

Analysis of Factors Affecting Quality of Schools/Colleges **(A Case Study of Karachi based on Perception of Parents** **of School Going Children)**

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Abstract

The importance of education is a fact that cannot be denied by anyone no matter which religion, sect or race the person belongs to. All the parents want their children to get the best education and be successful. This paper highlights the factors that bring impact on the education quality provided in schools and colleges which can satisfy parents that their children are getting the best. This study aimed to analyzed different determinants like policy of admission, the quality of school and most importantly the curriculum of the schools and colleges. In this study, 1991 household were visited for interview of 11,127 respondents. 1184 respondent were fell into criteria for the response of question related to overall quality of schools and colleges. This study found that admission criteria, curriculum taught in schools and colleges and fee structure are main factors to assist overall quality of schools and colleges. More than 93% respondents are satisfied with overall quality of schools and colleges, when they are satisfied with admission criteria. Similarly, 91% with satisfaction of curriculum taught and more than 92% having satisfaction because of satisfaction on fee structure.

Keywords: Curriculum taught, Fee structure, Admission criteria.

In globalization and technological revolutionary stage, education can be considered as the first human activity. It is devotedly desire of every parent to choose best possible education environment for their children. Additionally, the education plays a vital role in the development of human capital and is linked with an individual's well-being and opportunities for better living. (Battle, 2002). Through education, an individual can obtain his desire knowledge and skills that flourish his productivity which ultimately surge his earning that put positive impact on economic growth of a country (Parri, 2006). The one of the most devastating point of every child's success is the optimistic involvement of parents. selecting a school that will help a child

is a complex and intimidating task, and parents and children often put significant effort into this course. A child academic performance is depending with presents contribution in his school life. The literature found that the children whose parents have positively participate his school life have higher score in his academic career as compare to those whose parents are less involved in his child academic life (D. R. Topora, 2010). The parent's perception regarding their children studies is a matter of concerned of the society because overall performance of the children's academic success and career adoptions depend on parent's involvement. The education system in Pakistan consist of three main segments, first Elementary, Secondary and Higher levels. Furthermore, two parallel education system offered at secondary level first one is Matriculation and the other one is O level education system. In Higher level education, there are further two education system one is HSSC and other one is A level education system. Moreover, there is a huge difference between these education Strems regarding their Curriculum, Admission Criteria, Facilities, Fee structure and pay scale of stuff (Mancillass, 2001). The parent's perception regarding their children studies is a matter of concerned of the society because overall performance of the children's academic success and career adoptions depend on parent's involvement. The education system in Pakistan consist of three main segments, first Elementary, Secondary and Higher levels. Furthermore, two parallel education system offered at secondary level first one is Matriculation and the other one is O level education system. In Higher level education, there are further two education system one is HSSC and other one is A level education system. Moreover, there is a huge difference between these education Strems regarding their Curriculum, Admission Criteria, Facilities, Fee structure and pay scale of stuff (Umbreen A., 2014). The parent's expectations from their children regarding academic achievements has positive impact of their children overall grades points (Stephen, 2009). The Academic achievements of students is significantly correlated with their parent's participation in their educational progress. The educational institutional forces have also strong impact on student's priorities to select their career path (Saxton, 2000). Some of the Parents send their children towards expensive school for attainment opportunities of high pay scale job in future (Van Pelt, 2007). Immigrants from different areas of the country come to Karachi for sake of quality education (Paracha, 2014). More than 83% people in Karachi attended schools which is the highest in the entire country (ASER, 2014). Education sector in Karachi is compirsed of Private and Public sector moreover 65% childern are enrolled in private Sector (Unicef, 2012). The private sector is providing more quality education than Public sector. Parents in Karachi are more satisfied with quality of Private schools/college in contrast to Public schools/colleges. Megacity project survey suggest that overall, 82% parents in Karachi are satisfied with quality of schools/colleges(see According to bivariate analysis of dependent and independent variables, 94% respondents are satisfied with admission criteria and contain with overall quality of schools/colleges (See **Error! Reference source not found.** and **Error! Reference source not found.**).Table 2). Study suggest various factors i.e. admission criteria, curriculum taught and fee structure are affecting the satisfaction of parent over qaulity of schools/colleges.

