

FACTORS INFLUENCING PARENTS' DECISION FOR CHOOSING PRIVATE SCHOOLS

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ABSTRACT

Education is a fundamental human right and a significant role in the development of a country and a person's character. A country's ability to increase its labor productivity and experience economic growth depends in large part on its human capital. A few theoretical frameworks demonstrated the financial viability of educational investments like school tuition and entrance fees. This has the potential to generate earnings in the long run. The economic development of a country can benefit from education. Students, professors, parents, and the institution all play important roles in the learning process. Family is crucial to a child's academic success and overall growth. The educational, financial, occupational, and religious backgrounds of a family influence the performance of a child. The goal of this study is to investigate the variables affecting parents' decisions regarding private school enrollment in Sindh, Pakistan's District Sukkur. Popularity, quality, future prospects, parents' educational background, and income level are the deciding criteria. Numerous studies on parents' engagement in school choice and related aspects that affect their decision to choose private schools have been conducted. Although empirical research has been done in Pakistan to examine parents' choices of private schools, relatively few studies, particularly in the context of Sindh, have been done. The purpose of this study is to investigate the variables affecting parents' decisions regarding private schools in Sukkur, Pakistan. By using snowball sampling the five participants (parents/caregivers), including both male and female will participate in semi-structured interviews. The information gathered will undergo a thematic analysis.

Keywords:

INTRODUCTION

Current perspectives place a strong emphasis on the role that education plays in a nation's socioeconomic development. It promotes economic growth by enhancing human qualities including making people more self-assured, conscious, and physically active. Parents frequently desire for their children to receive the greatest education available. Current viewpoints highlight the significance of education in determining a nation's socioeconomic development. It promotes economic growth by enhancing human qualities including making

people more self-assured, conscious, and physically active. Parents frequently desire for their children to receive the greatest education available. To that end, this study sets out to inquire into the primary factors that parents think about when deciding whether to enroll their children in a private school. The study's overarching goal was to shed light on parental schooling decisions by investigating the factors that influence them, the difficulties they experience, and the advantages and disadvantages of different types of private schools. Sukkur was selected as the district's

location because of the city's wide range of amenities and excellent private institutions.

The purpose of this paper is to inquire into the most common worries of parents who are trying to decide which private school to enroll their kids in. The researchers set out to better understand what factors are most important to parents when deciding which private school to enroll their children in by weighing the pros and downsides of attending a few different private institutions. It is also recommended that the study's recommended course of action for local governments and government organizations be incorporated into Local and Structure Plans, especially before and throughout the process of creating private schools. Investigation and analysis were performed by the National Center for Education Statistics (NCES).

Problem Statement

Everyone should receive a high-quality education, however in our district, private schools are said to offer a better education to pupils than public ones. The public has a persistent trend of losing faith in elementary, secondary, and higher education institutions that are part of the public sector. Education currently faces a variety of difficulties. There are multiple private schools in our district of Sukkur, many of which charge exorbitant tuition, and they are constantly in rivalry with one another under the claim that they offer high-quality education.

However, there is a government school where all facilities are offered. For instance, at the secondary level, the most seasoned instructors work there and work in that private school during the nighttime shift. Most teachers also have their own coaching centers and academies. This study will assist us and our government in understanding and identifying the gaps between the public and private sectors. Since all public facilities are provided by the government, this study will assist us and our government in determining where the issue lies in proper management, teacher accountability, or our government's proper check-in balance.

Research Questions of the Study

This study aims to examine the factors parents think about when deciding on a private school for

their kids. By comparing several private schools, as well as the characteristics and obstacles they faced, the study aimed to uncover the motivations behind why parents enrolled their children in a specific private school. In addition to the foregoing, this study's results offer guidance on how regional governments or government agencies might best approach the task of drafting regulations for the establishment and expansion of private schools in Local and Structure Plans. Given the widespread availability and high quality of private educational institutions, this is an absolute necessity.

