AN EMPIRICAL STUDY OF FACTORS
INFLUENCING SECONDARY SCHOOL SELECTION

Shirley Sugita A/P Krishna

A research project submitted in partial fulfilment of the
requirement for the degree of

Master of Business Administration

Universiti Tunku Abdul Rahman

Faculty of Accountancy and Management

April 2015
AN EMPIRICAL STUDY OF FACTORS INFLUENCING SECONDARY SCHOOL SELECTION

By

Shirley Sugita A/P Krishna

This research project is supervised by

Chong Shyue Chuan
Faculty of Accountancy and Management
Copyright © 2015

ALL RIGHTS RESERVED. No part of this paper may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors.
DECLARATION

I hereby declare that:

(1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information by they printed, electronic or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) The word count of this research report is ________________________________.

Name of Student: ___________________________
Student ID: _______________________________
Signature: ________________________________
Date: _________________________________
ACKNOWLEDGEMENT

“Even though I walk through the darkest valley, I will fear no evil, for you are with me” Psalm 23:4

When I started my research, this was how I felt, as though walking through a tunnel not knowing if I will be able to see the light. But God reminded me of this verse and I thank God for guiding me and giving me strength to persevere and finish the race. Every time I felt like giving up, God will somehow show me a direction and during my worst days, he carried my burdens with me.

My entire MBA journey would never have happened if my parents had not pushed me to do it. Thank you Appa for reminding me that it is never too old to gain knowledge and Amma for always believing in me and funding my MBA program. To my sisters Akka and Lat, thank you for checking all my work, my progress, helping me with my survey respondents, correcting my grammar, even my margin. But most of all thank you for encouraging me to press on whenever I felt like throwing in the towel. Even my god-daughter Asha prayed and encouraged me when I was down.

My appreciation also goes to Sharina from Help University, Sharon from Nottingham University and Sim Jun Yi from Bank Negara Malaysia for really helping me with my logistic regression test. Each of you all gave me some kind of a lead to what I should be doing. I owe you all.

Thank you also to all my respondents who went the extra mile to answer the survey and give them back to me because without your responses, I would never be able to have any data to run my test.

To my supervisor, Mr Chong Shyue Chuan, thank you for allowing me to complete my research project and guiding me until the very end of my submission.

My family has stood by me during my entire MBA program and have supported, encouraged, prayed and cried along with me. I will remember this journey.
Dedication

This research is dedicated to my Amma in fulfilment of her dream.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copyright</td>
<td>iii</td>
</tr>
<tr>
<td>Declaration</td>
<td>iv</td>
</tr>
<tr>
<td>Acknowledgement</td>
<td>v</td>
</tr>
<tr>
<td>Dedication</td>
<td>vi</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>vii</td>
</tr>
<tr>
<td>List of Tables</td>
<td>xi</td>
</tr>
<tr>
<td>List of Figures</td>
<td>xiii</td>
</tr>
<tr>
<td>Preface</td>
<td>xiv</td>
</tr>
<tr>
<td>Abstract</td>
<td>xv</td>
</tr>
<tr>
<td>CHAPTER 1 INTRODUCTION</td>
<td></td>
</tr>
<tr>
<td>1.0 Introduction</td>
<td>1</td>
</tr>
<tr>
<td>1.1 Research Background</td>
<td>1</td>
</tr>
<tr>
<td>1.2 Research Problem</td>
<td>4</td>
</tr>
<tr>
<td>1.3 Research Question</td>
<td>5</td>
</tr>
<tr>
<td>1.4 Research Objectives</td>
<td>6</td>
</tr>
<tr>
<td>1.5 Significance of Study</td>
<td>6</td>
</tr>
<tr>
<td>1.6 Scope of Study</td>
<td>7</td>
</tr>
<tr>
<td>1.7 Research Methodology</td>
<td>7</td>
</tr>
<tr>
<td>1.8 Research Organisation</td>
<td>8</td>
</tr>
<tr>
<td>1.9 Summary</td>
<td>9</td>
</tr>
<tr>
<td>CHAPTER 2 LITERATURE REVIEW</td>
<td></td>
</tr>
<tr>
<td>2.0 Introduction</td>
<td>10</td>
</tr>
<tr>
<td>2.1 History of Malaysian Education</td>
<td>12</td>
</tr>
</tbody>
</table>
2.1.1 Background of Malaysia Education System .................. 12
2.1.2 National Curriculum .................................................. 14
2.1.3 Private School Education .............................................. 14
2.2 Statistical Information ................................................... 15
2.3 Focus of the Study .......................................................... 15
   2.3.1 Concept of quality and factors that determine quality in education .......................... 15
   2.3.2 Preferences in terms of choice of school – monetary and geographical location .................. 20
   2.3.3 National curriculum – public and private school .................................................. 24
   2.3.4 Race or religion ....................................................... 25
   2.3.5 Competitiveness of public and private schools and its effect on the performances of the school .................................................. 26
2.4 Conclusion ........................................................................ 27

