

MBA :

*

**

Parasuraman

%67

%83

ABSTRACT

Measuring Service Quality of Higher Education "The Case of MBA in IUG"

The aim of this research investigation is to evaluate the role of Palestinian Universities in providing higher education. It investigate the MBA programme in the Islamic University of Gaza.

The research investigate the existence of service quality gaps through applying the SERVQUAL model to the society (75 student) of MBA students, 50 of them replied i.e 67%.

The results suggest that quality was at level 83%. That suggest that there is a room for improving quality of the programme.

*

**

2007

..

:

:

:

....

(MBA)

:

:

...

(2002 :)
" " Drucker

" -
"
Drucker

)
(1994 :

(2002 :)

....

2007

..

.(1999 :)

: :

%60

McDonald and Payne 1996,

(2 1)

(p.1)

(1)

()

22186	10944	11242	1968
22213	9668	12545	1975
22458	9074	13384	1980
20920	7151	13769	1985
22380	6771	15609	1990
21034	5616	15418	1995

Source: Monthly Digest of Statistics and Employment Gazette, 1995.

...

(2)

2.3	27.1	70.7	
5.2	23.8	70.1	
7.1	35.6	57.4	
2.6	27.7	69.7	
4.4	22.7	73.1	
5.2	28.8	65.8	
3.1	38.3	58.5	
6.4	34.6	59.0	
2.9	24.6	72.5	

Source: Monthly Digest of Statistics and Employment Gazette, 1995.

(Cowell: 1984)

(58 2002 :)

":

(1999)

."

2007

..

.

.

-

.(2002 :) ...

:

%100

.1

.2

. ...

.3

.

%100

.4

.() ..

(1993) Rilay

"

"

...

:"
:"
.(Lewis and Boom: 1983) "
:"
.(Parasuraman: 1988) "

:"
Service Quality is conformance to specification" (Philip " "
Grosby, 1979 and Payne: 1993, p.206).

" (1988) Lewis
Servic Quality is : Providing abetter service than the customer expect" .

:"
Technical Quality
Functional Quality
."Payne: 1993 p.220"
"(1999) "

:" .1

:" .2

:" .3

:" .4

2007

..

: .5

: .6

: .7

. .8

: .9

.10

:¹ :

.3 -1 1995

: :¹

...

:²

:

.1

.2

.3

.4

.5

:

:

:

:

"MBA"

. 2001

:

:

2

2007

..

Parasuraman (1984)

Service Quality " :

. "SERVQUAL"

"Model

:

.1

.2

.3

:

.4

-

-

-

-

-

:

:

:

"Reality Gap" "

"

:

.1

.2

.3

.4

...

: :

:

.1

.2

.3

" MBA " .4

: :

:

" MBA "

.1

.2

.3

.4

.5

.6

.7

.8

.9

2007

..

.10

.
:
:

%67

:
:

:

.1

.2

.3

.4

.5

.6

.7

.8

.9

.10

.11

.12

.() .13

:
:

...

(1991) Lewis :
(1995) .
Kwok and
(1994) Arpan
Ford .
(1993) and Joseph
(1999)
(MBA)
(1997) Browne
a dental practice
(1997) Ryan
(1997) Baker .
:
:
() ()
: **Servqual** :
Parasuraman (Servqual)
(1983) et. Al.

2007

..

"Research Gap " " : .1

: Consumer expectation _ Management expectation Gap

:

:

" Service quality is a measure of how well the service level delivered matches customer expectations".

:

:" Desighn Gap" : .2

: Management expectation _ Service quality specification Gap

:

" Delivary Gap " " : .3

...

: Service quality specifications _ Service delivery Gap

:

.

.

.

.

.

.

" Communication Gap " " : .4

: Service delivery _ External communication Gap

.

:

.

.

.

2007

..

" Reality Gap " " : .5
: Expected service _ Perceived service Gap

:

Gap 5 = f {gap1 , gap2, gap3 ,gap4}

:

:

:

:

:

:

:

...

: :

: :

:

" "

Personal "

" Word of mouth "

. " Past experience "

needs

: :

(1993) Ford

:

:

-1

-

-

-

-

2007

..

: -2

-

-

-

-

: -3

-

-

-

: -4

-

-

-

: -5

-

-

-

-

: :

...