I. Why do parents choose to send their children to private school, and what values guide that choice?

II. What factors in a family's history make them more likely to send their kids to a private school?

III. What do parents look for at a private school?

LITERATURE REVIEW

One of the key elements deciding whether someone will contribute to society productively is their level of education (Jenkins & Lanning, 2002). Because of this, while choosing an education, the quality of education is almost as significant as the actual education. Thus, the argument between public and private schools started when private schools entered the picture. Considering the current technological transformation, a high-quality education is essential. In today's quickly evolving business, a person will be left behind without a high-quality education (Jenkins & Lanning, 2002). Even though public and private schools are independent organizations, according to (Jenkins & Lanning, 2002) there are many similarities between them because they both must adhere to a set of rules. Both school systems want to provide the finest education possible for their kids within their limits. Both have educated professionals who have made the decision to spend the remainder of their life advancing our children's education. To preserve a conducive learning atmosphere, they have all established guidelines. Both employ standardized testing as a technique to assess their pupils' progress. Additionally, there are student

governments that students can choose to enhance their own learning settings. Schools often offer extracurricular activities, such as athletics, where pupils compete against students from other schools and develop teamwork and school pride. With all of these options, students should be able to fill their free time with something they enjoy. Additionally, this should help keep kids out of trouble (Jenkins & Lanning, 2002). The development of school choice can be attributed to more focused efforts made by urban school systems since the 1960s to maintain the enrollment of the white middle class in public schools and to provide a promising future for public education in the face of criticism that has been more vocal (Fuller & Elmore, 1996). Open enrollment programs, magnet schools, tuition credits, public vouchers for private schools, and home instruction are just a few of the alternatives that go under the umbrella term "school choice" (Fuller & Elmore, 1996).

The qualities of private schools, which are commonly chosen over public schools, should be used as guiding principles for improving public schools, according to (Dronkers & Avram, 2010). This may be attributable to the growth of elite private schools, which were initially designed to draw kids from affluent families and smart youngsters. Private schools, despite their small size, are the same as public ones. The advantage of private schools is that they are more independent and self-sufficient. Because that school selects its students carefully, parents are motivated to choose it, and they are prepared to go through some difficulty to enroll their children. The qualities of private schools, which are commonly preferred over public schools, can be used as guiding principles for improving public schools, claim (Dronkers & Avram, 2010). This may be related to the establishment of elite private schools, which were first designed to draw intellectual students and the children of affluent families.

Nowadays, parents play a significant role in helping their kids choose a secondary school. Choosing a school is crucial for practically all parents. Most of them anticipate that their kids will finish school successfully, on schedule, and with honors. If parents had to choose between public and private schools, they would

undoubtedly need more convincing information than what is now available (Lundie et al., 2004). Before deciding about the choice of a private school, parents consider a variety of criteria. This study focuses on five variables, including school reputation, quality, prospects, student performance, faculty, parents' income level, and parents' degree of education. Each observer considers to be an outstanding education varies. High student performance or scores on standardized tests, important levels of subject-matter knowledge, and the capacity to identify and resolve complicated situations are some of the things that some people might emphasize as being particularly important (Levin et al., 2007). To determine the factors influencing parents' choice of a private school, a literature review was conducted. Researchers have validated a number of parameters using a variety of Selangor private schools. Numerous research has examined various viewpoints on the subject. Exam results and school reputation are two factors that parents consider when choosing a school for their children, according to studies by (Bosetti*, 2004; De Dreu & West, 2001; Jackson & Bisset, 2005), and (Doyon et al., 2003). Parents, especially, will naturally want the best educational opportunities for their children. Parents have the last say on which school their children attend. Working closely with their child on educational tasks that may be done at home allows them to provide instruction based on their own life experiences (Yaacob et al., 2014).

International schools typically have smaller class sizes than their domestic counterparts, allowing teachers to devote more time and attention to each student. Most schools in other countries adhere to the International Baccalaureate (IB) Curriculum and also provide students with opportunities to participate in extracurricular activities. This course load fosters analytical and innovative thinking and sets students up for future success in the classroom (Rosli et al., 2015). A common misconception is that parents only consider schools that are physically close to their homes when making their decision (Goldring & Rowley, 2006). People who live far away from the school or who have to drive their kids there are more likely to comment on the importance of the location.

