

A Study on the Construction of the Indicators of Evaluation Service Quality in Malaysian Independent Chinese High Schools

Lee, Poh-Kow

The purpose of the research is to develop the evaluation indicators towards school service quality of Independent Chinese Schools of Malaysia. The objective of this research is to explore the content of Malaysian Independent Chinese High Schools, to analyze and develop the indicators of Malaysian Independent Chinese High Schools, and to understand Malaysian educators' identification degree towards the evaluation indicators.

This research had employed the documentary analysis and Delphi Method to develop the evaluation indicators and questionnaire. It includes two stages of processing, that is validate of the questionnaire by 7 experts to build up the expert effectiveness, followed by seeking the opinions of 25 senior and experienced educators of Malaysian Independent Chinese High School and has been strengthened by Delphi Method questionnaire results two times. The results of the study can be generalized 8 aspects:

- I. school leadership and decision.
- II. administration management and effectiveness.
- III. curriculum instruction and evaluation.
- IV. teacher professionalism and development.
- V. student affairs and counseling.
- VI. resources implementation and environment.
- VII. community involvement and management.
- VIII. school reputation and marketing.

The conclusion of this research is :

- I. The evaluation indicators towards school service quality of Independent

Chinese High School of Malaysia comprises 8 dimensions, 24 particulars and 111 indicators.

II. The results of this study towards school service quality of Independent Chinese High School of Malaysia , all indicators have reach a consensus.

Keywords : Malaysian Independent Chinese High Schools , Evaluation Indicators, 、
Malaysian Independent Chinese High Schools 、 Malaysian Independent Chinese High
Schools , Evaluation Indicators