

The Performance Efficiency of University Education between Reality and Expectations

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Abstract: The study aims to identify the efficiency of the university education performance from the point of view of the faculty members and their assistants in international and Palestinian universities. The analytical descriptive approach was used for this purpose and relying on the questionnaire as a key tool for data collection, and the study community consists of the faculty members and their assistants (375). The random stratified sample was used, and the Statistical Program of Social Sciences (SPSS) was used. The study found that the relative weight of the areas of efficiency of educational performance was high at 82.33, and the efficiency of educational performance from the point of view of faculty members and their assistants in international universities was average (4.20), for Palestinian universities, the efficiency of educational performance from the point of view of faculty members (3.30). The study concluded many recommendations, the most important of which is the importance of the senior management to develop standards that help to increase the efficiency of performance, while for international universities work with the Palestinian universities and provide them with expertise in this field.

Keywords: Efficiency of educational performance, universities, Gaza Strip, Palestine.

1. INTRODUCTION

The importance of e-learning is that it contributes to improving the quality of higher education and its development through the improvement of methods and teaching techniques to cope with the general development of modern world technology. Education is required to search for methods and models to face many challenges, and the development of universities; because of its ability to deliver the content of educational programs, activities, and courses online.

E-learning strategies vary according to the variety of objectives and courses. E-learning involves designing different learning strategies that help achieve the goals. E-learning strategies include a number of actions aimed at providing e-learning content that helps learners achieve their educational goals with great skill and professionalism.

The efficiency of the performance of the universities reflects the activity or the intended effort which aims to introduce a range of changes in the abilities and capabilities of the educational institution and thus contribute to raising its performance by defining its objectives. The efficiency of educational performance is one of the most important reasons for excellence of educational institutions and improving their reputation in society.

The efficiency of educational performance is linked to the ability of universities to employ e-learning in improving the educational and research process, as there are scientific studies that proved that employing e-learning strategies in an effective manner can effectively contribute to the development of the educational process and enhance communication between the parties to the educational

process. Higher education, widespread communication, and information technology are among the variables influencing universities, and their impact on university performance has been reflected.

Despite the growing growth of e-learning, there are many challenges facing its implementation in Palestinian and international universities, which need special budgets, experts, content development, and information security protection. Although the experience of Palestinian universities is new in adopting e-learning strategies compared with international universities, E-learning strategies that contribute to increased educational performance

2. PROBLEM STATEMENT

Palestinian universities face challenges in the efficiency of educational performance. Universities use a mix of e-learning strategies. The use of these strategies in Palestinian and international universities shows a lack of implementation of e-learning strategies in Palestinian universities. Some academics in the universities in question rejected the culture of change, in addition to the weakness in the structure and the e-learning content, which limits the ability of universities to develop educational performance compared to international universities, and the following are the most important phenomena in the education sector in Palestine:

1. Palestinian universities face difficulties in employing e-learning for teachers and students, where graduates have (3) out of (28) skills, reflecting poor performance.

2. According to the Palestinian Ministry of Planning, approximately 74% of the majors are subject to amendment and need e-learning (El-Yazouri, 2012).

Therefore, the problem of the study is the low efficiency of educational performance in universities, as a result of failure to apply appropriate e-learning strategies, which may have an impact on the efficiency of performance, whether positive or negative.

In light of the above, the problem of the study can be determined by the following question: What is the level of efficiency of educational performance in universities from the perspective of senior management and faculty members and their assistants?

3. RESEARCH OBJECTIVES

1. To identify theoretical concepts related to the efficiency of educational performance and to review the experiences of relevant international universities.
2. To reveal the level of efficiency of educational performance in Palestinian and international universities.
3. Comparison between Palestinian and international universities in terms of the efficiency of educational performance.
4. To come up with some recommendations that could contribute to improving the efficiency of educational performance in Palestine.