According to KMS 2016, in Karachi 69.1% of the respondent's parents are believe that the overall quality of school/colleges are fair enough for their children in the city. Almost 16% respondent think that the overall quality is very good and only 5.2% of the survey respondent

not satisfied with quality of school/colleges in the Karachi (See **Error! Reference source not found.**).

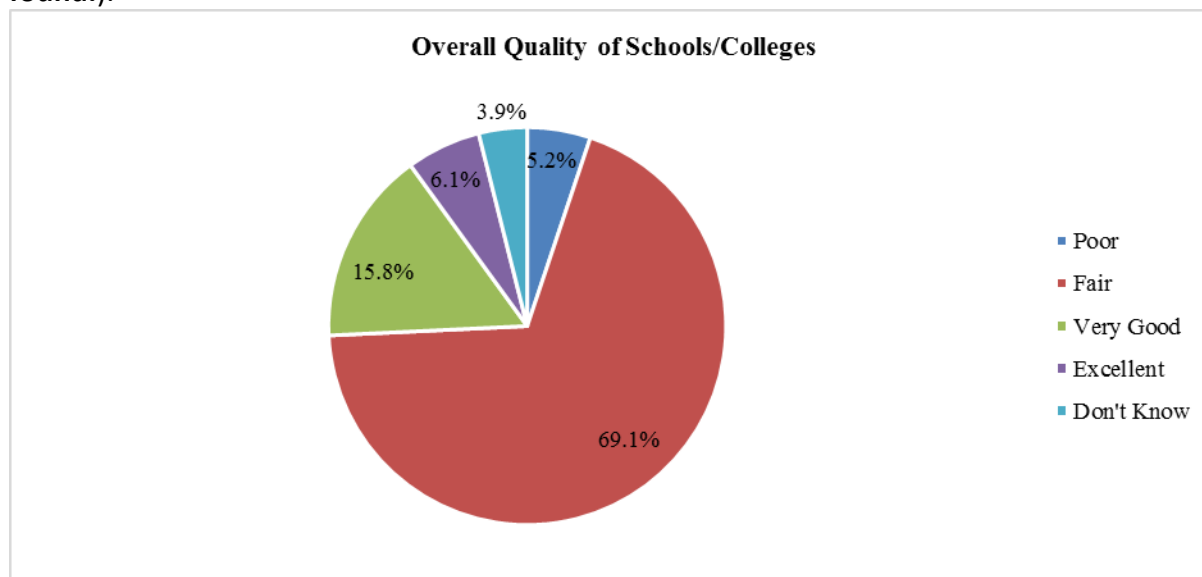


Figure 1

Academic activities along with extracurricular activities can boost the level of confidence among the students. These activities laid constructive effect on students by improving overall school performance and contribute towards successful adult life with contributing social attributes (Massoni, 2011). The 71% of parents in Karachi also believe that Debate competitions have groomed the students skills. The parents in Karachi also believe that Spelling bee Competition, indoor games, stage plays and Carnival can also polish the students skill (See **Error! Reference source not found.**).

