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An Assessment of Factors Influencing Parental Decision in Sending Their Children to Private Education Institution in Selangor, Malaysia: For Sustainable Human Capital



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Presentation Outline





Introduction

- ❑ The research discusses an assessment of the factors influence parental decision when sending their children to private education institution in Selangor, Malaysia. It also analyzing of the better motivation that make the parents do such decision in terms of exploring the strengths and weaknesses of private schools
- ❑ Providing an alternative option over public schools, private school on the other hand, can become a good competition in balancing the excellent education system in Malaysia.
- ❑ Educational matters are overseen by Ministry of Education (MOE) and under the responsibility of the federal government; however, each state has an Education Department to coordinate educational matters in its territory.



- ❑ Selecting State of Selangor as a study area is due to the reason of many existing private schools in this state are already establish and well known.
- ❑ This research aim to investigate 8 factors highlighted in terms of which most preferable factors that influence parents decision making when sending their children to private education institution.
- ❑ Eight factors that influence parents decision making discussed in this study are :



- Social Background/Status
- Income Level
- School Syllabus
- School Environment/Facilities
- School Performances
- Location
- Teacher Quality
- Distance





- National Philosophy of Education (NPE)-Malaysia intends to become a fully united and developed nation with a matured and democratic society that is strong in religious and spiritual values, liberal and tolerant, scientific and progressive, innovative and forward looking (Ministry of Education Malaysia, 2001).
- In its drive to move vigorously ahead, the DEVELOPMENT OF HUMAN RESOURCE is the key factor determining its success.
- This important task has been shouldered by the Ministry of Education, and is clearly reflected in the mission statement of the ministry, that is, “To develop a world class quality education system which will realise the full potential of the individual and fulfil the aspiration of the Malaysian nation.” (Malaysia Education Blueprint 2013 - 2025, 2012).
- The Ministry of Education (MOE) has provided all the facilities for the teaching and learning of all children in Malaysia, especially in government schools and government-aided; e.g; comfortable buildings, chairs, textbooks, computer labs and qualified teachers and an adequate number of teachers (Education Act 1996).
- In line with the government's desire to provide educational opportunities for all, the private sector also contributes to this effort (Malaysia Education Blueprint 2013-2025, 2012).
- Dakar Forum on Education for All (2000) emphasized the role of private education is as a complementary to public school development in the provision of education to meet the goals of universal coverage and quality.



- Most parents consider children to be their most valuable assets; thus, all parents want the best education for their children as an investment in their future.
- In order to succeed, they need to make a big decision in selecting the right school that is suitable for their children includes the parental responsibility to safeguard and promote their child's health, development and welfare at their child's best interests.
- According to McDaniel (2006), parents' decision processes consist of evaluating children's needs, gathering or searching for information and evaluating all the available alternatives.
- As stated by Hawkin, Mothersbaugh and Best (2007), identifying these factors will enable parents to make the optimal choice that fulfils their needs.
- There are numerous reasons for parents to include while selecting a school for their children, however based on this study, eight main factors influence parents decision making are highlighted.



- At present, many studies assess different opinion regards to the topic.

Previous Researchers	Opinion on Factor Influencing
West (2001), Bosetti (2004), Jackson, C. and Bisset, M. (2005) Ungerleider, (2003)	found that the reputation and exam results of schools are key features guiding parents' school choices. (SCHOOL PERFORMANCES)
Van Pelt, Allison and Allison, (2007)	stated that demographics characteristics of parents such as, the parents level of education becomes the reasons they select the private school for their children. (SOCIAL/STATUS BACKGROUND)
Beavis (2004)	reported the findings related to family background factors associated with parents who choose private. The parents who have dissatisfaction with the public schools usually sent their children in private school. (SOCIAL /STATUS BACKGROUND)
Dronkers and Peter (2003)	stated the differences between private schools and public school is mainly because of the school environment. (SCHOOL ENVIRONMENT)
Yang & Kayaardi (2004), Schneider and colleagues (1996), Coleman and Hoffer (1987)	found that the family income is often thought of as an indicator of resources and higher family income increases one's chances of affording private school (INCOME LEVEL)

As a consequence of above reasons, most of the existing factors basically related which each other. It was in terms of which most preferable factors that influence parents decision.



- The research approaches are involving the data gathered through primary and secondary sources.
- The research conducted by using quantitative approaches and carried out via structural self-administrated closed-ended questionnaires through questionnaire survey.
- The number of questionnaire sent to the respondents are more than 600 respondents, however, the expectation of the respondents giving back their feedback is already satisfied with 510 respondents.
- Eight factors were examined using the Relative Important Index to identify the preferred reasons influencing parents' decision in the selection of private institutions for their children.
- The overview findings from this research basically gained from the survey questionnaire conducted.
- The data gathered according to selected private schools in Selangor take about ten to eleven months whereby the respondents are the parents who send their kids to private schools.
- Findings can be different if more allocation on funding, as well as equip with more numbers of enumerators and cooperation from involved parties –the school staffs, parents, students, and authorities being emphasized.