Some parents do, however, take into account the distance between the schools. According to (Keirstead et al., 2005), some middle-class families may not believe that the closest school is the greatest option for their children's education (Yaacob et al., 2014). Before choosing a private school, parents take into account a variety of variables. In this study, five variables were examined to determine how they related to parents' decisions to send their kids to private schools. According to (Hoffman, 2010), each state and school system has a different top reason why parents should be involved in school choice. The racial and socioeconomic makeup of the student body has an impact on parents.

Studies show that when parents help their child with some subjects at home, the child's performance tends to increase in those areas, even though parents chose a school based on the institution's effectiveness in educating children. Some teachers, however, are opposed to parents learning strategies to help their kids at home. Teachers' attitudes toward parents can change for the better and their desire to work with them can be strengthened when parents get involved. Children's academic outcomes might not be helped by the preferences of a minority of parents (Brandt, 1989). The schools with the most students enrolled are generally chosen by parents. Private schools are growing in popularity as more families can put their children there. With the help of voucher programs, minority students from low-income families can afford to attend private schools in large cities.

In addition, they propose the notion that the degree to which the socioeconomic standing of the parent and the makeup of the school are important factors in the choice of a private school. According to various authors of earlier studies, private school students typically come from higher income households with stronger educational backgrounds and more access to cultural resources. These families also place higher expectations on their kids. Despite this, research indicates that students with special needs or those who are physically challenged are less catered to in the private school sector (Parry, 1996).

Parents Involvement in Their Children Education

All parents naturally desire the greatest education possible for their kids. This involves the parent's duty to protect and advance their child's welfare, growth, and health in the latter's best interests. Parents are allowed to indicate their choices for the school they would like their kids to attend. They can impart knowledge from personal experience to their kids and foster more healthy rivalry between schools and pupils than a school district would. Therefore, parent engagement programs that involve parents in working closely with their kids on learning activities at home are the most effective¹⁹. Requirements for parental participation result in a trade-off. Higher accomplishment should be the result of participating parents' involvement. However, parents who are unable or unwilling to participate are constrained to only choosing schools that do not demand parental involvement (Van Dunk & Dickman, 2008). Based on the review, the study identified several variables that parents consider when choosing a private school for their kids, including:

Social Background/Status

A person's socioeconomic position can be inferred from factors such as their parents' level of education, occupation, and wealth, the kinds of things they value, the objects they choose to display in their houses, and the person's own race and ethnicity. As a bonus, it stresses the value of both parents being gainfully employed. To educate their children, parents of better socioeconomic status are more likely to opt for a private institution than a public one. Due to these circumstances, the parents are happy with the school they preferred for their children. Additional considerations that parents may consider include the size of the family, the parents' income, their level of education, the staff members' credentials, and the academic results at the school. The wide variations in private school attendance rates are also influenced by racial and ethnic wealth gaps. The expansion of private-school voucher programs for low-income families in high-minority school districts has increased the number of families that can afford to send their

children to private schools. This study's findings suggest that there is a stratification of socioeconomic status because parents with more resources and connections are more likely to be involved in their children's decision-making.

School Environment/Facilities

In most cases, students are expected to be able to take advantage of the many facilities and services available on campus in order to maximize their academic potential. It's a hub for the implementation of sophisticated organizational strategies that shape public perception of social issues, educational practices, institutional structures, the distribution of courses, and the quality of instruction. Ultimately, school places equal value on a student's social and personal development as it does on academic success. As a result, a good school needs to be accessible, secure, and pleasant. The environment of a school has a major bearing on the standard of education it provides. It's safe to say that parents' decisions about which schools to enroll their children in are influenced by a number of factors, such as the parents' vocations, the students' ages, the class sizes, and the teacher-to-student ratios. Students' academic achievement might be influenced by the school's facilities as well. Private schools frequently build new buildings or renovate existing ones in order to meet the demands of parents and students. Researchers found no correlation between school infrastructure and student achievement (Peterson & Llaudet, 2006).

