

## عنوان مقاله:

Education Services Quality of Kashan Medical Science University, Based on SERVQUAL Model in Viewpoints of Students

## محل انتشار:

نشریه بین المللی علوم بهداشت، دوره 4، شماره 4 (سال: 1396)

تعداد صفحات اصل مقاله: 5

## نویسندگان:

Ebrahim Kouchaki - Department of Neurology, Medical Faculty, Kashan University of Medical Sciences, Kashan

Monika Motaghi - Department of Health Services Management, Islamic Azad University, Semnan, Iran

## خلاصه مقاله:

Introduction: Sustainable development of higher educational systems, as a dynamic system, requires a coherent moderate growth both in qualitative and quantitative dimensions. Since students are the major clients of higher education systems and their perspectives can play a key role in the quality promotion of the services; this study has been conducted based on SERVQUAL model aiming at the assessment of educational services quality in Kashan Medical Science University in 2016. Study Methodology: A total of 212 students of Kashan Medical Science University were selected with a population of 616 subjects through random sampling, using Morgan tables for this descriptive-analytical research. Data collection tools were the standard SERVQUAL questionnaire composing of three sections of basic information and 28 items, according to Likert six-option scale for the measurement of services quality current and desired expected conditions. The difference between the average of current and desirable statuses was measured as the services gap. Descriptive deductive statistics were used to analyze the obtained data. Results: The students aged averagely  $23 \pm 1.8$ , 65% (138 subjects) were female, and 35% (74 subjects) were male. About 72% (153 subjects) were single, and 28% (59 subjects) were married. The obtained results revealed that there was a negative gap in all dimensions of quality. The results also showed that the minimum gap obtained for learning assist tools (physical and tangibility dimensions) with an amount of  $-0.38$  and the maximum gap for guide instructor availability once needed by the students (accountability dimension) with an amount of  $-2.42$ . Total mean of perceptions and expectations measurement for the students obtained 2.28 and 3.85, respectively. Conclusion: Respecting the negative gap obtained for all dimensions of educational services quality and insufficiencies to meet the students' expectations, it is recommended to assign further resources along with appropriate management initiations, modification, and rearrangement of the services providing models to improve the quality of educational services for higher education centers all around the country.

## کلمات کلیدی:

Educational services quality, gap, SERVQUAL, students

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/991776>



