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(Service Performance)

(ServPerf )

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## **Abstract**

The current study aims at measuring the quality level of the university services as it is recognized by Al Aqsa university students' in Gaza based on the service performance. The researcher conducted a measure concerning the service quality. It consisted of six domains containing 40 items. The sample of the study was 380 male and female students from Al Aqsa university in Gaza. The results were analyzed by SPSS. The study findings revealed the following: 1. the quality level of the university services, as it is recognized by Al Aqsa University students, was low and medium in all the domains.

2. there are statistical significant differences attributed to the gender variable in favour of the females in all the variables except (security domain), 3. there are statistical differences in the total degree in the following domains: (touched elements – response) in favour of the applied majors whereas there are no statistical differences in the following domains: (security, sympathy, reliability, university privacy), 4. there are no statistical differences at ( $\alpha =0.05$ ) in the recognized university services based on the educational level variable (first level- fourth level), 5. there are statistical differences in the quality of the university services attributed to the university branch variable (Gaza branch- Khanyounis branch) in favour of Khanyounis branch in the total degree and in all the domains except the (security) domain.

The researcher recommends that there is a necessity to improve the level of the university services which are presented to Al Aqsa university students in all the domains. In addition, there should be a hard work to satisfy the students about the performance quality which is presented to the students through confirming the university privacy.

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**2013**

(12: 2002 )

Time Based

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Competition

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( **Firdaus** 2006, p. 31)

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( 37:2006

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(205 -204 : )

(Cronin & Taylor) servperf

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( $\alpha = 0.05$ )	-4
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-2011

2012

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**:(Service Performance)**

(SERVPERF)

(Cronin & Taylor)

(SERVPERF) The gaps model

(2005:17 )

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(112: 2007 ) (39 :2003 )

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(1999:29

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**2013**

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(Lee J and Ritzman, 2000)

(Christopher, & Wright, 2002: 18)

" (2006:19 )

) " (15 :2002

(Zero Defect)

(5 :2009 ) "

(143 : 2001 )

(Gronroos, )

-: 1984:35

: (technical quality) -

: (functional quality) -

-: (9 : 2006 )  
:(will expectations) -

: (Should expectations) -

( Obsborne & Gaebler )

Obsborne )

(& Gaebler 1992.p.p 146-154

(16-15: 2010 )

-:  
: The gaps model -  
: (Parasuraman et al )  
(Servqual) (SERVQUAL of Quality Gaps)

**2013**

Quality service

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Parasuraman ) (

(22)

( et al, 146, 1985

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(Lesley, 1998, p22-23)

-:( Nitecki and Danu p 693.2001 )

:tangibles -1

.(15 2005 : )

:Reliability -2

:responsiveness -3

....

:assurance -4

:empathy -5

:servperf -

(Cronin & Taylor)

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(Cronin & Taylor) (8 :2009 ) (

servperf (297 : )

(Karami and Olfati:2012,p661)

SERVQUAL SERVPERF

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**2013**

**:Education Service Quality**

Customer focus

ISO:2008

:2009 )

(Total Quality)

(27

(12 :2000 ) (Taylor and Bogdan, 1997)

(5 :2007 )

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(Design Quality)

(Performance Quality)

(Output Quality)

.( 607-608: 2011 )

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( Harvey, L., Green,. 1993.p.26 )

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( 1993 : Sallis)

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(Perception )

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.(16- ) ( ):

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" (2003 : ) -1

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20 %

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(348)  
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(Parasuraman)

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290

(2010 : ) -7

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(Parasuraman et al.,)  
(SERVQUAL)

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" (2011 : ) -8

SPSS  
Path Analysis

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" (2012 : ) -9

(837)

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**(Luca Petruzzellis and Others :2006) -1**

(servqual)

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(Firdaus Abdullah:2006) -2

HEdPERF

HEdPERF SERVPERF

2005

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SERVPERF

HEdPERF

(Higher Education

PERFromance-only)

(Lomas: 2007 ) -3

(292: 2009 : ) (Juwaheer,2007) -4

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20

**2013**

SERVQUAL

" **(Hishamuddin Fitri Abu Hasan and Others:2008)** -5

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(100 :2009 ) **(Chienh Hsiung Wan: 2009)** -6

200

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" (Ismail and Abiddin.2009) -7 "

(148) (341)

" (hodayari and hodayari:2011) -8 "

(384) (22)

SERVQUAL

SERVPERF HEdPERF

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(380) 2012-2011

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190		190		190		190	
190		190		190		190	
380		380		380		380	

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(SERVPERF)

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Choon Ling Kwek and Others:2010 Masoud Karami and Omid Olfati  
.Ghobadian et..al , 1994 ,Firdaus , 2006 ;Bigne

-:  
:Tangibles -1  
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. (14 ) ( :Reliability -2  
. ( 6 ) :Responsiveness -3  
. ( 4 )

**2013**

:**Assurance** -4

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:**Empathy** -5

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:**Characteristics of the university** -6

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%80 -

%70 - %79.9 -

%60 - %69.9 -

%50 - %59.9 -

50 % -

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(60 )

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.778**	-1
.600**	-2
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.377**	-4
.470**	-5
.458**	-6

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(0.01)

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**2013**

( SERVPERF )

(4)

1	%71	6.374	49.821		1
2	%70	3.881	21.121		2
5	%65	3.434	13.447		3
3	%69	2.808	13.950		4
4	%68	3.408	20.618		5
6	%64	3.974	19.334		6
	%69	13.502	138.285		

(%70)

(%71)

(%69)

(%65)

(%68)

(%64)

