

International Burch University



FACULTY OF ECONOMICS DEPARTMENT OF MANAGEMENT

Burch Students Satisfaction Survey, 2013 Report

Lecturer: Assist. Prof.Dr. Kursad Ozlen Course: Scientific Research Method

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Executive Summary

The aim of this study was to show student's satisfaction of the service quality at the International Burch University. The data discussed herein represents survey responses collected from May, 2013. This study also shows the current situation at the University and can help the University to improve some services for which students showed no satisfaction. The student satisfaction survey was given to 500 respondents of International Burch University undergraduate, graduate and PhD students. The survey includes facilities like academic staff, staff services, campus, dormitory, services, programmes, personal development, education facilities and cafeteria. This study also wants to define which among these services students are most satisfied with. Results of the data analyzed show that the students of IBU are exceptionally satisfied with the academic staff, programs and education facilities; in particular, they are less satisfied with the personal development, cafeteria and campus.

It is recommended that the International Burch University tries to improve the personal development, campus and cafeteria order to improve its attraction of future students and retention of already existing students.

Introduction

For every University it is important to know the opinion of its students. The improvement of the facilities at a University and the further development of service quality depends on students. Each and every year academic and educational options increase since the demand of the students to have a unique, memorable, and quality education is increasing. Students are seeking to better education and it is very important to follow and get feedback from students, especially at private universities. Students are more treated as customers who are involved in the purchase of higher education programs and services.

If a student expectation can't be fulfilled from educational institution it may lead to his withdrawal from it. This brings an understanding that a university should consider students

satisfaction in order to support the student's enrolment into a higher institution at the same university.

This survey is very useful to find out student's opinion and satisfaction of University's facilities and to provide feedback to the university. According to this study University will be able to improve the service quality and provide students adequate services.

Purpose of the study

In order to perform and ensure the High Quality Education the University should be aware of current situation that is related to students satisfaction and quality of the services. The main purpose was to find out student's opinion and satisfaction of University's services of all facilities. It is important to know the opinion of the students, so that the University can make changes and improve these facilities with which students are not satisfied.

Methodology

This study is a descriptive research study using survey method. The survey was given to a sample of 500 students from undergraduate and graduate study in spring semester from all programs that IBU provides.

This is the standard survey issued by IBU on yearly basis and there was no modification done to the survey. The survey is structured and it is divided into three parts:

- a) 1st part: General information
- b) 2nd part: Demographics
- c) 3rd part: certain aspects of the services: academic staff, staff services, campus, services, programs, personal development, education facilities, cafeteria.

The students were invited to participate in the survey and were told that it would take only 10 to 15 minutes to fill out the questionnaire. It was emphasized that their participation was voluntary

and their responses would be kept unanimous and confidential. The researchers personally distributed the surveys to students during their classes or at the beginning of each class.

As in every survey, there are some issues: As the researchers tried to obtain valid and most reliable data as possible and also reach as many students as possible. Taking this into consideration, it was a difficult process to find respondents who are willing to do the survey as they said it was long and time consuming. In addition to that, some of the professors weren't helpful and would not allow the survey to be done during their classes. They didn't want their class to be interrupted and would ask the researchers to wait until the class was over.

DATA ANALYSIS and FINDINGS

In this part was using excell to perform the analysis to show results of survey and findings of data.

In this part of analysis frequencies statistics was performed for two parts of survey questions. The first ten questions are related to the general information, while the second part five question refers to the demographic questions.