RESULTS OF FINDINGS



- *Selected Private Schools in Selangor State*
- The private schools selected are based on four school categories which are:-
 - common school,
 - religious school,
 - integration school and
 - international school.
- Based on the data collected, 16 private schools under different categories had been identified which consist of 10 primary schools and 6 secondary schools. From all the numbers, several private schools giving no feedback through the permission letter sent. The related Table 1 presented the selected schools in state of Selangor for this research.



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No.	School Name	School Categories	School Level (Primary/ Secondary)	Cooperation Given (Yes/No)
1	Sekolah Rendah Islam Al Amin, Gombak	Religious School	Primary	Yes
2	Sekolah Rendah Intergrasi Sg. Chincin	Integration School	Primary	Yes
3	Sekolah Rendah Islam Mus'ab Umair	Religious School	Primary	Yes
4	Sekolah Rendah Islam Intergrasi Al-Faizeen	Religious/Integration School	Primary	Yes
5	Sekolah Rendah Integrasi Tahfiz Ilmuan (SRITI)	Religious/Integration School	Primary	Yes
6	Sekolah Rendah Islam Al-Amin, Bangi	Religious School	Primary	Yes
7	International Islamic School (Primary)	International School	Primary	Yes
8	Sekolah Rendah Setiabudi	Common School	Primary	Yes
9	Sekolah Menengah Islam Al Amin, Bangi	Religious School	Secondary	Yes
10	Sekolah Menengah Setiabudi	Common School	Secondary	Yes
11	International Islamic School (Secondary)	International School	Secondary	Yes
12	Sekolah Menengah Integrasi Tahfiz Ilmuan(SMITI)	Religious/Integration School	Secondary	Yes
13	Baseerah International School	International School	Primary	No
14	Sri Utama International School	International School	Secondary	No
15	Sekolah Menengah Islam Adni	Religious School	Secondary	No
16	Sekolah Rendah Islam Adni	Religious School	Primary	No



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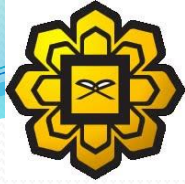
Survey Findings: Inferential Analysis



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Survey Findings: Descriptive Analysis

- Only four most preferable factors selected by the parents are going to be discussed in detail.
- According to the result from the survey conducted most parents prefer and emphasize the important of PRIVATE SCHOOLS SYLLABUS
- One of the popular reasons is they are likely to choose the private school with the religious syllabus even though the schools types is common private schools. Apart from that, the syllabus that included the Islamic subject is really become a trend. While the international school type with the Islamic subject is also become popular among the parents. This circumstance can best described as the efficiency in students school time because they already attend the religious school in one session.
- The second factor that leads the parents in choosing private school over public school is based on the SCHOOL ENVIRONMENTS/SCHOOL FACILITIES.
- Most of them prefer private school due to the quality of great education environment/facilities which is a bit more conducive rather than public school. Basically, it is the perspectives shared by the respondents based on their experiences. They also stated that most of the private schools their children attend provide good and new facilities that not only promoting the school reputation, but also create a conducive learning environment for their children.



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- SCHOOL PERFORMANCES become the third reason among the factors that influencing parents' decision in choosing private school.
- The parents agree that school performances contribute to the school reputation which going to attract them in selecting the school. Apart from that, the school performance is important for the parents as they will put a trust on that school on behalf of their children future education.
- The next factor that preferred by the parents is the importance of having THE QUALITY TEACHERS in school.
- Parents choosing private school based on this factor because of the believe that teachers teaching in private schools are more concern and dedicated due to the teacher student ratio issue. It is not that teachers in public schools are not dedicated and qualified, however the parents answered that they judge this situation based on their experience during having the parents-teachers meeting.
- More to the point, another factors influence the parents' decision in choosing private school according to the ranking voted by the respondents are LOCATION in terms of the strategic area, followed by THE DISTANCE to and fro the school area, the SOCIAL/STATUS BACKGROUND of both parent and last but not least the INCOME LEVEL of them.
- In a nutshell, these factors only given a minor consideration by the parents but still it has their own role in influencing the parents choices.

DISCUSSION & CONCLUSION



- Significantly, the end results of this study manage to be achieved in evaluating the most preferable factors that influence the parents' choices in selecting private school for their children.
- Apart from that, the paper has discussed the different opinions pertaining to the reasons chosen by parents in selecting their children school. The discussion generalized the improvements needed for the involved parties (e.g. Ministry of Education and Local Authority) not only in terms of guidelines in setting up the specific location of private school, for instance, but also the specific guidelines pertaining to the private school itself.
- In addition to improvements on the overall private school system, there was also necessary for the information to be spread and acknowledge the parents with the currents issues and problems related to the private school education system in Malaysia.
- Through education itself, we can manage to have sustainability and/or human security issues in term of providing a sustainable development on education both includes the private and public education institutions.
- As a conclusion, these factors may contribute in enhancing the private education level in Malaysia, hence, promoting Malaysia in the international level.
- In many senses, the factors influencing might limited due to the small number of observations, small number of questionnaire survey conducted and duration of time. Additionally, these factors cause different opinion as the respondents might come from different background, dissimilar point of view and etc.



THANK YOU.

