Assessing the Quality of Educational Services of Torbat Heydarieh University of Medical Sciences from Students' Viewpoint Based on SERVQUAL Model in 2018

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Abstract

Background & Aim: The medical education system is the main provider of health care, which should be given special attention to the promotion of its educational services. Assessing the views of students as the main customers of educational services will have a significant role in improving the quality of educational services. This study was conducted to evaluate the evaluation of students' quality of educational services in Torbat Heydarieh University of Medical Sciences in 1397.

Methods: This is a descriptive-analytic cross-sectional study in which 191 undergraduate students of Torbat-e-Heydarieh University of Medical Sciences were selected by random sampling method in proportion to the number of students in each discipline and the standard SERVQUAL questionnaire. The questionnaire consists of two parts: demographic and five dimensions of the quality of service delivery.

Results: 160 (83.8%) were female participants. In examining the dimensions of the questionnaire, the difference between the expectations and students' perceptions in the dimensions of accountability (7.6 ± 98.58) and the sensitivity factors (12.6 ± 42.6) and reliability (14.8 ± 50.57) and Confidence (7.6 ± 0.77) as well as empathy (12.8 ± 11.48). The overall service gap (18.41 ± 79.85) was also observed. In examining the relationship between demographic variables and the dimensions of the quality of service, the quality of service showed that there was a significant difference between the mean scores of empathy dimension gap in the students' academic disciplines ($p < 0.05$).

Conclusion: Given that there is a gap between students 'expectations and students' perceptions about the quality of educational services, these dimensions must be reduced to reduce the gap in order to increase the quality of educational services and thus prevent adverse outcomes in the higher education system that should be considered by policy makers and planners.

Keywords: Educational Services, SERVQUAL Model, Students