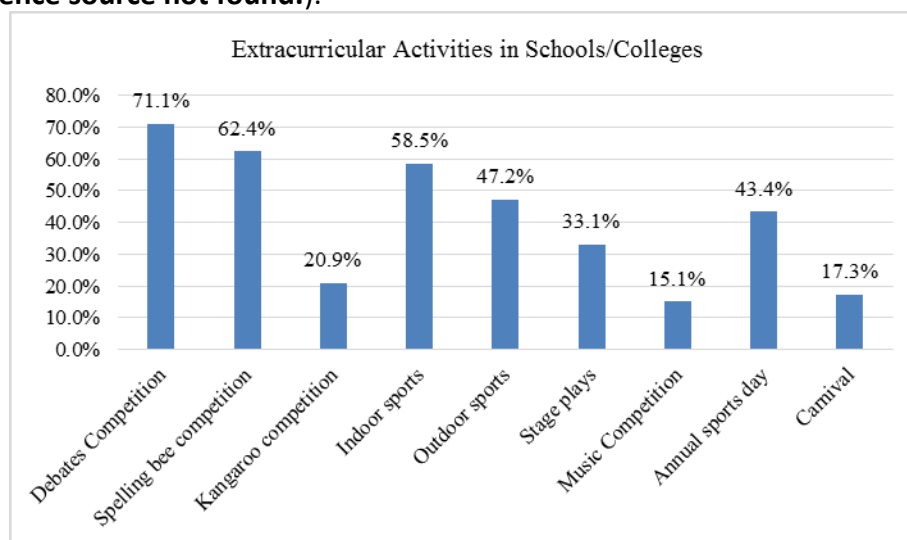


Figure 2

This study conducted is based on Megacity project survey that is collected by the support of University partnership program between George Mason University and the University of Karachi. This study examines the factors affecting parent's satisfaction related to overall quality of school/colleges in Karachi.

In this study, 1991 household were visited for interview of 11,127 respondents. 1184 respondent were fell into criteria for the response of question related to overall quality of schools and colleges.

Research Question

What are the factors that affect the satisfaction of parents live in Karachi toward overall quality of Schools/Colleges?

Research Objective

This research is based on survey conducted in Karachi. It explores and analyzes factors that are affecting satisfaction of parent on overall quality of Schools/Colleges.

Empirical Literature

A constructive parental contribution towards children boost their children to encourage positive and healthier activities rather than engage in unethical activates and behavior. The study of Eccles and Harold (1993) found that higher the parental involvement towards quality of education higher would be the achievements of the child in his life (Eccles, 1993). For Economic development of Pakistan, the Government bodies must be improved quality of education with innovation in education sector. Quality of education is the foremost elementary public services. It not only instructs but also empowers people and permits them to contribute to the maximum extent possible to the social and economic development of their societies (Hasan, 2016). The quality of education cannot be measured accurately for every people in the society because every stakeholder has different values and quality attributes to judge the quality of education for their children (Rehman N. U, 2010). The school syllabus can also be played vital role for satisfaction of parents while selecting the school/ colleges for their children. The parents that have religious mind and concerned more on moral values and religion are admitted their children in religious-base school/colleges (Zaman, 2002). Moreover, the study of Wilkinson (2004) found that the emphasizing on this factor when selecting schools can differ from one family/parents to another (Wilkinson D., 2004). The fee structure develops an important factor which affects the parents' choice in their children education due to the involvement of monetary contribution towards school quality assurances (Eccles, 1993). The study of Dronkers J. & S. Avram, (2010) support this evidence that the wealthy families in terms of the level of their education as well as the occupational prestige represent the student's socio-economic background. Economists in the field of education usually undertake that parents value and choose schools based on their average test-score performance. This emphasizes the impression that school quality as measured by test scores tends to dominate parental perceptions of educational excellence (Dronkers J. & S. Avram, 2010).

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Methodology

This study examines the factors affecting parent's satisfaction related to overall quality of school/colleges in Karachi. In this study, 1991 household were visited for interview of 11,127 respondents. 1184 respondent were fell into criteria for the response of question related to overall quality of schools and colleges. See Variable in research in Annexure B **Error! Reference source not found..**

Table 1

Dependent/Independent Variables	Definition
Quality of School/Colleges (DV)	The level of trust of parents over educational institute
Admission Criteria (IV)	Basic requirement which is necessary to get admission into school/colleges.
Curriculum Taught (IV)	The syllabus or lesson and academic content taught in a school/ college.
Fee structure (IV)	The charges which is paid by parents to educate their children.

Research Hypothesis

This exploratory research based on findings that is collected by Megacity survey. These are the hypothesis which is tested through this survey study.

H₀₁: Satisfaction on overall quality of Schools/Colleges is associated with admission criteria.

H₀₂: Satisfaction on overall quality of Schools/Colleges is dependent on curriculum taught

H₀₃: Satisfaction on overall quality of Schools/Colleges is associated with fee structure

H₀₄: Admission criteria of schools/colleges has significant positive impact on overall quality of schools and education.

