

Free Full Text from Publisher

Look Up Full Text

Full Text from Publisher

Find PDF

Export...

ENHANCING QUALITY OF EDUCATION: A CASE STUDY ON AN INTERNATIONAL ISLAMIC SCHOOL

By: [Islam, R](#) (Islam, Rafikul)^[1]; [Haidoub, IM](#) (Haidoub, Ibrahim Mohd.)^[2]; [Tarique, KM](#) (Tarique, Kazi Md.)^[3]

ASIAN ACADEMY OF MANAGEMENT JOURNAL

Volume: 24 Pages: 141-156 Supplement: 1

DOI: 10.21315/aamj2019.24.s1.10

Published: 2019

Document Type: Article

Abstract

Private secondary schools that want to gain a competitive edge need to search for effective and creative ways to attract, retain, and foster stronger relationships with students. The decision of selecting a school by the parents for their kids is based on a multitude of factors that differ from one society to another depending on its culture, economic status, religion, and others. The objective of the present research is to identify and prioritise the factors that can enhance the quality of education in an international Islamic school located in Kuala Lumpur from parents' perspective. The researchers employed both qualitative and quantitative approaches for data collection. The qualitative data were collected through interviewing 10 parents whose kids are currently enrolled in the school, while the quantitative data were collected through a questionnaire survey based on the Analytic Hierarchy Process (AHP). A thematic analysis and AHP were used for analysing the qualitative and quantitative data, respectively. Findings from the thematic analysis resulted in 19 factors; however, only 8 factors with higher frequency were selected to represent the factors expected to enhance the quality of education. The AHP analysis resulted in prioritising these eight factors according to parents' judgements. The results show that the Islamic environment represents the most desired factor, followed by quality of teachers and school discipline.

Keywords

Author Keywords: [Islamic education](#); [secondary school](#); [quality of education](#); [prioritisation of factors](#); [Analytic Hierarchy Process](#)

Author Information

Reprint Address: Islam, R (reprint author)

Int Islamic Univ Malaysia, Kulliyah Econ & Management Sci, Dept Business Adm, POB 10, Kuala Lumpur 50728, Malaysia.

Addresses:

[1] Int Islamic Univ Malaysia, Kulliyah Econ & Management Sci, Dept Business Adm, POB 10, Kuala Lumpur 50728, Malaysia

[2] Int Islamic Univ Malaysia, Grad Sch Management, IUM Acad Grad & Profess Studies, Jalan Gombak, Kuala Lumpur 53100, Malaysia

[3] Southeast Univ, 64 Rd 18,Block B, Dhaka 1213, Bangladesh

E-mail Addresses: rislam@iium.edu.my

Publisher

PENERBIT UNIV SAINS MALAYSIA, PENERBIT UNIVERSITI SAINS MALAYSIA, PULAU PINANG, PINANG 11800, MALAYSIA

Categories / Classification

Research Areas: Business & Economics

Web of Science Categories: Management

[See more data fields](#)

Citation Network

In Web of Science Core Collection

0

Times Cited

[Create Citation Alert](#)

15

Cited References

[View Related Records](#)

Use in Web of Science

Web of Science Usage Count

0

Last 180 Days

0

Since 2013

[Learn more](#)

This record is from:

Web of Science Core Collection
- Emerging Sources Citation Index

Suggest a correction

If you would like to improve the quality of the data in this record, please [suggest a correction](#).

