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**The effectiveness choosing the primary school of  
parent for their children:  
A case study of Vongsengdeuane School,  
Vientiane, Lao PDR**

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## SUMMARY

It is anticipated that the Sustainable Development Goals will be achieved in the near future through the provision of high-quality education to all children in Laos. Educational programs are funded and promoted by the government. Hence, the establishment of a primary educational institution in the capital city of Laos, Vientiane, would be a favorable proposition.

This research employs marketing strategy, service marketing planning, and parents' primary school selection criteria. Quantitative surveys are utilized to assess the market for these. What factors will parents take into account when registering their children for the primary program at Vongsengdeuane School upon its commencement? The implementation of the 7Ps may lead to the success of service marketing.

In accordance with the research findings, it is recommended that Vongsengdeuane School implement its primary curriculum in the upcoming academic year. The result is supported by the fact that 77% of parents have expressed their intention to enroll their children in the school. Vongsengdeuane is required to take into account all pertinent factors and preferences that could impact the selection of primary schools by parents.

The study reveals that the quality of teachers and the implementation of a bilingual curriculum incorporating English and Lao are the two key determinants that significantly influence parental evaluations of elementary schools in terms of mean score. Meanwhile, the three most frequently cited factors that parents consider when selecting primary schools are location, academic achievement, and teaching quality. According to section 4.6 of the study, which examines the influence of parents' preferences on decision-making, it is suggested that exploring consumer preferences through mean scores of various factors may be more effective. This is because respondents are able to rate a wider range of scores as opposed to simply selecting "the most important factor," which limits them to a single response. The present investigation is predicated upon the utilization of factor mean scores.

This study has revealed that teachers who exhibit attentiveness may achieve success irrespective of their academic qualifications.

The third factor of significance is the geographical location. Therefore, it is imperative for the researcher to concur with the findings of (VITHAYAPHONE, 2020) study. The location of a school is considered one of the top three factors by parents when selecting a school for their children. The Vongsengdeuane school located in Xaythany could be a potential choice for real estate investors. The amalgamation of primary programs at established locations such as schools is deemed advantageous owing to the familiarity of parents with the location. According to the author's perspective, the distance that exists between a student's residence or their parent's workplace and the school was ranked as the third most significant factor. A significant majority of parents, specifically 99.17%, exhibit a willingness to endure a 30-minute commute when transporting their children to school.

The cost factor is ranked as the fifth priority by parents when selecting an elementary school. According to parental perspectives, it is deemed valuable to allocate resources towards a high-quality educational institution that offers a diverse range of subjects and employs exceptional educators. Institutions with Acceptable Price Range for monthly fees ranging from \$30 to \$37. This is the preferred option for most individuals. It is imperative for every educational institution to meticulously select its target group.

According to the findings, referrals proved to be the most efficacious advertising strategy, with social media following closely behind. The mean score of consumer preferences was 3.335, indicating the least influential element. The impact of social media is more pronounced in Laos due to the limited reach of mainstream media.

Bilingual (Lao and English) private schools with a daily schedule of 8AM to 4PM and a student per class ratio of 20-25 are preferred by consumers.

Research has had a positive impact on the quality of primary school education. Conducting market research has the potential to enhance the quality of services provided by primary schools.