



**Measuring Service Quality and Performance towards Customers' Perceptions:
A Study on Parents' Perception of Public School in Kuching Division**

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CHAPTER 1

1. Background of The Study

This study explores and describes the perceptions and expectations of Kuchingites parents concerning reliability and effectiveness of education provided by public school in Kuching, Sarawak. The study will specifically focus on parents and students of Kuching division. This paper will look into areas like potential influences of social and cultural elements on the parents' perceptions and in doing so, challenges the current notion of what constitutes 'appropriateness' in early childhood education. Lately, Malaysian parents, in general, are relatively concern over the quality of education their children are receiving in the era of stiff competition in the job market as well as globalisation, and concerns also expressed on whether the existing education system, quality wise, is able to meet the current and future needs of Malaysian society as a whole. This model may be a useful one for exploring perceptions in future studies.

The history of Education in Malaysia began as early as the 19th century. Straits Settlement was among the first few states that witness the setting up of what is called as the father of modern school in Malaysia. Penang Free School which was initiated by a Missionary group in early 19th century is among the earliest modern school being set up in Malaya and British Borneo.

CHAPTER 2

LITERATURE REVIEW

2 Introduction

The current Malaysian education system is specifically designed and steered to meet social, political, and economic aspiration as well as preparing the future generation with the quality to become knowledgeable cum charismatic leaders in the future. Ever since Malaysia achieved its independence in 1957, the education system itself has undergone massive transformation, qualitatively and quantitatively under various leadership.

The education system is under the jurisdiction of Ministry of Education, which is assigned to set, design, develop, and maintain the standard of education in the country from the initial level to tertiary education. School is a form of preparation to enter adult world.

With the existing education system, parents' hope that the new breeds is capable enough to meet whatever challenges and obstacles, including technological related advancement link to the cyber world. Therefore the role of parents, students, schools and teachers are equally vital in achieving the above mentioned education system's objectives.

CHAPTER 3

RESEARCH METHODOLOGY AND FRAMEWORK

3. Introduction

This chapter will be focusing on how, when and where the research will take place. A researcher has to be extra careful when come to selection of the right research methodology as it determines the accuracy, reliability and the validity of the data. Methodological related matters that should be taken into consideration are areas like sample size, questionnaires design, response rate and quality, process and procedures related to fieldwork, data analysis cum preparation of report.

As mentioned in the previous chapter, researcher had decided to apply **SERVQUAL** model in analyzing data.

3.1 Research Design

The main research design applied for this study is descriptive research. This type of research is pre-planned and structured. Descriptive research began with prior formulation of specific hypotheses. Information needed is clearly defined. Sample size is usually large in nature. For the purpose of this study, two hundred (200) respondents consists of parents from five (5) public schools within Kuching