study it did not showed significant relationship between perceive quality and loyalty (Oswald, Abdul, Abdullah, and Amran, 2013)

Finally, this paper offers more proofs supporting the linkage customer satisfaction and customer loyalty. The researchers like also referred to the positive relationship between customer satisfaction El-Adly (2019) and customer loyalty and continuance commitment while the most of the study mentioned the negative influences satisfaction of customers to loyalty (Jessie and Ashok, 2018)

Therefore, this research supports the modern parent's choice of nurturing care for early childhood development in private preschool and why they choose them would enable preschool and why they choose them would enable preschool operators to understand and cater to their consumers' needs and preferences. Moreover, this study can highlight the important of preschools with marketing strategies that seek to provide more values than their competitors need to study parents' choice, their needs and desires in order to retain their customer. The study can give the information about how should we penetrate to the current market. Finally, the research introduces a new model for studying and highlights to better understand consumer behaviors.

Managerial Implication

Today, the nurturing care service for early childhood development in Myanmar become more and more competitive among them the private pre-school business. The gap can lead to a huge loss in the market. According to the finding of this research, the educated parents are more searching the private pre-school business. The working group parents have the high level of taking private nurturing care for early childhood development. Moreover, the results indicate that people of 31-40 old more likely to attract by marketing plan and campaigns. The dominant implications of the findings were indicated for satisfying the parents, and they will turn to be more loyal to the nurturing care service providers as the following.

1. The business owners should emphasize on product which is a key variable leading to loyalty, in which parents consider to choose a nurturing care where it could improve their children skills in reading, writing, counting numbers and cognitive thinking.

2. A nurturing care center should be located close to the area where the parents can easily pick up their kids after work, or can spend more time with them at the school, and not worry about picking them, where is near their offices or homes.

3. Nurturing care service providers should provide well-trained staffs who can contribute preschool-age children's performance. Moreover, the staffs and teachers are required to have professional qualifications which can lead convey trust and confidence to the business service. Once competency the staffs and teachers have the knowledge and skill to get job done right. They will convey trust and confidence.

4. Also, sufficient and good facilities should be provided for the children, e.g. indoor and outdoor space, report cards, those are all required to attract the parents' satisfaction which is necessary to attain the parents' loyalty.

5. Since, parents feel satisfied in teachers' behavior e.g. warm, kindness, patient, appropriate activities to provide children development and positive things about service that all required to attract parents' satisfaction. Caring, individualized attention to students can catch the loyal customers in education servicing business.

6. In contrast, reliability was found to be significantly negative influence on customer satisfaction, when reliability is low, it is proven that consumers have a less level of satisfaction. Thus, nurturing care providers should give concerning the confidence in its reliability and the quality of being trustworthy of services, the preschool child may acquire certain skills referred to as developmental milestones. These skills involve physical, emotional, social and cognitive abilities. Thus, nurturing care providers should intent to give a confidence in provide the best professional services to the pre-school children development.

Limitations of the study

The limitation in this paper is that the results obtained represent only the parents who have 3-5 years old children of Nay Pyi Taw Council Area, Myanmar. Therefore, further researchers may need to focus in the representative samples which can cover the whole Myanmar to acknowledge the other private pre-school market in Myanmar. Finally, future research should consider examining the effect of customer satisfaction on the relationship with new variables to the existing model to gain a better understanding.

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