H₀₅: Curriculum taught in schools/colleges has significant positive impact on overall quality of schools and education.

H₀₆: Fee structure of schools/colleges has significant positive impact on overall quality of schools and education.

Findings of Survey

According to bivariate analysis of dependent and independent variables, 94% respondents are satisfied with admission criteria and contain with overall quality of schools/colleges (See **Error! Reference source not found.** and **Error! Reference source not found.**).Table 2

Satisfied with Overall Quality of Schools / Colleges	Admission Criteria		Total
	No	Yes	
No	34.3%	6.3%	18.0%
Yes	65.7%	93.8%	82.0%
Total	100.0%	100.0%	100.0%

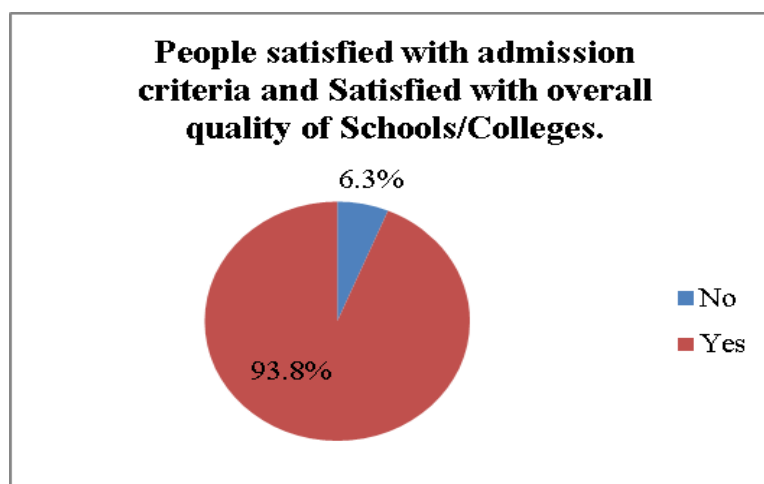


Figure 3

According to analysis, 91% of head of households satisfy with curriculum taught provided their children. The other 9% heads perceived that the curriculum taught is not satisfactory (See **Error! Reference source not found.** and **Error! Reference source not found.**).

Table 3

Satisfied with Overall Quality of Schools / Colleges	Curriculum taught		Total
	No	Yes	
No	59.4%	9.0%	18.0%

Yes	40.6%	91.0%	82.0%
Total	100.0%	100.0%	100.0%

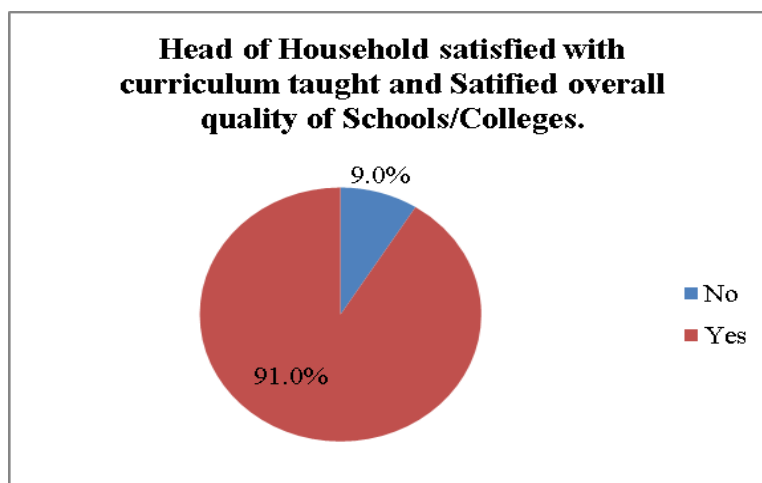


Figure 4

Bivariate analysis showed, 93% people are satisfied with fee structure and satisfied with overall quality of school / colleges. Only 7% respondent is not contained with fee structure and level of satisfaction of people (see **Error! Reference source not found.** and **Error! Reference source not found.**).

