

ABSTRACT

This study looks into the satisfaction of parents to the private schools of rural areas of Sindh. This study guides for improvement of parent's satisfaction and their choice in Rural Areas of Sindh.

This research indicates that the majority of parents who are located in rural areas of Sindh are satisfied from the private schools of rural areas, as their demographic information is concerns 38% of the parents are graduate in qualification and 51% are employs where as 51% have 3-5 children in private schools and 50% parent's income level is between 5000 to 15000.

This study also investigates the satisfaction and needs of parent's satisfaction with private schools in rural areas. Essentially, there are three main factors that indicate the satisfaction level of parents. First, school education and school environment, in this factor, most of the parents were satisfied but one factor was the cause of less satisfaction that was the providing of adequate services to the children. Second is school management that also plays the main role in parent's satisfaction. Most of the parents were satisfied from this factor and a few of them also showed the uncertainty to the annual review meetings of private schools and evening meetings of private schools due to the parent's busy schedule and ignoring factor of private school's management . Third is the school teacher's performance and commitment. Most of the parents showed satisfaction towards teacher's performance and commitment.

Another entity of this study was to investigate the parent's choice for private school among private schools. According to the findings of this study, most of the parents select the private school for their children by considering the school education, environment and management of the particular school.

Therefore, It is suggested to private school owners to provide adequate services and not to ignore parent' complaints and suggestions.

This study is limited to the satisfaction of urban school parents and new emerging private schools in rural areas. This study is limited to only two districts of Sindh where as further study is needed in other districts of Sindh and at national level.