

**PARENTS' PERCEPTION  
TOWARDS  
TUITION CENTRES  
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## ABSTRACT

This research is a study on parents' perceptions towards tuition centres. This study attempts to investigate and identify the factors influencing the selection of tuition centres among parents. The result obtained might be useful for tuition centres in the management of their promotional and marketing strategy relative to other tuition modes. At the same time, it may also educate parents on the importance of tuition classes for their school children.

Basically, what has been achieved in this research was that parents shows statistically positive perceptions towards tuition centres. At the same time, influencing factors do exists between the 7 marketing mix of service namely *product, place, price, promotion, people, physical evidence* and *process* towards parents' selection of tuition centres.

The researcher has also obtained some feedback and suggestions from the respondents on how to improve parents' attitude towards the benefits offered by tuition centres. These suggestions are useful for tuition centres, parents, students as well as the researcher where the feedback obtained may help us to understand the expectation of parents on the services offered by tuition centres.