

Dedication

To Mother and Father

ACKNOWLEDGEMENT

I am thankful to Allah for giving me the courage and strength to complete this thesis. Also I would like to take this opportunity to express my sincere thanks and appreciation to the academic staff and administrative employees in Sudan University of Science and Technology, Deanship of Quality and Development for their cooperation.

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ABSTRACT

This study aimed to examine and evaluate the applicability and reliability of the SERVQUAL instrument in measuring higher education quality and to ascertain the relationship between expectations and perceptions of service quality in higher education in Sudan. An evaluation of Service Quality attributes in higher education was conducted. The methodology developed in this study used a self-administered questionnaire adapted from the SERVQUAL model as a data collection method. Data was collected during the summer of 2014. Using random sampling on 250 students from five colleges, the study measured five dimensions of quality attributes. Data were subject to descriptive statistics such as the calculation of frequency, percentage, mean, standard deviation as a method of data examination. The study results showed that Sudan University of Science and Technology is currently providing good higher education service but it is not meeting the overall expectations of its students and there are significant differences in higher education service quality provided by SUST based on student's gender, college and seniority and there are no significant differences based on student's age. Further, the utmost important area is the tangibles dimension, the least important area, is the reliability dimension, the assurance Dimension is the highest quality Dimension and the Reliability is the lowest quality Dimension from the student viewpoint .

At the end of the study the researcher presented a number of recommendations as SUST management need to draw their attention to the most important dimension to the student which is the tangibles dimension and to put more effort and commitment to improve the level of service to produce good graduates.

Implication and limitation of the study are highlighted and further research discussions are suggested.

المستخلص

هدفت هذه الدراسة الي بحث و تقييم امكانية تطبيق نموذج قياس جودة الخدمة في قياس جودة خدمة التعليم العالي و تحديد العلاقة بين توقعات و إدراك الطلاب لهذه الخدمة في السودان .حيث تم تقييم عناصر و سمات جودة الخدمة في التعليم العالي. إعتد منهج الدراسة علي استخدام استبياننا ذاتيا مقتبسا" من نموذج قياس جودة الخدمة كأداة لجمع البيانات , حيث وزع الإستبيان علي عينة عشوائية من 250 طالبا يمثلون خمسة من كليات الجامعة و ذلك في صيف العام 2014. تم إستخدام الاحصاء الوصفي في تحليل البيانات . اظهرت نتيجة الدراسة أن جامعة السودان للعلوم والتكنولوجيا حاليا تقدم خدمة تعليمية جيدة ولكنها لا تلبي التوقعات العامة لطلابها. و ان هناك فروقا ذات دلالة إحصائية في جودة الخدمة التعليمية المقدمة من جامعة السودان من حيث الجنس و الكلية و سنة الدراسة. وليس هناك فروقا ذات دلالة إحصائية من حيث العمر .كم خلصت الدراسة الي ان اهم ابعاد جودة الخمة من وجهة نظر الطلاب كان هو الملموسية و اقلها اهمية هو الإعتمادية . في نهاية الدراسة اوصي الباحث بانه علي إدارة جامعة السودان للعلوم و التكنولوجيا ان تركز علي بعد الملموسية بإعتباره البعد الاهم من وجهة نظر الطلاب و بذل المزيد من الجهد لتحسين جودة الخدمة. كما سلطت الدراسة الضوء علي جوانب القصور واقترح الباحث إجراء مزيد من الدراسات البحثية في موضوع جودة الخدمة في التعليم العالي مستقبلا.

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List of Abbreviations

The following abbreviations are used in this study the meanings listed on the right are the ones that appearing in the literature consulted for the article framework of this study.

ANOVA	-	Analysis of Variance
df	-	Degrees Of Freedom
f	-	F-distribution
HEdPERF	-	Higher Education Performance
HE	-	Higher Education
IQR	-	Inter Quartile Range
ISO	-	International Organization for Standardization
KP	-	Higher Education Institutions
KQCAH	-	key Quality Characteristics Assessment for Hospital
KTI	-	Khartoum Ploy Technique
PDCA	-	Plan, Do, Check, Act
P-value	-	Calculated Probability
QA	-	Quality Assurance
QFD	-	quality function deployment
QIT	-	Quality Improvement Team
QMS ISO 9001: 2008	-	Quality Management System Requirements
SERVPERF	-	Service Performance
SERVQUAL	-	Service Quality
sig	-	Significance
SIQR	-	Semi-Inter Quartile Range

- SUST - Sudan University of Science and Technology
- t-test - Two-Sample Test
- TQM - Total Quality Management