



## **THE IMPACT OF SERVICE MARKETING, ONLINE MARKETING, AND SERVICE QUALITY FACTORS TOWARDS CONSUMERS PURCHASING DECISIONS ON LANGUAGE COURSES IN THE LANGUAGE LEARNING INSTITUTE**

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### **Abstract**

This study is for understanding service marketing, online marketing, and service quality factors impacting consumers' purchasing decisions on language courses at language learning institutes. The tested service marketing sub-variables included overall quality of staff, student satisfaction and student course feedback. The tested online marketing sub-variables consisted of multimedia advertising, promoting school on social media and improving the school's reputation. The tested service quality sub-variables are composed of student support and resources, teacher qualifications and school environment. Quantitative research was adopted to collect the data from the 440 respondents who interested in language learning, and the convenience sampling technique which is non-probability sampling method was used to collect the data by using the "WJX" platform. The results validated all the proposed hypotheses, demonstrating a significant relationship between the independent variables (service marketing, online marketing, and service quality) and the dependent variable (consumer purchasing decisions for language courses at language learning institutes).

**Keywords:** Consumers Purchasing Decisions on Language Courses in Language Learning Institute, Service Marketing, Online Marketing, Service Quality, Marketing Management.

### **Introduction**

In recent years, there has been increasing interest in understanding the key factors that influence consumers' purchasing decisions, particularly in the educational services sector, such as language courses. Among these factors, service marketing, online marketing, and service quality stand out as crucial determinants (Kotler & Keller, 2016; Zeithaml, Berry, & Parasuraman, 1996).

Service marketing, which involves applying marketing principles to service-oriented businesses, plays a pivotal role in attracting consumers to language courses. Kotler and Keller (2016) emphasize that service marketing focuses on fostering long-term relationships with customers, with a strong emphasis on customer satisfaction and loyalty. Due to the unique characteristics of services—such as intangibility, perishability, inseparability, and variability—language institutes must implement targeted marketing strategies to differentiate themselves from competitors (Lovelock & Wirtz, 2011).

Online marketing has also become an indispensable tool for language institutes, transforming the way services are promoted and sold. The rise of digital platforms enables these institutes to connect with potential students in a cost-efficient manner (Chaffey & Ellis-Chadwick, 2019). Strategies like social media marketing, email campaigns, and search engine

optimization have proven to be highly influential in shaping consumers' decision-making processes (Ryan, 2016).

service quality is a key factor that can significantly influence a consumer's decision to enroll in a language course. Zeithaml, Berry, and Parasuraman's (1996) SERVQUAL model identifies five critical dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. Consumers often evaluate these dimensions before committing to a course, as perceived high quality leads to greater satisfaction and positive word-of-mouth recommendations (Grönroos, 1984).

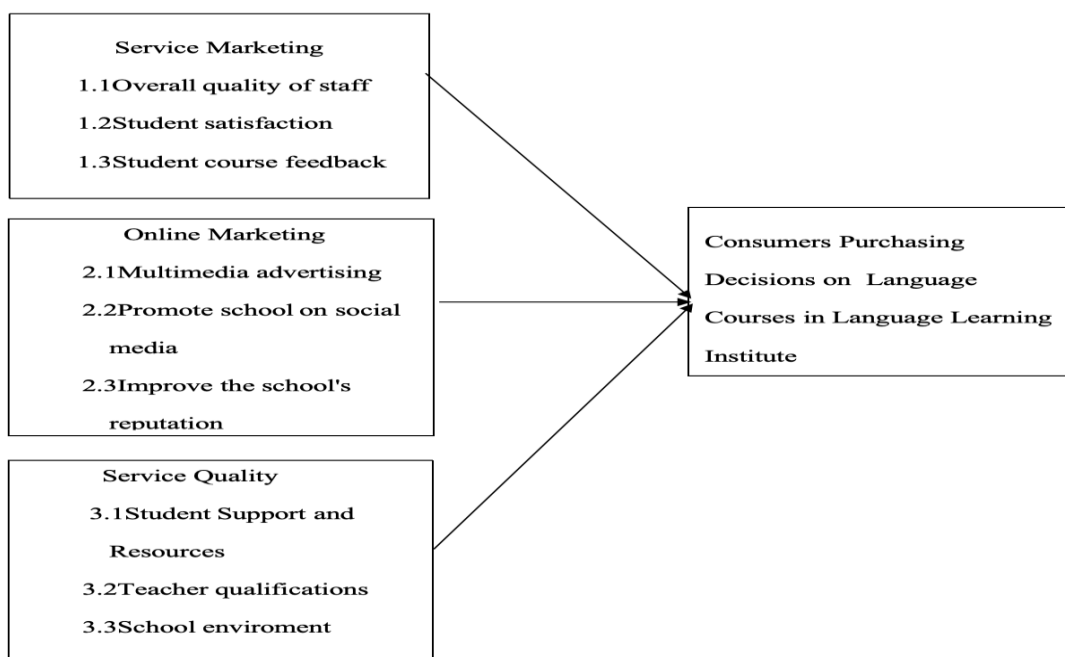
In summary, this research seeks to examine the impact of service marketing, online marketing, and service quality on consumer purchasing decisions in the language learning sector. By understanding these factors, language institutes can better tailor their strategies to meet the evolving needs of today's learners.