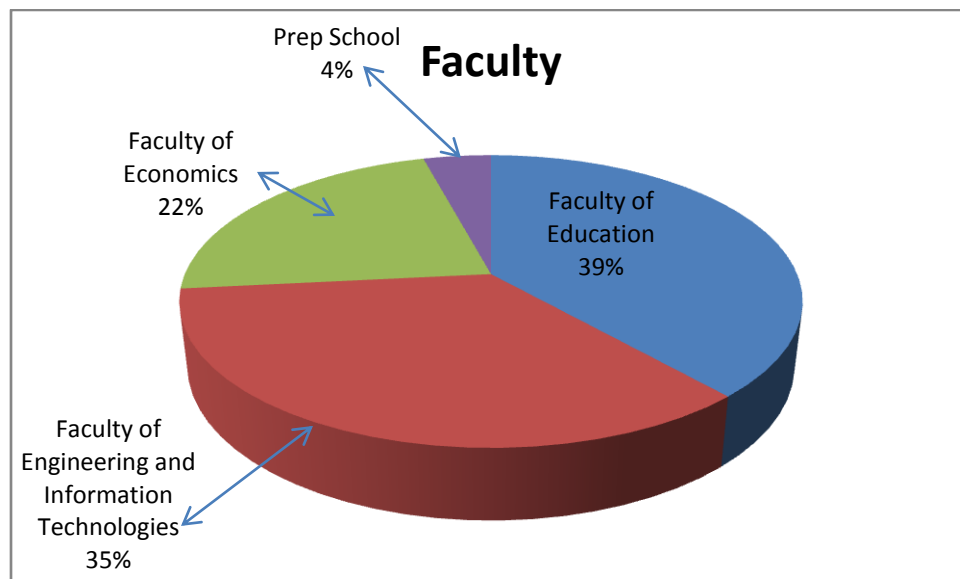
Table 1

	Your Faculty	Department	Current level of study	Year of study	Highest qualification planed for future	Yearly fees for education in KM?	What high school did you graduate from?	How do you rate the quality of the institution's services in general?	How do you describe your feelings towards the institution's services in general?	How likely are you to recommend the institution to others?
VALID	500	500	500	500	500	500	500	500	500	500
MISSING	0	0	0	0	0	0	0	0	0	0

In the table above we can see the statistics about the first ten questions related to general information. There is no missing part. We work carefully and we succeed it without having missing part.

Table 2

FACULTY	
Faculty of Education	192
Faculty of Engineering and Information Technologies	175
Faculty of Economics	112
Prep School	21
TOTAL	500

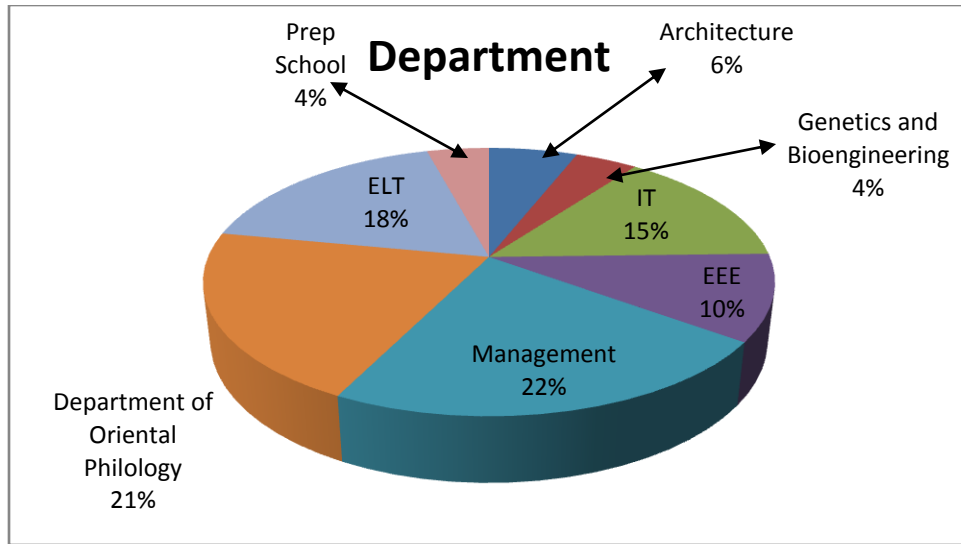


The above table shows the frequency and percentage related to “Your faculty” question. From 500 students surveyed, 112 (22%) are students of Economics, 192 (39%) are students of

Education faculty, while 175 (35%) are students of Engineering and 21(4%) are students of Prep School.

