

# TAIBAH UNIVERSITY'S ROLE IN REINFORCING STUDENTS' UNIVERSITY VALUE SYSTEM

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***ABSTRACT\_** This research aims to identify the role played by Taibah University in reinforcing students' university value system. It also aims to find whether sex and college variants affect the responses of the students. The researcher implemented the descriptive analytic research method. A questionnaire consisting of (45) items covering five main values (loyalty and belonging, cooperation and sharing, moderation and temperance, environment protection, and quality and distinction) was distributed on a population consisting of (456) students. The study has shown that the university's role in reinforcing university values occupied a middle rank with a mean of (2,56). The values of cooperation and sharing came in first with a mean of (2.99) followed by the values of moderation and temperance with a mean of (2.51) the values of belonging and loyalty came in third with a mean of (2.253) the values of quality and distinction came in fourth with a mean of (2,35). The values of environment protection came in last with a mean of (2, 40). The research has shown the presence of significant statistical variation in reinforcing university values attributed to sex especially females. The research has also shown the absence of significant statistical variation in reinforcing university values attributed to college specialization.*

**KEY WORDS:** values, values system, Taibah university.