



دورة

"بناء الإستبانة خطوة بخطوة"

محاضر الدورة: الدكتور أسامة كمال الدين هنية، دكتوراه في تسويق التعليم من جامعة ماليزيا للتكنولوجيا UTM. ومستشار في مجال التربية والأسس الأكاديمية، ومدير عام مؤسسة المنارة للاستشارات الأكاديمية.

الدورة مقدمة من مؤسسة المنارة للاستشارات الأكاديمية

www.manaraa.com



Draft Questionnaire

- Source of the items
 - The field (Interviews).
 - Previous studies
 - Experts.
 - Standards.



Draft Questionnaire

- You need to revise the literature and theories to have a well based knowledge to fit the reliability.
- Develop the items under the Theory's domain.



Draft Questionnaire

- Set the dimensions of variables measured in the study
 - How many dimensions should be chosen?
 - What are those dimensions?
 - How many items per dimensions?



Draft Questionnaire

- Set the measuring scale.
 - 1 to 5
 - 1 to 7
 - 1 to 10
- Describe the meaning of the scale

Value	Meaning
5	Strongly agree
4	Agree
3	Neutral
2	Disagree
1	Strongly disagree



Draft Questionnaire

Value	Meaning	
	Expected	Perceived
7	Very high expectation	Very strong perception
6	High expectation	Strong perception
5	Above the average expectation	Above the average perception
4	Average expectation	Average perception
3	Below the average expectation	Below the average perception
2	Low expectation	Weak perception
1	Very low expectation	Very weak perception

Draft questionnaire is ready for test



The Pilot Study

- Surface Validity (Student Content Review)
- Expert Validity
- Reliability (Cronbach's alpha test)



Surface Validity

- **Surface Validity** (Student Content Review)
 - Linguistic.
 - Structural clarity.
 - Double meaning.
 - *Example:* HEI Acronyms that are not clear for some students.



Surface Validity

Table 3.8 Modified and deleted items

ISEBaL Construct	Item number	Modification
Reliability	4	Deleted, because of it similar to 6.
	7	Deleted, because the international students said that they cannot answer this question.
	9	Improved
	10	Improved
	14	Improved
Assurance	1	Improved
	3	Improved
Tangibles	4	Improved
	7	Improved
	11	Deleted, because of it similar to 4
Happiness	7	Improved
	11	Improved
Loyalty	3	Improved
	8	Improved
Advocate	8	Improved



Surface Validity

Table 3.9 Modified double-meaning sentences

ISEBaL Construct	Item number	Statement before modification	Statement after modification
Tangibles	4	Malaysian HEI provides motivating learning environment.	Malaysian universities provide learning environment that facilitates the learning process.
Advocate	3	If I knew that students facing problems studying in other country, I will invite them to study in Malaysian universities.	I will invite students who face problems studying in other countries to study in Malaysian universities.



Expert Validity

- **Expert Validity**
- Cohen's kappa, when assessing the agreement between not more than two raters (experts).
- Fleiss kappa more than two raters.

- Content validation
- Psychometric validation
- Language validation



Expert Validity

Table 3.12 ISEBaL items amendments



ISEBaL Construct	Item number	Experts' Agreement and Comment	Modifications
Reliability	1	Expert (2) suggested discarded this item.	The item was not discarded.
	3	Expert (2) suggested discarded this item.	The item was not discarded.
	6	Expert (1) suggested modifying the sentence.	No modifications made.
	7	Expert (1&2) suggested a minor modification.	Modified.
	8	Expert (1&2&3) suggested a minor modification.	Modified.
	9	Expert (3) suggested a minor modification.	Modified.
	10	Expert (2) suggested a minor modification.	Modified.
	11	Expert (1) suggested a minor modification.	No modifications made.
	12	Expert (1&2) suggested modifying the sentence.	Modified.
	13	Expert (1&2&3) suggested modifying the sentence.	Modified.
Assurance	5	Expert (2) suggested discarded this item	The item was not discarded



k	Interpretation
< 0	Poor agreement
0.01 – 0.20	Slight agreement
0.21 – 0.40	Fair agreement
0.41 – 0.60	Moderate agreement
0.61 – 0.80	Substantial agreement
0.81 – 1.00	Almost perfect agreement

Table 3.11 Kappa value (k) for each of the ISEBaL constructs

Variable	ISEBaL Construct	Number of Items	Kappa Value (k)	Kappa interpretation
Expectation & Perception	Reliability	13	0.68	Substantial agreement
	Assurance	9	0.92	Almost perfect agreement
	Tangibles	12	0.89	Almost perfect agreement
	Empathy	8	0.91	Almost perfect agreement
	Responsiveness	10	0.93	Almost perfect agreement
	All	52	0.86	Almost perfect agreement
Loyalty	Happiness	13	0.84	Almost perfect agreement
	Loyalty	9	0.85	Almost perfect agreement
	Advocate	8	0.83	Almost perfect agreement
	All	30	0.84	Almost perfect agreement
Total		82	0.85	Almost perfect agreement



Reliability

- Reliability (Cronbach's alpha test)
 - 0.70 is the threshold value (Phillips, 2011)



Reliability

Table 3.13 Pilot testing results for expectation (*before reduction*)

Construct	Items #	Item-total correlation	Cronbach alpha if Item excluded	Alpha
Reliability	1	.687	.905	.913
	2	.761	.901	
	3	.507	.912	
	4	.606	.908	
	5	.695	.907	
	6	.628	.907	
	7	.793	.902	
	8	.678	.905	
	9	.612	.908	
	10	.762	.902	
	11	.625	.907	
	12	.686	.905	
	13	.391	.917	
Assurance	1	.596	.941	.939
	2	.674	.937	
	3	.800	.930	
	4	.792	.931	
	5	.853	.926	
	6	.827	.928	



Reliability

Table 3.14 Pilot testing results for expectation (*after reduction*)

Construct	Items #	Item-total correlation	Cronbach alpha if Item excluded	Alpha
Reliability	1	.726	.892	.905
	2	.773	.888	
	3	.536	.903	
	4	.635	.897	
	5	.708	.896	
	6	.635	.897	
	7	.817	.888	
	8	.644	.898	
	10	.705	.893	
	11	.548	.903	
	Assurance	1	.608	
2		.678	.922	
3		.801	.913	
4		.793	.914	
6		.810	.912	
7		.702	.920	
8		.876	.906	



Distribution

**Questionnaire is ready for
distribution**