AN EMPIRICAL STUDY OF FACTORS INFLUENCING SECONDARY SCHOOL SELECTION

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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.

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"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.

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Dedication

This research is dedicated to my Amma in fulfilment of her dream.

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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.