4. RESEARCH IMPORTANCE

1. The current study is an extension of the previous studies that dealt with the efficiency of educational performance, and is in response to the previous studies called for the need for more studies on the efficiency of performance in universities.
2. This research adopts the method of comparative measurement, which is the most effective way to develop new ideas and practices, and to achieve development and improvement by discovering deficiencies in relation to the best, and then to prepare universities to avoid shortcomings, and to determine the degree of difference between some of the international universities under study, And benefiting from the international environment to improve the efficiency of performance in Palestine.
3. Through the study, Palestinian universities in the Gaza Strip governorates can be guided by a proposed model to increase the efficiency of educational performance.
4. Making use of the experience of international universities under study in increasing the efficiency of educational performance.

5. RESEARCH LIMITS AND SCOPE

1. **The objective limit (academic):** The study was limited in its objective to study the efficiency of university education performance between reality and expectations
2. **Human Limit:** The study was conducted on faculty members and their assistants at universities.

3. **Institutional Limit:** The study was conducted on the Islamic University, Al-Azhar University, Al-Aqsa University, University of Munster, University of Ottawa and Suez Canal University.
4. **Time Limit:** The study was conducted in 2018.

6. LITERATURE REVIEW

- Study of (Andi Jaman, 2016) aimed at identifying the impact of the work environment and the culture of the organization and the performance of lectures interactively on the program of Master of Management at the University. The most important findings of the study that there is a relationship and a positive impact on job satisfaction and the performance of lectures in universities.
- A study (Limam et al., 2014) aims to identify how to improve the quality of students' composition, increase their ability and ability to participate in the construction of their formative path, and to address the improvement of educational performance according to the views of the faculty of the University of Ouargla. The main findings of the study were that there is a close relationship between the quality of supervision and the quality of outputs of higher education and that a member of the faculty contributes to improving the supervision process.
- Study of (Abdul Aziz, 2013) aims to identify the strategies and teaching methods used by faculty members with their students, identify the obstacles that prevent the use of modern teaching strategies and methods by faculty members in the faculty, and determine the personal and professional requirements available in faculty members to manage teaching. The most important findings of the study are that some of the personal characteristics have some degree of negativity that should be abandoned by the faculty member and that a percentage of faculty members are afraid to show a smile in the face of students, and that they do not have creativity.
- The study of (Beni Mostafa, 2012) aims to provide specifications for the evaluation of students in various academic programs, the dissemination of the culture of the original calendar, and to identify the training needs of the faculty member associated with the evaluation. The main findings of the study were that there is a great awareness among faculty members about the need for development methods and training of faculty members to prepare measurement tools. The results showed full agreement on the need to use technological innovations and mechanization.
- The study of (Al-Dijani, 2011), aims to identify the quality of institutional performance in universities, identify the role of strategic planning in achieving the quality of institutional performance in universities, and provide clear and specific performance indicators. The most important findings of the study were the availability of the dimensions of the quality of the institutional performance in universities significantly. And the

availability of dimensions of quality of institutional performance (after philosophy, mission, and goals), by a large percentage.

- The study of (Kaki, 2011) aims to identify the procedural steps to improve the quality of university performance, and to identify the requirements to improve the quality of university performance, and access to mechanisms to improve the requirements to improve the quality of performance in universities. The most important findings of the study is that there is a vision and a message for each faculty and management emanating from the vision and mission of the university to which it belongs. An appropriate working environment is available to provide all the technical needs and equipment that contribute to improving the quality of university performance.
- The study of (Al-Nakeb, 2011), aims to analyze the elements of the educational process in both academic and support, and focus on the elements of the educational process and academic elements, and to develop the efficiency and quality and good selection of faculty members, as well as improve and modify plans and curricula in line with the Omani environment, and to try to develop a clear and defined road map for the development of curricula for these colleges. The most important findings of the study were that there was a defect in the distribution of materials at the level of school years on the one hand and the classrooms. There is a large failure in the issue of scientific supervision and coordination of central and sub-courses of some of the courses without taking into account the level of academic certificate, and there are problems in the availability of books in terms of time, quantity, and type as well. The scientific material is limited to courses on the PowerPoint classes, which is insufficient and the absence of active contributions by the faculty.
- The study of (Abdel Hamid, 2010) aims at developing students' cognitive, practical and technological proficiency in order to improve their performance, increase their scientific expertise, and train the technical support body, and the introduction of computer in the educational process to develop the spirit of innovation among students. The most important findings of the study were that the quality of the graduation projects affects the development of the educational institution's performance and its responsibilities towards the community. The lack of planning and objectives leads to poor performance of the student. And that reliance on active participation and increased opportunities for creativity will achieve interests and objectives.
- The study of (Hamouda, 2009) aims at characterizing the University's performance, evaluating the performance of the Suez Canal University according to the Baldrige standards of educational excellence, and showing the deficiencies in the performance of the university by comparing the principles and the scientific foundations of the study. The performance. The most important findings