School Performances

School climate and academic success are inextricably linked. A positive learning environment is essential for a high-performing educational setting. Based on the school's performance, parents are more willing to send their kids there. Students who attended private schools outperformed those who attended public schools, according to the NCES survey.

Location

It could be deceptive to compare highly sought-after schools with those that are less in demand due to factors such as the neighborhood's positioning and the market's ability to meet that

need. The design of the school site anticipated variations in the surrounding population by 28 while the history of the school buildings and the constraints of school closure also had an impact on the architecture of the school site. There are many considerations for parents when selecting a school for their children, and one of these is proximity to home. This is because the vast majority of schools do not provide students with means of transportation to and from campus. Therefore, transportation has a causal effect on the ease with which one can go to and from school.

Teacher Quality

According to Ramli and Nurahimah (2020), the efficiency of a teacher can be raised by effective supervision, or it can be diminished by effective supervision. Therefore, knowledge, interpersonal skills, and technical expertise are all necessary components of effective teaching. However, the relevance of this component has substantial repercussions for the competition between the two types of schools in the view of some parents. In light of the findings that private schools tend to produce higher-quality educators than public schools do, the fact that this distinction makes for a more interesting topic of conversation 24 is also worth noting. Since the beginning of the 21st century, people in both industrialized nations and developing ones have been disputing whether or not private schools offer any advantages. The Organization for Economic Co-operation and Development (OECD) anticipates that in industrialized nations, the level of education supplied by private schools will be of a higher quality than that provided by public schools (OECD, 2005). (OECD, 2005).

Proper location

According to the results, "parental expectations, experiences, and ideals determine the choice of school," which is directly related to where the parents live. Because of this, LEAs are being pushed to their limits in terms of how efficiently and effectively they can manage secondary school placement and access. A recent survey found that when choosing a school for their child, the vast majority of parents looked no further than their

immediate neighborhood. An easy transition from home to school is dependent on parents' being involved in their children's educational experiences. Those who understand the significance of location are also more likely to need transportation because they reside a considerable distance from the institution. Parents occasionally do not take the distance between the schools into account, though. According to reports, some middle-class families choose not to bother putting their kids in the neighborhood school. Instead of sending their children to the closest school located in their neighborhood, they think there is a better place to put them.

Extracurricular activities

What we call "extracurricular" activities are those that students participate in beyond the "mandated" classes that make up the "regular" curriculum. Students will not obtain any grades or credits for participating in these activities because they are completely voluntary. The events take place in a formal atmosphere, but not during regular school hours. Eidelman et al. (2004) claim that by organizing extracurricular activities, colleges can improve students' resilience, create possibilities for students to participate in activities at educational institutions, and encourage positive academic achievement.

Every activity that is not a part of the mandatory (typical) curriculum is referred to as "extracurricular" in this study (Ahmad Khalili & Ahmad, 2015). Participation in the extracurricular activities is completely voluntary and will have no bearing on the students' academic standing. The events take place in a formal atmosphere, but not during regular school hours. In the same vein, it can also refer to extracurricular activities and educational opportunities that complement or expand upon what pupils learn in the classroom. It can also mean extracurricular activities that are designed to supplement what pupils are learning in the classroom. Athletics, debates, essay writing, the stage, diverse clubs, and student governments are all examples of extracurricular activity. Student governments are another type of extracurricular activity. Recent research has shown that the phrases "extracurricular activity programming," "co-curricular activity programming," and "student

activities" are increasingly being used interchangeably to refer to one another (Freeman, 2017).

