



A PROPOSED STUDY TO DEVELOP THE EDUCATIONAL SERVICES OFFERED TO POSTGRADUATE STUDENTS AT KING KHALID UNIVERSITY ACCORDING TO THE SERVQUAL SCALE AND AFAQ'S VISION

Mona Mahmoud Abd Elmola Hasaneen* Ghada Hamza Mohammed El shrbeni**

ABSTRACT *This study aimed at investigating the reality of The Educational Services offered to postgraduate students at King Khalid University according to the SERVQUAL Scale and Afaq vision. The current study depended on the descriptive research design employing survey method and developed the SERVQUAL scale for collecting data. The scale was applied on the sample of study which consisted of (314) graduate students at King Khalid University including (100) males and (214) females. The results showed that the quality of the educational services offered to the postgraduate students was low according to the students' view. This view was expressed by the overall average of the questionnaire which was (106.82) out of (185) degrees. The results also showed that there were statistically significant differences in the quality of services provided, and the expected quality in the favor of the expected quality. According to the results, a strategy was proposed to develop the quality of the educational services offered to postgraduate students at king Khaled University.*

KEYWORDS: *Strategy, Educational Services, Postgraduate Students, SERVQUAL scale, Afaq vision.*

* Assistant Professor of Educational Administration and Planning. Faculty of Education - King Khalid University

** Associate Professor of fundamentals of education. faculty of education in King Khalid University