of the study were that the relative importance of the standards of excellence management among the research community according to sectors and jobs is different. The lack of necessary information on the university's websites on the Internet, the failure to adopt e-mail as a document of administrative work at the university, and the use of computers as typewriters.

Comment on previous studies:

The previous studies dealt with the requirements of success of educational performance and the efficiency of educational performance in universities. Some studies also dealt with the relationship between e-learning and improving educational performance, including the study of (Abdul Aziz, 2013).

But it is noted that there is a scarcity of studies that dealt with this subject, especially in Arabic, and this gives special importance to the current research.

All the previous studies have used the analytical descriptive method, and the method used is different. Some used the comprehensive survey method, others used the sample method, and others used the case study method. The current study agrees with the method used, the analytical descriptive approach as agreed in the tool, which the study addressed, and the period of time.

7. THEORETICAL FRAMEWORK

Efficient educational performance

Today's economic conditions have created the need to develop higher education due to competition and the resulting lack of job stability at the global level. In the EU, for example, 10% of jobs change every year. International character, and retraining of workers in line with the needs of markets, requiring the State to develop education (Gad Al-Rab, 2010). It can be said that universities, scientific research centers, scientific institutes and specialized academic have a special nature in their activities, fields of work, and workers. Universities are research centers first, where they seek to enrich scientific, intellectual and cognitive, as scientific centers to graduate competencies and human cadres Is fully qualified to meet the needs of the local and external labor market. Universities are advisory centers that provide excellent services to the business, civil society, local and regional communities that serve them (Gad Al-Rab, 2009).

First: Performance efficiency:

The concept of efficiency:

There are several concepts related to the concept of the performance of educational institutions, which relate to the quality of performance, where the performance of the institution is measured by three indicators: (efficiency, effectiveness, productivity), and the study will address the concept of efficiency.

Al-Tarawneh (2012) defines efficiency as the ability to perform an assignment and refers to outputs related to the acquisition of minimum capacities and skills. Al-Jaadi (2014) defines it as a rational use of the trade-off between alternatives, choosing the best ones in a way that reduces costs or maximizes profit.

A group of experts from the Ministry of Education and Higher Education (2/5/2018) was asked about the concept of efficiency. The consensus was based on the following concept:

Is to obtain the best outputs using quality inputs that contribute to the achievement of the objectives.

The researchers consider that the institution puts efficiency in the priorities of its objectives, in terms of the good use of available resources, and the possibility of investing time well investment to serve the educational process, and working hard to sustain and sustain efficiency, and the optimal and safe use of natural resources, including the preservation of the environment.

Concept of educational performance.

The researchers tackled the concept of educational performance from different perspectives of some writers such as Abu Glawa (2014), which he defined as all the teacher's teaching practices in order to achieve the desired goals and includes all the activities and educational procedures that are carried out to raise the educational performance of the teacher to empowerment, Students' achievement is one of the most important indicators of educational performance.

The researchers note that the educational performance is the result of all the skills and knowledge gained by everyone who participated in the educational process, where the performance contributes to raising the efficiency of both students and institutions.