:
:
:
(3)

2	34.9	9-1
3	18.6	18-10
1	46.5	30-10
	%100	(n=252)

(4)

2	26.1	30
1	47.8	40 - 30
2	26.1	40
	%100	(n= 30)

(5)

2	26.0	
1	74.0	
	%100	(n= 30)

(6)

1	42.0	
4	18.0	
2	20.0	
2	20.0	
	%100	(n= 30)

: : : :

(MBA)

(SERVQUAL)

...

"Perceptions "

. (P-E) "Expectations"

.

.

.

-

.

"

"

:

:

(t test)

()

(7)

2007

..

(7)

4.20		1
4.12		2
3.80		3
4.18		4
4.22		5
4.00		6
4.16		7
4.20		8
4.06		9
4.12		10
3.96		11
4.40		12
4.43		13
4.36		14
4.43		15
4.02		16
3.96		17
4.02		18
3.98		19
4.1379		20

: (8)

...

(8)

3.47		1
3.35		2
3.71		3
3.43		4
3.59		5
3.43		6
3.08		7
3.43		8
3.08		9
3.31		10
3.08		11
3.78		12
3.88		13
3.94		14
3.73		15
3.18		16
3.41		17
3.20		18
3.20		19
3.4358		20

2007

(8 7)

:

(9)

(9)

Sig.	T					
.003	4.826	.5850	3.4900	4.0750		1
.001	6.426	.7625	3.3825	4.1450		2
.001	9.916	.8900	3.1567	4.0467		3
.000	11.379	.5725	3.8325	4.4050		4
.000	13.253	.7475	3.2475	3.9950		5

:

$$3.4900 - 4.0750 = -.5850 \quad .1$$

$$3.3825 - 4.1450 = -.7625 \quad .2$$

$$3.1567 - 4.0467 = -.8900 \quad .3$$

$$3.8325 - 4.4050 = -.5725 \quad .4$$

$$3.2475 - 3.9950 = -.7475 \quad .5$$

t-test

(9)

...

: :

(7)

(8)

.10

(10)

Sig.	T			
.000	9.424	.7021	3.4358	4.1379

: 10

3.4358 - 4.1379 = -.7021

t-test (.8184)

.10

: _____ :

: 11

11

Sig.	T			
.000	10.040	.7205	3.4289	4.1495
Sig.	T			
.000	5.991	.6479	3.4579	4.1058

Sig.	T			
------	---	--	--	--

2007

..

.590	-.544	-.0437	4.1495	4.1058
Sig.	T			
.778	.284	.0289	3.4289	3.4579

: 11

.1

.2

.3

.4

:

:

12

12

		:	

...

		:	

:

(12)

(MBA)

2007

..

4.1379)
%83

(.7021)
%17

(servqual)

(.8900)

(.5850)

(.7475)

(MBA)
(.7625)
.(5725)

(.7021)

:

.1

%83

.2

.(5725)

(.8900)

.3

.4

:

(MBA)

...

(4.0467)

%78

. (3.1567)

(4.4050)

(3.1567)

.(3.9950)

:

.1

.2

.3

.4

2007

	:		
		:1999	.1
		:2002	.2
		:2002	.3
		:1994	.4
		:1995	.5
		:2002	.6
		:1999	.7
)	:1997	"	.8
		(
	:	:1995	.9

1. Ford ,John B.,Joseph Mathew and Joseph Beatriz, 1993: Service Quality in higher Education: A Comparison of Universities in "United states and Newzealand, Using SERVQUAL Enhancing Knowledge Development in Marketing: AMA Education , *Proceedings,(January) ,75-81*
2. Kwok Chuck C.Y ., Arpan Jeffrey S., 1994: Acomparison of international Business Education at U.S and European Business

...

- Schools in 1990, *Management international review*, 34 (April) 357-375.
3. Lewis Barbara R.,1991: Service Quality : an international comparison of Bank Customer Expectaions and Perceptions , *Journal of marketing Management* , 7.47-62 .
 4. Parasuraman, A., zeithaml Valarie A., and Berry Leonard L., 1985: Aconceptual Model of Service Quality and its implication for Future Reseaech, *journal of marketing* , 49 (Fep), 44.50.
 5. Souter , Geoffery, McNeil , Margaret ,1996: Measuring service quality in a T ertiary institution , *Journal of educational Administration* , V 34 , p72- 82
 6. Kaldenbery,Dennis,Becker,Boris W. , Browne, Beverly A.,William G.,1997: ..Identifying service quality strengths and weaknesses using SERVQUAL : a study of dental services.,*Health marketing quarterly(HMQ)*,15,p:69:86 .

:

ة الأعمال.

: 2001