Table 4

Satisfied with Overall Quality of Schools / Colleges	Fee Structure		Total
	No	Yes	
No	56.4%	7.2%	18.0%
Yes	43.6%	92.8%	82.0%
Total	100.0%	100.0%	100.0%

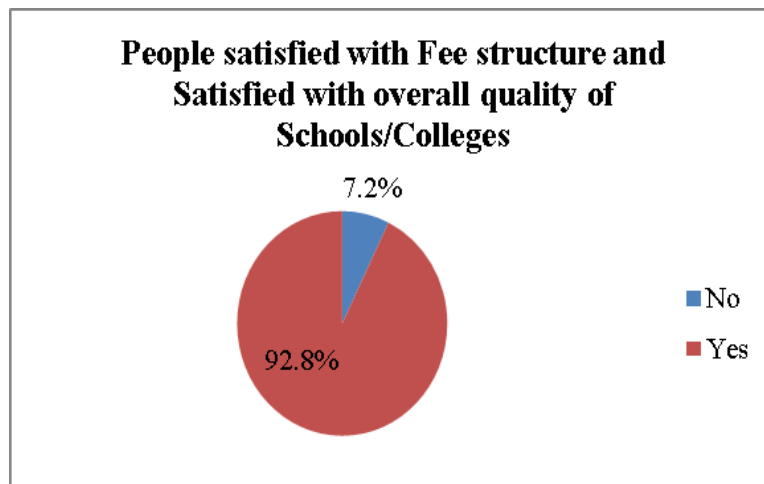


Figure 5

Chi Square Analysis

The chi square analysis is showing strong association between dependent and independent variables. All the hypotheses are rejected and the P-value is less than 0.05. (See Table 5)

Table 5

Pearson Chi-Square	df	Significance Level $\alpha = 0.05$	Status
Ho ₁ : Satisfaction on overall quality of Schools/Colleges is independent of Admission Criteria	1	0.000	Rejected
Ho ₂ : Satisfaction on overall quality of Schools/Colleges is independent of Curriculum Taught	1	0.000	Rejected
Ho ₃ : Satisfaction on overall quality of Schools/Colleges is independent of Fee Structure	1	0.000	Rejected

Multivariate Analysis

Logistic regression is used to conduct multivariate analysis. It is a useful statistical test to analyze binary data (1,0). All the variable in the research are recoded into binary numbers e.g 1 = Admission criteria of schools/colleges affects quality of schools/colleges, 0 = Admission criteria of schools/colleges does not affect quality of schools/colleges.

Table 6

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	705.339 ^a	0.293	0.480
a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.			

The R- square conclude that 48% (see **Error! Reference source not found.**) of variation in level of satisfaction of people regarding overall quality of school/ colleges is occurred due to Admission criteria, Curriculum taught and Fee structure of the School. Thus, there are many factors that influence on level of satisfaction of people regarding overall quality of school/ colleges.

The logistic regression model found that if Fee structure change one time it would varies people satisfaction 9 times. This mean that fee structure motivated parents towards satisfaction. Parents perceived that higher the fee more would be the education. Furthermore, significantly variation in Curriculum Taught and Admission Criteria one time it will impact on 6 and 2.2 times in people satisfaction for overall quality of school/ colleges respectively (See **Error! Reference source not found.**).

Table 7

Step 1 ^a Variables in the Equation	df	Sig. level $\alpha = 0.05$	Exp(B)
Constant	1	.000	0.210
Admission Criteria (1)	1	.000	2.204
Curriculum Taught (1)	1	.000	6.422
Fee structure (1)	1	.000	9.268

Conclusion

- This study concluded that admission criteria, curriculum taught in schools and colleges and fee structure are main factors to assist overall quality of schools and colleges. These factors have positive impact on satisfaction of parents over quality of schools/colleges. More than 93% respondents are satisfied with overall quality of schools and colleges, when they are satisfied with admission criteria. Similarly, 91% with satisfaction of curriculum taught and more than 92% having satisfaction because of satisfaction on fee structure. Based on the research findings this study suggest that the parents should change their perception regarding fee structure and Quality of Education. High fees should not be

denoted by quality of education. The parents should also review the syllabus taught their children in School/ colleges and continuously evaluate the quality of institution based on child performance. Furthermore, The Government should also take necessary action to discourage High fee structure.

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