

**Measuring the students and faculty's  
perceptions of service quality  
in the Preparatory Year  
of the King Fahd University of  
Petroleum and Minerals**

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## **Abstract**

The purpose of this dissertation is to present a critical review of the literature relating to the increasingly important, and relatively new, study and measurement of service quality in the field of higher education and demonstrates the need to develop a reliable, replicable and valid measurement instrument and one that has practical value in informing continuous quality improvement endeavours. This study also examines conceptual models designed for different environments for consistency with higher education and not only investigates the conceptualization and measurement of service quality in the Preparatory Year of King Fahd University of Petroleum and Minerals with two distinct groups, students and faculty, but also attempts to determine if the two groups share similar perceptions. It demonstrates the usefulness and relative simplicity of using the importance-performance analysis, a two-dimensional grid based on customer perceived importance of service items and item performance, for evaluating service quality and reveals not only the perceptions of service performance but also what is important to both faculty and students. The results of the investigation are presented as scatterplots that can be easily understood by administrators without the need to interpret complex statistical analyses. In addition, this study reviews models used by researchers in higher education and critiques the use of models that measure service quality gaps and the extensive studies aimed at creating service quality dimensions. It also discusses longitudinal factors and the resulting need for further studies.

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