Cited References: 15

Showing 15 of 15 [View All in Cited References page](#)

(from Web of Science Core Collection)

1. **Involving parents in school-based programmes to prevent and reduce bullying: what effect does it have?** Times Cited: 9
By: Axford, Nick; Farrington, David P.; Clarkson, Suzy; et al.
JOURNAL OF CHILDRENS SERVICES Volume: 10 Issue: 3 Special Issue: SI Pages: 242-251 Published: 2015
2. **Using thematic analysis in psychology** Times Cited: 15,032
By: Braun, V.; Clarke, V.
Qualitative Research in Psychology Volume: 3 Issue: 2 Pages: 77-101 Published: 2006
URL: <http://dx.doi.org.ezproxy.um.edu.my/10.1191/1478088706qp063oa>
3. Title: [not available] Times Cited: 1
By: Burnham, A.
Managing quality in schools: Effective strategies for quality-based school improvement Published: 1997
Publisher: Pearson, London
4. Title: [not available] Times Cited: 1
Group Author(s): Carnegie Foundation for the Advancement of Teaching
School choice: A special report Published: 1992
Publisher: Jossey-Bass Inc Pub, San Francisco, CA
5. **The perceived value-relevance of open data in the parents' choice of Dutch primary schools** Times Cited: 1
By: de Kool, Dennis; Bekkers, Victor
INTERNATIONAL JOURNAL OF PUBLIC SECTOR MANAGEMENT Volume: 29 Issue: 3 Pages: 271-287 Published: 2016
6. **OPEN ENROLLMENT IN MASSACHUSETTS - WHY FAMILIES CHOOSE** Times Cited: 27
By: FOSSEY, R
EDUCATIONAL EVALUATION AND POLICY ANALYSIS Volume: 16 Issue: 3 Pages: 320-334 Published: FAL 1994
7. **Parent satisfaction and involvement in schools of choice** Times Cited: 1
By: Golden, E; Smrekar, C.
NAT C SCH CHOIC 25 2 Published: 2009
Publisher: Vanderbilt University, Nashville, Tennessee
8. Title: [not available] Times Cited: 1
Group Author(s): Government of Malaysia
Malaysia Education Act Published: 1996
Publisher: Government of Malaysia, Kuala Lumpur
9. Title: [not available] Times Cited: 1
Group Author(s): Government of Malaysia
Malaysia Education Blueprint (2013-2025) Published: 2013
Publisher: Government of Malaysia, Putrajaya
10. **An Integrated Project-based Learning for Intelligent Control Lecture and Practice at Polytechnics Graduate School** Times Cited: 2
By: Kuswadi, Son; Barakbah, Ali Ridho; Nuh, Mohammad
2015 International Electronics Symposium (IES) Pages: 100-104 Published: 2015
11. **Building quality culture in higher education** Times Cited: 1
By: Lycke, Liselott; Tano, Ingrid
INTERNATIONAL JOURNAL OF QUALITY AND SERVICE SCIENCES Volume: 9 Issue: 3-4 Special Issue: SI Pages: 331-346 Published: 2017
12. **Decision making with the analytic hierarchy process** Times Cited: 1,288
By: Saaty, T.
Int. J. Serv. Sci. Volume: 1 Issue: 1 Pages: 83-98 Published: 2008

13. Title: [not available] Times Cited: [127](#)
By: Saaty, T. L.; Peniwati, K.
Group decision making Published: 2008
Publisher: RWS Publications, Pittsburgh, PA
14. Title: [not available] Times Cited: [1](#)
By: Schumacher, M. P.
Parental expectations and satisfaction with charter schools: Evidence from a midwestern city school district Published: 2011
PhD dissertation
Publisher: Department of Educational Leadership and Policy Studies, University of Kansas
15. [A proposed white-collar workforce performance measurement framework](#) Times Cited: [21](#)
By: Takala, Josu; Suwansaranyu, Udomsak; Phusavat, Kongkiti
INDUSTRIAL MANAGEMENT & DATA SYSTEMS Volume: 106 Issue: 5-6 Pages: 644-662 Published: 2006

Showing 15 of 15 [View All in Cited References page](#)

Clarivate

Accelerating innovation

© 2019 Clarivate [Copyright notice](#) [Terms of use](#) [Privacy statement](#) [Cookie policy](#)

[Sign up for the Web of Science newsletter](#) [Follow us](#)

