

Evaluation of the Gap of Educational Service Quality of Marine Universities Using SERVQUAL Model (Case Study: Khorramshahr University of Marine Science and Technology)

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Received Date: June 13, 2016

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Accepted Date: February 21, 2017

Abstract

The purpose of this study is to evaluate the gap of Educational Service Quality offered in marine universities based on SERVQUAL model. The research is a case study of the Khorramshahr University of Marine Science and Technology. The study was an applied research and the used method was a field research (questionnaire). The statistical population consisted of 1970 students. In the study, base on Morgan et al table, minimum size of the statistical sample was 322 students. 350 questionnaires distributed for more certainty that 338 questionnaires had scientific analysis capability. Study was conducted via questionnaire and using standard factors and indicators. The reliability of questionnaire was in perceptions and expectations. The data of study was nonparametric statistics. The results of the Friedman test showed that the highest service quality was given to the reliability dimension and the lowest to the empathy dimension. The highest student expectation was the reliability and lowest was the physical appearance. The findings via the signed-rank test (Wilcoxon) showed outstanding gap between the students' expectations and perceptions in all five dimensions of service quality. The greatest gap was the empathy dimension and the least one was the reliability dimension. Solutions and recommendations for officials of the studied university were: paying more attention to the physical appearance of the university, offering services on time, continual readiness of the university staff to be responsive to students, sense of security for student when interacting with university staff and officials.

Keywords: *Marine universities, Gap, Educational service quality, SERVQUAL model.*