Table 3

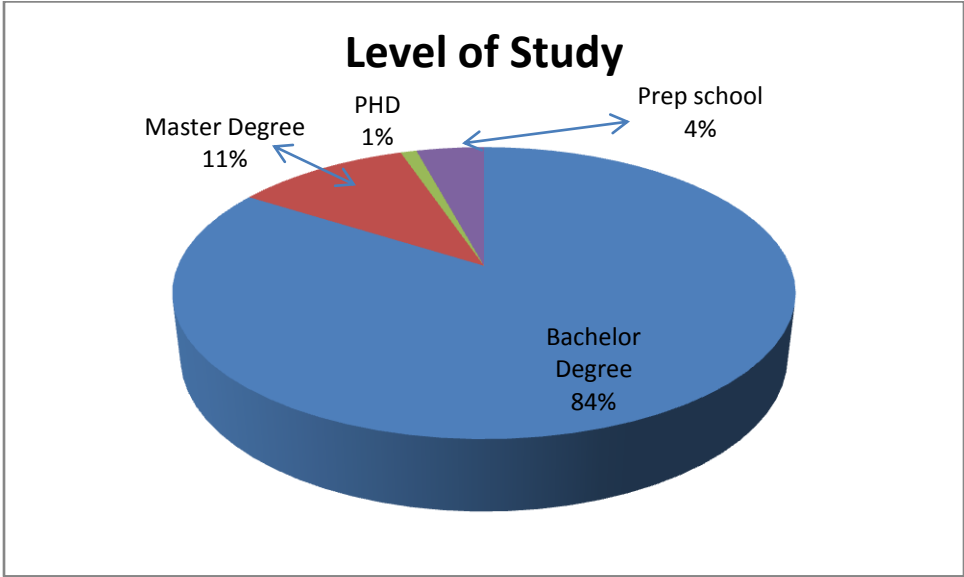
DEPARTMENT	
Architecture	30
Genetics and Bioengineering	21
IT	72
EEE	52
Management	112
Department of Oriental Philology	103
ELT	89
Prep School	21
TOTAL	500



The above table shows the department frequencies and the percentage. The most of students are from Management Department 112 (22%), followed by Department of Oriental Philology 103(21%), ELT Department 89 (18%), IT Department 72(15%), EEE Department 52 (10%), Architecture Department 30 (6%), Prep School and Genetics and Bioengineering 21(4%).

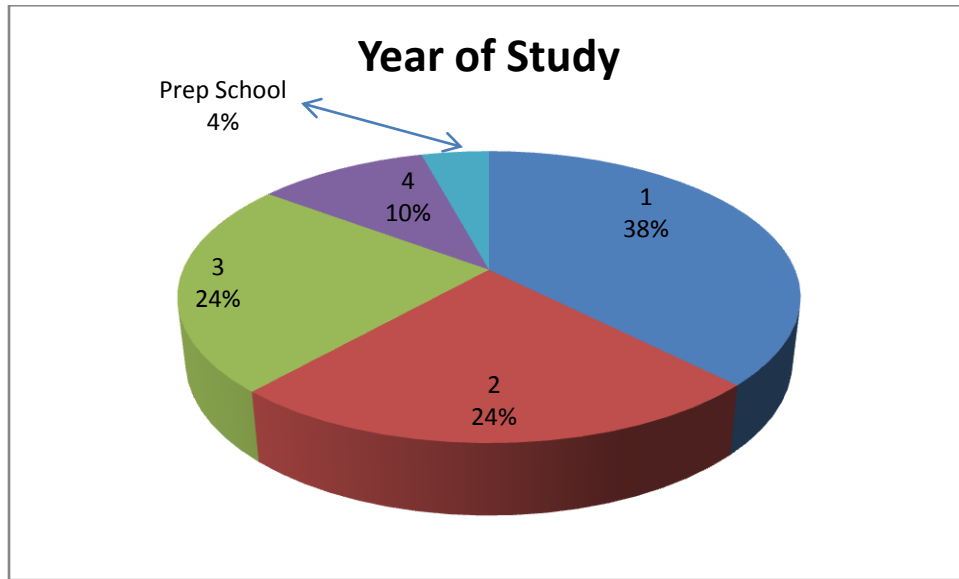
Table 4

CURRENT LEVEL of STUDY	
Bachelor Degree	420
Master Degree	54
PHD	5
Prep school	21
TOTAL	500