### Objective of the study

1. To study the impact of service marketing factors( overall quality of staff, student satisfaction and student course feedback) on consumers purchasing decisions on language courses in the language learning institute.
2. To study the impact of online marketing factors( multimedia advertising, promote school on social media and improve the school's reputation) on consumers purchasing decisions on language courses in the language learning institute.
3. To study the impact of service quality factors(student support and resources, teacher qualifications and school environment) on consumers purchasing decisions on language courses in the language learning institute.

### Scope of the study

#### Conceptual Framework



### **Hypotheses Test**

1. H1 is the impact of service marketing factors( overall quality of staff, student satisfaction and student course feedback) on consumers purchasing decisions on language courses in the language learning institute.

2. H2 is the impact of online marketing factors( multimedia advertising, promoting school on social media and improving the school’s reputation) on consumers' purchasing decisions on language courses in the language learning institute.

3. H3 is the impact of service quality factors(student support and resources, teacher qualifications and school environment) on consumers purchasing decisions on language courses in the language learning institute.

### **Literature Review**

<b>Item no.</b>	<b>Authors (Year)</b>	<b>Finding</b>	<b>Variables</b>
1	Isaree Karnreungsiri & Nattaya Praditsuwan.(2017)	Consumers purchasing decisions on language courses in language learning institutes are composed of various factors, such as the overall quality of staff, the school’s reputation, teacher qualifications, and the school environment.	consumers purchasing decisions
2	Jack C.Richards & Thomas S.C.Farrell. (2005).	The service marketing including overall quality of staff, student satisfaction and student course feedback has a positive relationship with the consumers purchasing decisions.	service marketing
3	Y.K. Dwivedi, E. Ismagilova, D.L. Hughes, J. Carlson, R. Filieri, & J. Jacobson, et al.(2020)	Online marketing helps increase school visibility, thereby increasing institutional enrollment, and has a significant impact on consumer purchasing decisions.	online marketing
4	Choeur Chork, Rany Sam & Sinourn Huot. (2024)	The service quality has a significant impact on the consumers purchasing decisions in a positive relationship by providing high-quality teachers and a beautiful, comfortable and safe learning environment, so that students can have a good learning experience.	service quality

### **Methodology**

#### **Population and Sample**

Population is students, parents of students, and individuals interested in learning a new language. Based on Yamane’s table for sample size, a total of 440 samples is required to be collected with a precision level of ±5% for reliability.

#### **Type of Research and Tool**

Quantitative research was adopted to collect the data from the 440 respondents, and the convenience sampling technique which is a non-probability sampling method was used to collect the data by using the WJX platform's . The questionnaire included 5 parts-Part 1: Demographic data (10 questions for gender, age, learning objectives, educational background, occupation, language proficiency level, reasons for course enrollment, preferred learning style,

learning model, and the sources through which they learned about the language institution.), Part 2: Service marketing (9 questions for Overall quality of course service staff, Student Satisfaction, and Student course feedback), Part 3: Online marketing factor (9 questions for Multimedia Advertising, Promote school on social media, and Improve the school's reputation), Part 4: Service quality factor (9 questions for Student support and resources, Teacher Qualifications, and School Environment), and Part 5: Consumers Purchasing Decisions on language Courses in the Language Learning Institute. (9 questions) by using nominal, and ordinal scale for Part 1, and interval scale (The least 1 to the most 5) for Part 2-5.

### **Validity Test**

The online questionnaire was checked for validity and approved by the advisor.

### **Reliability Test**

40 samples, The data from the questionnaires were analyzed by using Cronbach's Alpha in the statistical software, with total reliability of 0.977. The required value to be accepted is 0.7-1.00.

### **Statistics**

1. Descriptive statistics consisted of frequency, mean, and standard deviation.
2. Inferential statistics consisted of multiple regression analysis tests.