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**2013**

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	%71	1.366	3.57			
	%82	1.131	4.10			
	%72	1.368	3.6184			
	%65	1.540	3.2500		)	(
	%65	1.389	3.2763			
	%63	1.498	3.1316			
	%62	1.473	3.1105	-	-	"
	%78	1.116	3.9316			
	%80	1.078	3.9974			
	%61	1.457	3.0526			
	%78	1.157	3.9026			

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	%60	1.502	2.9895		
	%79	1.066	3.9474	.	
	%78	1.106	3.9395	.	
1	%71	6,37480	49,8211		

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(2)

(%71)

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Luca Petruzzellis   Ismail   and   Abiddin. 2009; Khodayari, 2011; 2010

(2006

(2009 :        )

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(6)

	%64	1.3736	3.2105		15	
	%75	1.1768	3.7816		16	
	%78	1.1105	3.9314		17	
	%61	1.5431	3.0632		18	
	%77	1.2281	3.8816		19	
	%65	1.3163	3.2474		20	
2	<b>%70</b>	<b>3.881</b>	<b>21.121</b>			

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(%70)

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%78

%61

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%64

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**2013**

(19)

%64

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%61

(18)

2012 : )

Ismail and Khodayari:2011 2003 : 2009 : 2011

(Luca Petruzzellis and Others 2006, Abiddin.2009

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( 7)

	%63	1.3621	3.1684		21	
	%66	1.3311	3.3263		22	
	%69	1.2644	3.4474		23	
	%70	1.3925	3.5053		24	
<b>5</b>	<b>%65</b>	<b>3.4342</b>	<b>13.4474</b>			

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(24) (23)

%65

(22) (21)

(%70) (%69)

-:

(%66) (%63)

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(2007 : )  
(0.8900)

(2003: 2009 : 2009 : 2010 : )

(8)

	%76	1.1850	3.8026		<b>25</b>	
	%72	1.2711	3.6316		<b>26</b>	
	%75	1.1608	3.7526		<b>27</b>	
	%55	1.3885	2.7623		<b>28</b>	
<b>3</b>	<b>%69</b>	<b>3.8097</b>	<b>13.9500</b>			

(%69) ( )  
 (27) (25)  
 (28) (26) (%75) (%76)  
 - : (%55)

" " (21)

(26)

(28)

(%55)

(2007 : )

(Khodayari:2011 2010 )

**2013**

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	%69	1.3598	3.4816		<b>29</b>	
	%68	1.3481	3.4237		<b>30</b>	
	%68	1.2529	3.3974		<b>31</b>	
	%78	1.1606	3.8921		<b>32</b>	
	%67	1.3778	3.3421		<b>33</b>	
	%61	1.4295	3.0816		<b>34</b>	
<b>4</b>	<b>%68</b>	<b>3.4086</b>	<b>20.6184</b>			

( )

(%68)

(%69) (%78)

(29) (32)

(%61) (%67)

(34) (33)

(34)

Hishamuddin Fitri Abu Hasan and Ismail and Abiddin.2009 ·2009  
( Luca Petruzzellis and Others :2006 · Others:2008

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38

**2013**

(10)

	%65	1.4826	3.2711		<b>35</b>	
	%64	1.3783	3.2053		<b>36</b>	
	%63	1.4091	3.1658		<b>37</b>	
	%61	1.3904	3. 0579		<b>38</b>	
	%64	1.4002	3. 2289		<b>39</b>	
	%68	1.3508	3.4053		<b>40</b>	
<b>6</b>	<b>%64</b>	<b>3.9743</b>	<b>19.3342</b>			

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(%64)

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**0.01	7.311	5.856	52.195	6.0775	47.70		
**0.01	5.398	3.799	22.224	3.695	20.144		
**0.01	3.552	3.517	14.100	3.258	12.865		
	1.169	2.561	14.128	3.011	13.791		
**0.01	3.592	3.230	21.273	3.464	20.034		
**0.01	3.037	3.946	19.983	3.918	18.756		
**0.01	<b>8.297</b>	<b>12.811</b>	<b>143.915</b>	<b>12.088</b>	<b>133.298</b>		

0.05\*

0.01

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<b>0,05*</b>	1.96	6.167	50.419	6.513	49.211			
	0.61	3.756	21.248	3.998	21.005			
<b>0,01</b>	3.36	3.378	14.060	3.397	12.889			
	1.72	2.844	14.209	2.764	13.713			
	0.63	3.154	20.502	3.629	20.723			
	0.24	4.052	19.281	3.911	19.381			
<b>0,05*</b>	<b>2.09</b>	<b>12.741</b>	<b>139.795</b>	<b>14.053</b>	<b>136.904</b>			

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	1.732	5.955	50.416	6.699	49.285			
	1.118	3.763	21.355	3.982	20.909			
	0.344	3.446	13.383	3430	13.505			
	0.804	2.644	14.072	2.952	13.840			
	1.015	3.195	20.805	3.589	20.450			
	0.546	3.973	19.216	3.981	19.440			
	<b>1.325</b>	<b>12.284</b>	<b>139.250</b>	<b>14.492</b>	<b>137.412</b>			

0.05\*

0.01

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( $\alpha = 0.05$ )

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0.01 **	6.828	5.829	51.941	6.207	47.722		
0.01 **	4.826	3.864	22.063	3.677	20.193		
0.01 **	3.033	3.462	13.978	3.332	12.921		
	0.856	2.550	14.074	3.046	13.827		
0.01 **	3.046	3.241	21.148	3.496	20.094		
0.05 *	2.544	3.939	19.851	3.952	18.822		
0.01 **	<b>7.292</b>	<b>13.044</b>	<b>143.063</b>	<b>12.264</b>	<b>133.581</b>		

0.05\*

0.01

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2013

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(SERVPERF)



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	.240-203		
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	.312-258	- 2009	25 -
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		2011/5/12-10	
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		2010	.23
		1999	.24
		2002	.25
		2002-8-22	

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