

A study of evaluation factors for after-school programs based on service quality

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Abstract

Various types of after-school programs for school-age children have been set up in a remarkable rate in Taiwan society due to the transformation of social structure. This change urged cram schools, day cares, and tutorial centers being substituted for home education and social function, in addition to protection and caring functions. Therefore, how to cultivate good teachers, design proper curriculum, adopt appropriate equipment, and integrate all resources for effective management, are the key issues for evaluating after-school programs. This research is to build an evaluation model for after-school programs, based on both the viewpoints of theories and practices and incorporated both the service model and the marketing strategy. The service model contains the following five evaluation aspects: organization and its place, equipment and health, teacher qualification and student counseling, administration and service, and communication and attentiveness. The marketing strategy considers five evaluation aspects: product, price, personnel, place and promotion. After a thorough literature review, and expert interview and examination, we can prepare a Delphi method questionnaire, based on a five-point Likert's scale, for selecting evaluation factors. The consistency of the experts' opinions is examined by calculating the absolute difference between each response with the average, which needs to be less than or equal to one. This research further invites the experts, including directors or teachers from after-school programs and experts from education fields (teachers, etc.), to fill out an AHP questionnaire. With pairwise comparison between each two evaluation factors, AHP can be used to calculate the relative importance of the factors. The developed evaluation model shall provide an effective and objective mechanism for evaluating after-school programs in education institutions, day cares, and

tutorial centers.

Keyword : Service quality, After-school programs, Service model, Marketing strategy, Analytic hierarchy process.