Parent's level of Education

Parent's level of education There is no doubt that a family's financial situation affects them, and this cycle is repeated when looking at the children's conduct, education, health, and future financial security. The parental education level has a significant impact on the children's schooling and family income. A family's likelihood of having a higher income, highly educated children, and vice versa increases with the level of education of the parents. However, because mothers are more closely connected to the family and households than dads, their degree of education has a greater effect on the family's overall growth and stability. Such theories give the government the ability to subsidize education, particularly for low-income families and families with less-educated parents. This can act as a multiplier because the goal of educating one generation may result in educating the next generation as well. For example, when the government provides educational subsidies to one member of a family, that person receives an education, and the educational subsidies are then passed on (directly or indirectly, as in the case of parent-child relationships of education), and so on. The extent of (government) action will depend on the intergenerational correlation's qualities and strength (how much it will relate to or influence the entire family), which is debatable. It is challenging to determine how something is passed down from one generation to the next, but it can be because of genetic inheritance or environmental causes. In addition to parental education, unobserved genetics may also be to blame for this. Both direct and indirect effects of parental education can be seen in the family. It might have a direct impact on the children's education level and a secondary impact on extra income (Chevalier, et al., 2005). Parents' decisions to choose a school is influenced by the educational level of the parents. Most parents in Australia with higher education choose private schools, whereas parents with bachelor's degrees or less choose government schools (Beavis, 2004). Because of the propagation of genetic establishment or

environmental influence, Haveman and Wolfe claim that students with highly educated parents do academically better than pupils with less educated parents. Parents who are educated encourage, reward, and discipline their kids, which has a favorable impact on their future, and these actions are crucial in secondary school (Feinstein & Symons, 1997). According to Cameron and Heckman (1998) who used data from the US and Chevalier and Lanot (2002) who used data from the UK's National Child Development Study, parent's educational level has a positive influence on their child's educational level rather than parent's economic level. Numerous researchers found that parents' money and education levels had an impact on school choice, but not both impacts simultaneously (Chevalier, et al., 2013). As a result, before enrolling their child in a school, much educated parents researched the institution thoroughly

School Popularity

Parents' perceptions of a school's popularity are based on performance in the school's 12th grade results. According to parents' perceptions, schools that are suggested by prominent institutions are considered to be well-liked (Beavis, 2004). Some parents are drawn to well-known schools in order for their kids to be admitted to reputable institutions more easily in the future because these schools have recommendations for specific universities. Private schools are expanding in Pakistan without assistance from the government. Because private schools are not subject to government oversight, they can all retain their quality and improve without intervention. In contrast, the majority of private schools in Bangladesh are controlled by the government, which prevents them from becoming as well-known as public ones (Asadullah, 2008). The studies show that parents can choose between religious and secular private schools for their kids. Many rural areas in Bangladesh are home to the country's public schools, which has helped fuel the country's rise to prominence (Asadullah, et al, 2006). International schools and those where instruction is conducted in English tend to be the most prestigious options. Today's schools are highly sought after not only because of the

comprehensive curriculum they offer, but also because of the many extracurricular opportunities they give their pupils. Sports, the arts, the performing arts, the discussion forum, and the writing desk all fall under this category. Furthermore, they provide a variety of training courses for teachers to pick from in order to improve their overall effectiveness (Mokhduma, 2010).

Critics, according to Moe, often claim that low-income parents place more importance on a school's location or sports program than they do on the educational standards and other variables that make it a successful learning environment. Moe reasons that this is because families with low incomes have less money available for extras. He emphasized that many parents chose schools based on superficial criteria, such the number of football games won, rather than scholastic quality, such as the percentage of students who go on to higher education. He used the team's winning percentage in football as an illustration. It's feasible that parents' preferences in schools will have a negative impact on the country's educational system.

METHODOLOGY

The data acquired from primary sources is being used in research methodologies. The term "primary sources" was entirely coined by them. The semi-structured interview is also the technique used to support the data acquired during the interview session. It also discusses the exchange of expert viewpoints and perspectives between the parties. Reference books, online journals, conference papers, websites, and newspapers were used to gather the secondary data.

This research was qualitative research methods due to two reasons: It helps researchers analyse and make sense of their data, giving them a more nuanced understanding of people's social realities (Mohajan, 2018). Researchers can benefit from an appreciation of the social reality we live in and the variables that contribute to the way things are if they want to know why things are the way they are (Polkinghorne, 2005). This study used a phenomenological research approach due to three reasons. First, it is the research approach that tries to explore individuals' perceptions. Second, phenomenological research tries to investigate

subjective phenomena (Creswell & Creswell, 2017). For example, this study will investigate students' experiences with social and environmental factors for making decisions about school choice. Third and last, the phenomenological study is used for the area in which there is little knowledge (Gupta et al., 2018). This type of study will support my study because it is also a less researched area. Thus, these above-mentioned reasons helped me to choose phenomenological research design.