Through the researchers' presentation of the previous definitions, the concept of competence is closely linked to educational performance, which is outputs and inputs, and contributes to the accelerated technological scientific development process in the world, where there is an integrative relationship and a correlation between the concept of efficiency and performance. It has high-quality inputs, and efficiency is linked to the ability to perform at a certain level of performance, as well as the ability of the education system to achieve goals. In summary, performance is the work to be done in a measurable manner, and efficiency is directly linked to performance and affects the learning process.

The importance of efficient educational performance

The performance of educational institutions is of increasing interest in all developed and developing societies. Everyone is working to improve the performance of their educational institutions because of its impact on the rates of economic and social development. (Al-Dasouki, 2014), and educational performance is important for its benefits that contribute to the development of the educational institution, as follows (Al-Shammari, 2013):

A. Educational performance and its role in the coordination and development of knowledge:

- The teacher interacted positively with the latest developments and changes in the world in accordance with the philosophy of education and its objectives, and adopting scientific knowledge and modern methods.
- Helps the teacher to train students on self-education and lifelong learning.

- Helps the teacher to discover his students' knowledge, information, creativity, and material integration.

B. Educational performance and its role in the development of thinking skills:

- Supports classification which includes the mental processes of analysis, synthesis, etc., trying to interpret the event, providing what supports this explanation of justifications, and providing evidence that supports performance.
- Instructs students to set standards for their opinions and foundations, and learn how to evaluate arguments.

C. Educational performance and its role in the development of higher education and university:

- The focus is on the development of basic sciences, the use of modern educational systems, the trend towards multiple studies and disciplines that keep abreast of global developments, and the expansion of the format of technological institutes.
- Evaluating the experience of the private universities that have been established as tributaries of the official university education, follow-up of the educational process, evaluating the students, completing the teaching staff, the apparatus and the private establishments.

The importance of educational performance is seen in the Merrill (1983) model from two angles: the main teaching method, and the type of educational content. The method of education is to explain the general information, the level of educational performance is the level of information recall, the level of application, and the level of discovery, and these methods are combined to improve the performance of learners, providing the opportunity to examine, discovery, and the ability to call information in a timely manner without waste And refers to the set of strategies used by the teacher during the learning process in order to stimulate the thinking of his students, and increase their motivation to learn by implementing their skills in terms of planning, implementation and evaluation, which help in the development of skills T.

8. RESEARCH METHODOLOGY

Firstly- Study Approach:

The study adopted the analytical descriptive approach, which helps in a better and more accurate understanding of the aspects and dimensions of the phenomenon studied, describing it accurately and expressing it quantitatively and quantitatively.

Second- Study Method:

The researchers used the analytical descriptive approach, which is based on the study of the phenomenon as it exists in reality, is concerned as a precise description, expressed in qualitative and quantitative terms, and reaching conclusions on which the proposed approach is based.

The researchers used two main sources of information:

1. **Secondary sources:** where the researchers went to books, references and related Arab and international,

periodicals, articles and reports, research, previous studies, research and reading in various Internet sites.

- Preliminary Sources:** To address the analytical aspects of the study, the researchers sought to collect the initial data through the questionnaire as a main tool for the study, designed specifically for this purpose.

Third- Study Society:

The research community includes: (faculty members and their assistants) in the Palestinian and international universities, namely: (Islamic University, Al-Azhar University, Al-Aqsa University, University of Munster, University of Ottawa and Suez Canal University)

Table 1: Distribution of the society of the study

| No. | The University | Faculty members and their assistants |
|--------------|-----------------------------------|--------------------------------------|
| 1. | Palestinian Universities | Islamic University |
| 2. | | Al Azhar university |
| 3. | | Al-Aqsa University |
| 4. | International universities | University of Munster |
| 5. | | University of Ottawa |
| 6. | | Suez Canal University |
| Total | | 16792 |

Source: The researchers prepared statistics based on university statistics for 2018.