## **Result**

### **Demographic Data**

The most significant number of respondents fall within the age range of 26 to 35, accounting for 44.5% of the total. Most are male (58.6%), with females accounting for 41.4%. A significant portion of respondents learn languages primarily for work-related reasons (40.5%). Additionally, The majority of participants had a bachelor's degree (47.7%) and were employed as clerks or employees (28.6%). The language level of most respondents has no foundation (29.1%). More respondents purchased courses because the language institution offered courses that met their needs (35.2%). Most participants prefer to study onsite (65.0%) and one-on-one learning (63.2%), More respondents find out about language learning institutions online promotion (42.0%). Lastly, service marketing, online marketing, and service quality are key factors that significantly impact participants' purchasing decisions for language courses at the Language Learning Institute.

### **Mean and Standard Deviation**

- Service marketing Factors: ( $\bar{x}$  = 3.50, SD = 1.085), SATISFIED
- Online marketing Factors: ( $\bar{x}$  = 3.40, SD = 1.241), SATISFIED
- Service quality Factors: ( $\bar{x}$  = 3.50, SD = 1.069), SATISFIED
- Consumers Purchasing Decisions : ( $\bar{x}$  = 3.51, SD = 1.038), SATISFIED

### **Multiple linear regression**

**1. Service Marketing vs Consumers Purchasing Decisions:** Accepted with Adjusted R-square = .912, F = 1514.548, \*P ≤ 0.05 (Overall quality of staff = .001, significance, Students satisfaction = .001, significance, and Students course feedback = .001, significance)

**2. Online Marketing vs Consumers Purchasing Decisions:** Rejected with Adjusted R-square = .917, F = 1607.478, \*P ≤ 0.05 (Multimedia advertising = .001, significance, Promote school on social media = .001, insignificance, and Improve the school's reputation = .001, insignificance)

**3. Service Quality vs Consumers Purchasing Decisions:** Accepted with Adjusted R-square = .942, F = 2399.526, \*P ≤ 0.05 (Student Support and Resources = .001, insignificance, Teacher Qualifications = .001, significance, and School Environment = .001, significance)

## Conclusion

### **Demographic Data**

Most of the respondents in this study were between 26 and 35 years old and were predominantly male. Most participants held bachelor's degrees and were employed as staff. The majority of the respondents learn language for work purposes. The language level of most respondents has no foundation. More respondents purchased courses because the language institution offered courses that met their needs. Most participants prefer to study onsite and one-on-one learning. More respondents found out about language learning institutions online promotion. The primary influencing factors for the participants to Consumers Purchasing Decisions on Language Courses in the Language Learning Institute were the service marketing, online marketing, and service quality.

### **Attitudes towards variables**

**Independent Variable 1: Service Marketing Factors,** The most of the respondents satisfied with the overall quality of staff, students satisfaction, and students course feedback. Overall, Participants were satisfied with the service marketing factors.

**Independent Variable 2: Online Marketing Factors:** Most of the respondents satisfied with the multimedia advertising, promote school on social media, and improve the school's reputation. Overall, Participants were satisfied with the Online Marketing factors.

**Independent Variable 3: Service Quality Factors,** The most respondents satisfied with the student support and resources, teacher qualifications and school environment. Overall, participants satisfied with the Service Quality Factors.

### **Hypotheses**

H1: Service marketing ( overall quality of staff, student satisfaction and student course feedback) have a significant impact on consumers purchasing decisions on language courses in the language learning institute.

H2: Online marketing factors( multimedia advertising, promote school on social media and improve the school's reputation) have a significant impact on consumers purchasing decisions on language courses in the language learning institute.

H3: Service quality factors(student support and resources, teacher qualifications and school environment) have a significant impact on consumers purchasing decisions on language courses in the language learning institute.

## Recommendation

Research indicates that service quality plays a crucial role in influencing consumers' purchasing decisions (Parasuraman et al., 1988). Therefore, language learning institutions should routinely assess their service quality. This includes evaluating the professionalism of teachers, the richness of teaching content, and the effectiveness of student support services to enhance overall customer satisfaction. With the rapid advancement of digitalization, online marketing has emerged as a vital tool for attracting potential students (Chaffey, 2020). Institutions are encouraged to boost interactive content on social media platforms by incorporating teaching videos, student testimonials, and online live courses, thereby appealing to a wider target audience.

Research shows that consumer trust in service providers directly influences purchasing decisions (Morgan & Hunt, 1994). To improve conversion rates, institutions should focus on building and maintaining trust through transparent service processes and genuine feedback

from students. To continuously refine their services and marketing strategies, language learning institutions should perform regular market research. Understanding shifts in consumer demand and preferences is essential (Kotler & Armstrong, 2017). By gathering feedback, institutions can more accurately adjust their products and services to meet the needs of their audience.

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