

Abstract

Dr. Mohamed A.Kader

"An Investigation of the Relationship between University Staff' Perceptions of Organizational Climate for Service and Students' Perceptions of Service Quality of Higher Education"

The present study aimed at investigating the relationship between university staff' members perceptions of organizational climate for service dimensions, as independent variables, a n d students' perceptions of service quality of higher education, as a dependent variable. Arab Academy for Science a n d Technology (AASTMT) has a different colleges but the study was conducted especially in college of Management a n d Technology as an empirical case study. Apart from that, college of management a n d technology is divided into five dissimilar departments namely, marketing a n d international business, finance a n d accounting, management information system, e-commerce a n d hotel a n d tourism. Therefore, the study investigated the significant differences in service climate dimensions a n d higher education service quality among the different departments in college of management a n d technology. The researchers depended on stratified random sampling technique among departments of the college for both the university staff a n d students. The service climate was measured using four dimensions namely, global service climate, customer orientation, managerial practices a n d customer feedback. On the other hand, higher education service quality was measured using five dimensions of SERVQUAL scale namely, tangibility, reliability, responsiveness, assurance a n d empathy. Additionally, the statistical analysis for the current study was performed by using the statistical software SPSS, version 15 (Statistical Package for Social Science). The results based on data from 58 staff members a n d 558 students in a variety departments of college of management a n d technology. The results of the study indicated that the research hypotheses, which measured the positive relationship between each of service climate dimensions a n d students overall perceptions of service quality of higher education dimensions were significantly supported. In addition, there were significant differences in service climate a n d its following dimensions namely, global service climate a n d managerial practices except customer orientation a n d customer feedback dimensions. There were also significant differences in students' perceptions of service quality of higher education a n d its following dimensions reliability, responsiveness a n d empathy. As a result, the research hypotheses, which measured the significant differences in service climate a n d service quality of higher education, were significantly supported.