CHAPTER 3 RESEARCH METHODOLOGY
3.0 Introduction ....................................................................... 29
3.1 Research Framework .......................................................... 29
3.2 Hypotheses Development ................................................... 30
   3.2.1 Quality of education ...................................................... 30
   3.2.2 Preference of school selection in terms of monetary and geographical location .................. 31
   3.2.3 Type of syllabus ......................................................... 32
3.3 Research Design ............................................................... 32
3.4 Data Collection Method – Primary Data ................................ 33
3.5 Sampling Design ............................................................... 33
   3.5.1 Target Population ......................................................... 34
   3.5.2 Sampling Frame and Sampling Location ....................... 34
   3.5.3 Sampling Element ....................................................... 34
   3.5.4 Sampling Technique .................................................... 35
   3.5.5 Sampling size ............................................................. 35
3.6 Research Instrument .......................................................... 36
3.6.1 The purpose of using Questionnaire……………………36
3.6.2 Questionnaire Design……………………………………37
3.7 Construct Measurement………………………………………..38
3.7.1 Data Scale of Measurement……………………………41
3.8 Data Processing……………………………………………………42
3.8.1 Questionnaire Checking……………………………………42
3.8.2 Data Editing……………………………………………………43
3.8.3 Data Coding…………………………………………………43
3.8.4 Data Transcribing…………………………………………..43
3.8.5 Data Cleaning…………………………………………………43
3.9 Data Analysis……………………………………………………44
3.9.1 Descriptive Analysis………………………………………44
3.9.2 Scale Measurement…………………………………………44
3.9.2.1 Reliability Test……………………………………………44
3.9.2.2 Factor Analysis…………………………………………45
3.9.2.3 Logistic Regression………………………………………45
3.10 Conclusion………………………………………………………45

CHAPTER 4 RESEARCH RESULTS
4.0 Introduction………………………………………………………47
4.1 Descriptive Statistics………………………………………………47
4.1.1 Respondent’s Demographic Profile………………………….48
4.2 Reliability Test……………………………………………………51
4.3 Factor Analysis……………………………………………………53
4.3.1 Factor Analysis showing the extraction of components for the
quality of education (QE) variable……………………………..54
4.3.2 Factor Analysis showing the extraction of components for the
preference in terms of choice of school – monetary and
geographical location (PMG) variable……………………………56
4.4.3 Factor Analysis showing the extraction of components for the
type of syllabus (TS) variable…………………………………57
4.4 Logistic Regression………………………………………………58
4.4.1 Logistic regression for quality of education (QE)........59
4.4.2 Logistic regression for preference in terms of choice of school; monetary and geographical location (PMG).....62
4.4.3 Logistic regression for type of syllabus (TS)..........65
4.5 Discussion on the hypothesis..................................67
4.6 Conclusion..................................................................71

CHAPTER 5       DISCUSSION AND CONCLUSION
5.0 Introduction..................................................................72
    5.1 Summary of descriptive analysis............................72
    5.2 Summary of reliability test.....................................73
    5.3 Summary of factor analysis.....................................74
    5.4 Limitations of the study..........................................74
    5.5 Recommendations................................................75
    5.6 Suggestions for further study..................................77
    5.7 Conclusion............................................................78

References.........................................................................79
Appendices........................................................................85
LIST OF TABLES

Table 3.1: Quality of Education Construct and Measurement Items..................38
Table 3.2: Preference of School Selection in terms of Monetary
and Geographical Location Construct and Measurement Items...............39
Table 3.3: Type of Syllabus Construct and Measurement Items......................40
Table 3.4: Summary of Likert Scale Used to Measure Variables......................41
Table 4.1: Respondent’s Demographic Profile..............................................48
Table 4.2: Interpretation of Cronbach’s Alpha Test Result.................................51
Table 4.3: Reliability Test Result for Each Variable.........................................51
Table 4.4: Reliability Statistics and Item-Total Statistics for preference
of school selection in terms of monetary and geographical location
(PMG)........................................................................................................52
Table 4.5: Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy............53
Table 4.6: Results from factor analysis test – quality of education (QE)...........54
Table 4.7: Results from factor analysis test – preference in terms of
school choice (PMG)..................................................................................56
Table 4.8: Results from factor analysis test – type of syllabus (TS)..................57
Table 4.9: Classification....................................................................................59
Table 4.10: Results from Block 1: Method = Enter.........................................59
Table 4.11: Results from Block 1: Method = Enter (Variables in the Equation)
and Block 1: Method = Forward Wald......................................................60
Table 4.12: Classification....................................................................................62
Table 4.13: Results from Block 1: Method = Enter.........................................63
Table 4.14: Results from Block 1: Method = Enter (Variables in the Equation)
and Block 1: Method = Forward: Wald......................................................64
Table 4.15: Classification....................................................................................65
Table 4.16: Results from Block 1: Method = Enter.........................................65
Table 4.17: Results from Block 1: Method = Enter (Variables in the Equation)..69
LIST OF FIGURES

Figure 3.1: Conceptual framework relating to the comparison of private and public school education………………………………….30
PREFACE

The aim of this research was part of the requirement for every Masters of Business Administration student to fulfil in order to complete the program. The title for this research project is “Empirical study of factors influencing secondary school selection”.

Over the years the education system in Malaysia have gone through many changes in terms of policies, syllabi and curriculum, and parents have had to constantly deal with these changes. The environment of public and private schools around Klang Valley and other parts of Malaysia has evolved. The overall education system in Malaysia has become so competitive that parents want to ensure that their children receive the best education that this country can provide.

This research will help parents to have a better understanding of the factors that may help them to choose between private and public school education for their children; namely quality of education, preference in terms of monetary and geographical location and type of syllabi.
ABSTRACT

This study attempted to investigate the possible factors that would affect parent’s decision on choosing the right school for their children; being private or public school education. A total of 200 respondents around Klang Valley was selected to participate in the survey by answering questions pertaining to quality of education, preference of school choice in terms of monetary and geographical location and type or syllabus. Factor analysis and logistic regression was used to carry out the sampling. The results concluded that a well equipped school was an important factor in determining the quality of education and parents were sensitive towards the mode of transportation for reasons of safety and convenience while for syllabus, parents believed that the curriculum taught should not be for the sole purpose of academic achievement but also for character building.