



SATISFACTION OF SERVICE QUALITY IN PRIVATE PRESCHOOL AMONG  
PARENTS

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JULY 2017

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## ABSTRACT

The purpose of this project paper is to examine the satisfaction level over the service quality provided by the private preschool in Sarawak. This is due to the facts that private preschools are more preferred compared to public preschools. Hence, the extended study need to be done to identify reasons and benefits of choosing private preschool and overall to know their level of satisfaction towards the service quality provided in giving excellent education service to children.

This study was conducted by distributing questionnaires to 110 parents in Smart Reader Kids Uni-Garden in Kota Samarahan, Sarawak. Data collected were analyzed using Statistical Package for the Social Science Analysis application. The links between service quality and school practices were addressed using reliability and validity analysis. The findings revealed that most of the parent had positive respond about the satisfaction level over the service quality provided by the preschool. It was concluded that parent was satisfied with the service quality provided by the Smart Reader Kids Uni-Garden. For instance, extended study need to be done to strengthen and controlling the education policy for the private preschool.

## CHAPTER 1: INTRODUCTION

This report is generally to examine the impact of perceived service quality in private preschool on parent satisfaction, which can help principals, teachers and helpers to improve their service quality. Therefore, this chapter outlines the background and scope of the study, problem statement, research questions, objectives, significance of study, limitations, and definitions of terms.

### 1.1 Background

When we talk about early childhood education, it will be an interesting topic because it is like a trend nowadays where parents compete to send their children to preschool or kindergarten which offer child care together with various packages which can develop children learning skills. Among issues have to be taken into consideration by parents when choosing preschool or kindergarten for their children are the service quality other than corporate image, the benefits they can get for their children future and the monthly fees they must pay. Service quality is generally viewed as the output of the service delivery system which is linked to customer satisfaction, the key measure of the quality or for the service component of a product company. In preschool service, quality is use to describing their programs. Linked to the concern for the importance of leadership in early childhood education, sound management practices significantly influence the quality of service delivery (Hayden, 1997). Early childhood education for the 4-6 years old group is under responsibilities of three Ministries such as Ministry of Education, Ministry of Rural and Regional Development, and Department of National Unity and Integration under the Prime Minister Department (Ministry of Education, 2007)

## CHAPTER 2: LITERATURE REVIEW

Preschool institution in Malaysia began in the 1950s (Hussin, 1996). The style of educations at that time was mostly influenced by British education since Malaysia had been a British colony until 1957. The preschool education system during that time was exclusive and barely affordable for most people. As mentioned by Hashim & Lah (2007), people in Malaysia are now aware that preschool education is the most important level of education to deliver the emotion, physical, social and mental development before they enter formal education in primary school.

According to National Philosophy Of Education, "Education in Malaysia is an ongoing effort towards further developing the potential of individuals in a holistic and integrated manner, so as to produce individuals who are intellectually, spiritually, emotionally, and physically balanced and harmonious, based on a firm belief in and devotion to God. Such an effort is designed to produce Malaysian citizens who are knowledgeable and competent, who possess high moral standards, and who are responsible and capable of achieving high levels of personal wellbeing as well as being able to contribute to the harmony and betterment of the family, the society, and the nation at large."

In addition, Malaysia policy toward pre-school stated that the ministry remains committed to ensuring the structure of the preschool phase of education will be scaled up in successive waves, with the objective of ensuring universal preschool enrolment and an equal head start in education for all children. Ratio of teacher to child in preschool for 1 teacher with 1 assistant teacher is 25 children's.

Quality in preschool education is popularly discussed as it contributes to positive impacts to the children (Stipek & Ogana, 2006). The quality of preschool education is