

"CUSTOMER SATISFACTION: A CASE OF PRIVATE SCHOOLS IN ISLAMABAD"



By :

HARIS NAVEED MANZOOR

ENROLLMENT # 01-221142-013

SUPERVISOR :

MUZAMMIL SUBHAN

DEPARTMENT OF MANAGEMENT SCIENCES

BAHRIA UNIVERSITY ,

ISLAMABAD

TABLE OF CONTENTS

DEDICATION	2
ACKNOWLEDGEMENTS	3
ABSTRACT	4
CHAPTER ONE: INTRODUCTION	5
RESEARCH OBJECTIVES	10
SIGNIFICANCE OF STUDY	11
CHAPTER TWO: REVIEW OF LITERATURE	13
OVERVIEW OF THE STATE OF PUBLIC AND PRIVATE SCHOOLS IN PAKISTAN	14
FACTORS THAT CONTRIBUTE TO SCHOOL SATISFACTION	20
CHAPTER THREE: METHODOLOGY	26
RESEARCH APPROACH AND DESIGN	27
SCOPE OF RESEARCH	28
SAMPLING DESIGN	31
RESEARCH METHODS	32
ANALYSIS OF DATA	34
RESEARCH LIMITATIONS	34
CHAPTER FOUR: RESULTS AND DISCUSSION	35
CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS	46
BIBLIOGRAPHY	52

DEDICATION

To my mother – the source of everything good in my life

ACKNOWLEDGEMENTS

This thesis would not have been possible without the unending help and support of a number of people that I would like to mention:

First and foremost, I would like to thank my supervisor, Muzammil Subhan, for without his cooperation and patience this study would never have come to fruition; he provided much needed support whenever required, but more than that, gave me the space to explore things at my own pace.

My family, who were extremely understanding of my obligations to this study, and who allowed me the liberty to take my time on it, excusing me from other responsibilities.

My students, who lifted my spirits every day, easing the stress and bouts of self-doubt I had while writing this study.

My friends, who provided much needed motivation and morale support while I undertook the task of writing my thesis.

It is impossible to adequately thank each and every one of these people.

ABSTRACT

This research is an exploratory inquiry, intended to comparatively study and understand the differences in experiences and perceptions of customer satisfaction of parents with regards to private schools in Islamabad. The study was conducted using numerous research methods, predominantly in-depth interviews and focus groups. There were 5 in depth interviews and 1 one focus group discussion, which was inclusive of different stake holders of the private education system in Islamabad. The variables that were talked about were selected from the extensive literature review done on the topic. The results found that customer satisfaction was linked with the grades that the school produces, the qualification of the teachers and the location of the school predominantly.