A tool for gathering data was the semi-structured interview. It is a one-on-one discussion between the participant and the researcher (Harrell & Bradley, 2009). Considering that the researcher asks a number of inquiries, it is regarded as non-standard. If the researcher's findings are not precisely what they were hoping for, then they can ask further questions to gain a deeper understanding. That is why semi-structured interviews were used in the current investigation. Three men and two women made up the study's sample size of five parents or carers. I used a form of non-probability sampling sometimes referred to as snowball sampling or chain-referral sampling. For this technique to work, the samples must have certain unusual features. In this sampling method, the sample populations required for a study are determined based on the suggestions given by present participants. The parents/caregivers whose children are studying in a private school in Sukkur are the participants of this study. This investigation, which focuses on parents' decisions to enrol their children in private schools, will examine the major variables that motivate these decisions. The study's authors wanted to learn more about the factors that influence parents' decisions about their children's educational environment; thus they took into account not just the pros and downsides of private schools, but also the challenges parents faced at the time. There are many well regarded private schools and successful businesses in the Sukkur-Mirs area, making it a popular residential and commercial destination.

RESULTS

The evaluation of the relevant findings is discussed, using both inferential and descriptive statistics. Independent variables can include

things like respondents' sex, their jobs, their level of education, and even the schools they've attended in the past. These eight features were selected to behave as independent variables which are... (I) Family background and socioeconomic status; (II) The quality of the physical school; (III) Academic achievement; (IV) The effectiveness of the teaching staff; (V) Extracurricular opportunities; and (VI) Geographical proximity. This analysis will be used to check for differences between the groups on any variable and to discover if there is a correlation between the variables. The study's overarching goal is to shed light on the preferences that shape parents' decisions about which private school to enroll their children in, as well as the factors that parents consider when making those selections. Semi-structured interviews were used to collect information for the study questions. The following topics emerged from the data following the thematic analysis of the interviews with the five participants.

Social Background/Status

A person's socioeconomic background can be inferred from factors such as their parents' education, income, occupation, and racial and ethnic preferences, as well as the material belongings they choose to maintain. In addition, it stresses the relevance of the parents' employment situation. An example is the claim made by Respondent 1 that "parental income becomes a major element in determining their children's education" due to parental financial participation. The investment that parents make in their children's education is at the heart of this statement. Parents from the middle class who have children with exceptional academic credentials may be able to send them to the most exclusive private schools. The parents' income and educational standing are also taken into account.

Competent Faculty/Teacher Quality

For some parents, the significance of this factor has some substantial ramifications for the competition between the two types of schools. According to Participant 2, for instance, "where there is a conclusion that private school produces better teachers in private school than public school and private school teachers are

hardworking and they prepare for the class, and I surely say that private school teachers are young and more competent than the public-school teachers." It featured improved educator competent instructor who is young.

School Performance

The majority of our parents blithely assume that any school's performance is determined by its test results and annual examination grading system; this is a universal trait. For instance; Participant 1: "There is a definite connection between academic success and school climate. A high-performing educational setting requires a healthy learning environment in the classroom. Based on the school's success and another thing I noticed, I choose to send my kids to private schools because their attendance standards are stricter than those at public schools. It covered things like classroom dynamics and school climate.

Extracurricular Activities

Increased grades, test scores, educational successes, more regular attendance in class, and higher self-confidence are just a few of the advantages that extracurricular participation offers kids. Participant 3: "We prefer the extracurricular activities at school," as an example The numerous chances made available to students who participate in extracurricular activities often benefit them. Studies have indicated that students who participate in extracurricular activities had higher GPAs, test scores, graduation rates, class attendance rates, and overall feelings of self-worth than their non-active counterparts. Furthermore, according to Participant 4, "we primarily liked extracurricular activities in school and most of our private schools offer extracurricular and physical activities in school, they have a distinct hour for that, and separate teachers as well."