Fourthly- The study sample:

The researchers adopted the stratified random sample by the University the Study Groups, faculty members and their assistants. A sample of 30 samples was chosen to test the

internal consistency, structural honesty, and stability of the questionnaire. The sample was calculated so that the sample size is as shown in the following table:

Table 2: Distribution of the sample of the study according to the name of the university

| No. | The University | Faculty members and their assistants |
|--------------|-----------------------------------|--------------------------------------|
| 1. | Palestinian Universities | Islamic University |
| 2. | | Al Azhar university |
| 3. | | Al-Aqsa University |
| 4. | International Universities | University of Munster |
| 5. | | University of Ottawa |
| 6. | | Suez Canal University |
| Total | | 370 |

Source: Prepare researchers depending on university statistics.

9. DESCRIPTIVE ANALYSIS

Answer to the study question: What is the level of efficiency of educational performance in universities from the point of view of faculty members and their assistants?

The efficiency of educational performance was determined from the point of view of teaching staff and their assistants using the arithmetic mean, standard deviation, relative weight, T value and Sig value. As shown in the following table:

Table 3: Arithmetic mean, relative weight, T test value and moral significance of educational performance efficiency

| No. | Efficient educational performance | SMA | Standard Deviation | Relative weight% | Test Value T | Morality p- value | Ranking |
|------------------------------------------|-----------------------------------------------------------------------|-------|--------------------|------------------|--------------|-------------------|---------|
| View educational content | | 4.13 | 0.65 | 82.69 | 29.34 | 0.000 | |
| 1. | The electronic content is based on needs assessment. | 4.06 | 0.79 | 81.27 | 22.59 | 0.000 | ∧ |
| 2. | E-content is more motivated and exciting for e-learning. | 4.07 | 0.75 | 81.48 | 24.03 | 0.000 | ∨ |
| 3. | Electronic content conforms to the prescribed terms and conditions. | 4.14 | 0.79 | 82.83 | 24.28 | 0.000 | ⋈ |
| 4. | Electronic content has multimedia presence. | 4.26 | 0.71 | 85.16 | 30.02 | 0.000 | ε |
| Educational environment | | 4.10 | 0.66 | 82.05 | 28.12 | 0.000 | |
| 5. | E-learning provides tools and tools to facilitate learning. | 4.31 | 0.68 | 86.11 | 32.27 | 0.000 | ∨ |
| 6. | E-learning software contributes to improving student learning. | 4.15 | 0.75 | 82.95 | 25.98 | 0.000 | ο |
| 7. | The University offers LCD TVs in classrooms. | 3.96 | 0.99 | 79.30 | 16.53 | 0.000 | ∨∨ |
| 8. | The University provides a global network that supports e-learning. | 3.99 | 1.11 | 79.86 | 15.06 | 0.000 | ∨∨ |
| Educational goals | | 4.14 | 0.77 | 82.82 | 24.89 | 0.000 | |
| 9. | E-learning is easy to use. | 4.27 | 0.74 | 85.43 | 28.74 | 0.000 | ∨ |
| 10. | E-learning achieves the desired outcomes of the education process. | 4.16 | 0.82 | 83.16 | 23.91 | 0.000 | ε |
| 11. | E-learning provides sufficient information to meet educational needs. | 4.27 | 0.81 | 85.37 | 26.45 | 0.000 | ∨ |
| 12. | E-learning achieves the mission of the university. | 4.06 | 0.96 | 81.20 | 18.64 | 0.000 | ∨ο |
| Efficient educational performance | | ε, ∨∨ | 0.63 | 82.33 | 29.770 | 0.000 | |

The value of (t) of the table at the level of significance of 0.05 is about 1.98

The following table shows the following:

- The relative weight of the efficiency of educational performance is illustrated by the fifth paragraph (e-learning provides the tools and means to facilitate the education process), the first rank with a relative weight of 86.11%, the mean of 4.31 and the value of test 32.27, so this paragraph is a statistically significant at level of significance ($\alpha \leq 0.05$), indicating that the average response to this paragraph above neutrality (3), which means that there is considerable agreement by the respondents on this paragraph. The researchers attributed this to the availability of Palestinian and international universities of the requirements of education.
- While the seventh paragraph (the university provides LCD devices in the classrooms) last place with relative weight (79.86%), with a mean (3.96), and a test value of (16.53). Therefore, this is a statistically significant at the level of significance ($\alpha \leq 0.05$), which indicates however, the average response to this paragraph has exceeded the

- level of intermediate approval, which means that there is considerable approval by the sample. The researchers attributed this to the tendency of universities towards the use of e-learning tools of the most important techniques: electronic lectures through YouTube ranked second in the world at the Center for Technology and Tools of the British Education in 2011.
- This finding is in line with the outcome of the study by Michelle K. et al. (2009) in increasing understanding of the use of peer-to-peer discussion, and the study of Al-Dijani (2011) demonstrated the quality of performance.
- (Al-Anzi, 2016), differed in the lack of use of modern external sources at the lecture, which is available and available to all in the college. The researchers believe that there is agreement with Al-Shammari (2013), which has shown that constraints limit the improvement of educational performance from the students' point of view, namely inadequate work procedures and limited use of technologies in the educational environment.

Table 4: Arithmetic mean, standard deviation, value (T), relative weight of the efficiency of educational performance

| No. | Axis | The University | SMA | Standard Deviation | Relative Weight% | Test Value T | Morality P- Value |
|-----|------|----------------|-----|--------------------|------------------|--------------|-------------------|
|-----|------|----------------|-----|--------------------|------------------|--------------|-------------------|

| | | | | | | | |
|----|-----------------------------------|----------------------------|------|------|-------|-------|-------|
| 1. | Efficient Educational Performance | International Universities | 4.20 | 0.62 | 83.91 | 30.33 | .,... |
| 2. | | Palestinian Universities | 3.63 | 0.51 | 72.63 | 30.33 | .,... |

- It is clear from the above table that the relative weight (83.91%) and the arithmetic average of the efficiency of educational performance from the point of view of faculty and their assistants in international universities (4.20) which is significantly higher than the default average (3) to a large extent, the value of the T test was equal to (30.33), which is statistically significant at (0.00). The researchers attributed this to the fact that faculty members and their assistants contribute to the achievement of the goals, vision and mission of international universities, which in turn contribute to the achievement of their goals, and the goals of the university and society.
- As for the Palestinian universities, the relative weight (72.63%) and the arithmetic average of the efficiency of the educational performance from the point of view of faculty members (3.30) and the value of (T) is equal (3.33) which is statistically significant at (0.00). The researchers attributed this to the lack of faculty members, giving them powers in the educational process during the semester, and providing them with extra hours to teach.

10. RESULTS

- It is clear that the relative weight of the areas of the efficiency of educational performance was high at 82.33, and the fifth paragraph (e-learning provides tools and means to facilitate the education process) ranked first with a relative weight of 86.11% and an average of 4.31. While the seventh paragraph (the university provides LCD devices in the classrooms) last place with relative weight of 79.86%) and an average of 3.96.
- The efficiency of educational performance from the point of view of faculty members and their assistants in international universities was 4.20, for Palestinian universities, the mathematical average of the efficiency of educational performance was from the point of view of faculty members (3.30). According to the result, the rise in international universities and their superiority over Palestinian universities. The researchers attributed this to the lack of faculty members and the provision of a learning environment supportive of creativity, and not give them powers during the educational process during the semester, and provide them with hours of teaching above the approved.

11. RECOMMENDATIONS

- The need for the attention of senior management to develop standards to help increase the efficiency of performance, as for international universities work with the Palestinian universities and provide expertise in this area.

- View educational content in a simple and easy way and the establishment of a flexible technological infrastructure through the provision of all technological assistance, information and software.
- Provide financial support for the development of e-learning infrastructure.

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