Proper Location

Another factor parents should take into account while choosing a school is the school's location, which should be handy. For example, Participant 5: "The area's strategic location and the fact that there is a balance between supply and demand for the school are somehow responsible for the comparison between the popular and disliked

schools." Also, Participant 2: "Due to the fact that few educational institutions offer transportation to and from campus. Therefore, it is convenient school location, mode of transportation, and trip time that all work together. Position, departure time, and distance are all listed.

School Environment / Facilities

It is a location where complex organizational tactics are used to influence the populace's social perspective, school administration, school organization, class placement, and teacher effectiveness. For instance, Participant 2 stated that "school is not only a setting that emphasizes academic results, but also emphasizes the characteristics of personal or social growth among people. Consequently, convenience, safety, and desirability components are required in schools. Participant 5 added, "The setting of the educational institution itself has a significant impact on the quality of instruction. It is undeniable that a number of factors, including the parents' level of education, their occupations, the size of the class, and the teacher-to-student ratio, influence the schools that parents choose for their children.

The main conclusions of the study are elaborated in this chapter. These elements Social backgrounds, status, qualified teachers; academic performance, extracurricular activities, and Location and facilities at the school are ideal which my five participants argued.

DISCUSSION

The information was organized into key topics that affect how parents decide which private school to send their kids to. My study and another case study conducted in Malaysia, (Yaacob et al., 2014) show the same results and slightly different from my study that study shows that these eight factors; income level; social status/background; distance; location; quality of teachers; academic performances of schools; school environments/facilities; and private schools' curriculum may contribute to enhancing the private education level in Malaysia, as most of the Parents discussed the school's performance. According to the literature review, some parents choose a school based on its performance,

including its popularity and results that make it well-known. Universities then accept kids from these institutions. (Beavis, 2004). Some parents emphasized that social standing and finances have an impact. The example study, which is also supported by (Dronkers & Robert, 2003), asserts that wealthy families, as evidenced by the caliber of their education and the standing of their professions, represent the socioeconomic background of the student.

The majority of parents stated, "We choose that school largely because it is well-known in our community." The importance of each factor's influence on choosing a private school was evaluated, along with the relationships between school quality, future alternatives, parental education and income levels, and school popularity. Submitted by (Suppramaniam et al., 2019).

The majority of parents stated that because financial contributions are involved, income level has become a significant factor influencing the parents' decision regarding their children's educational options. In certain instances, parents with middle-class incomes and stronger educational backgrounds find ways to guarantee their kids admission to the top private schools. The arguments made by (Dronkers & Robert, 2003) that wealthy households, measured by their level of education and occupational prominence, represent the socioeconomic background of the student.

CONCLUSION

This study tried to assess the most desirable elements that affect parents' decisions over which private school to enroll their children in. The community can gain from a number of advantages, particularly from parents and other involved individuals. For instance, future improvements to the built environment's quality of life might help the area's human resource development efforts. On the other hand, this study can provide a forum for discussing how adopting these ideals would affect the local community and how it will contribute to the growth of a more educated and compassionate society. This is true whether the research is being conducted in a public or private setting and regardless of the credentials of the

researcher. It also expects to offer support to federal agencies alongside local governments in the effort to build a supply of private schools in local and structural plans.

Most of the parents' choice is influenced by the school environment and facility so I recommend the school competent authority that improves their school buildings and other facilities. In addition, it hopes to lend a hand to city halls and federal agencies in formulating and enforcing localized, methodical approaches to the provision of private schools.

In addition, the research investigated the various points of view about the criteria that are utilised by parents while selecting schools for their offspring. Detailed recommendations about the planning and building of private schools, as well as criteria for establishing the precise placement of private schools, might be produced for the future society in order to make optimal use of educational resources. In addition, it was vital for the general people to be aware of the educational system as well as private schools and to give their approval of both.

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