YEAR of STUDY	
1	188
2	120
3	118
4	53
Prep School	21
TOTAL	500

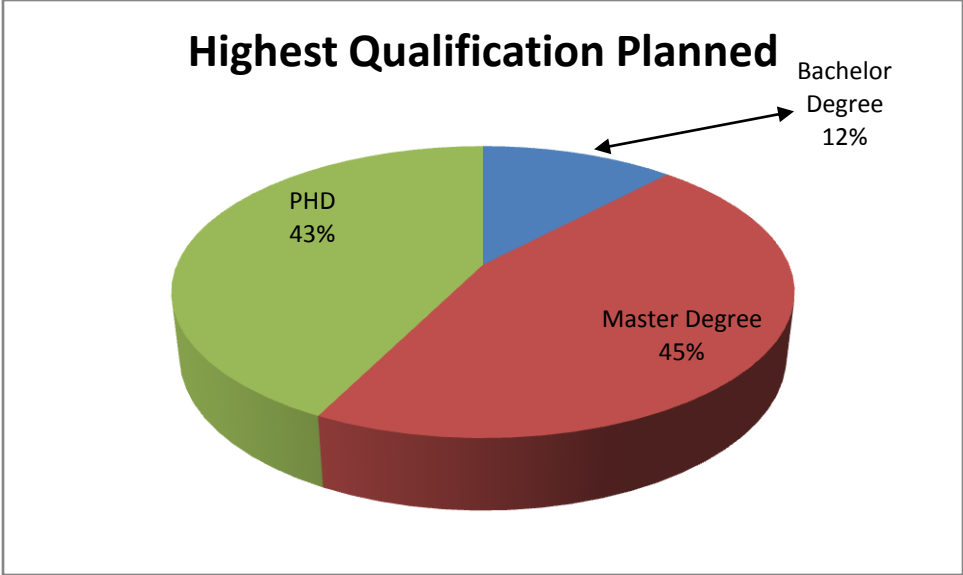
The above table shows the Current level of studies' frequencies and percentages. We can notice that most of the students are Bachelors 420 (84%), Master 54 (11%) students, Prep students 21(4%) and PhD is 5 (1%) students.



The above table shows the frequencies and the percentages of the “Year of study” question. We can notice that most of the students are on the first year 188 (38%), then second 120 (24%) and third 118 (24%), fourth year 53 (10%) while at least are on the prep school 21 (4%).

Table 6

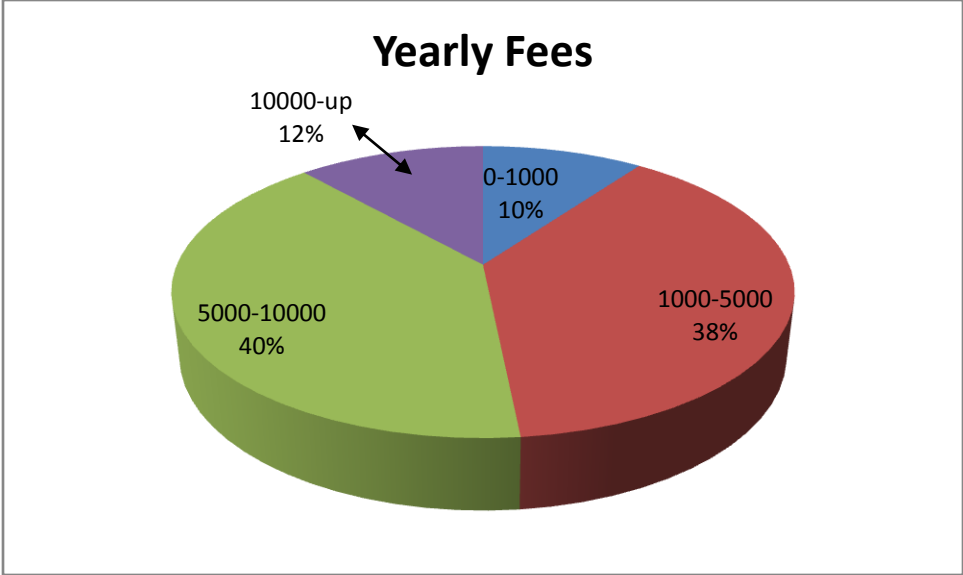
HIGHEST QUALIFICATION PLANNED for FUTURE	
Bachelor Degree	60
Master Degree	227
PHD	213
TOTAL	500



The table above shows the frequencies and percentages of the “Highest qualification planned for future” question. We can notice that most of the students 227 (45%) are planning to become Master. 213 (43%) of planning to come PhD and 60 (12%) plan to stay in Bachelor Degree.

Table 7

YEARLY FEES FOR EDUCATION IN KM	
0-1000	50
1000-5000	192
5000-10000	200
10000-up	58
TOTAL	500

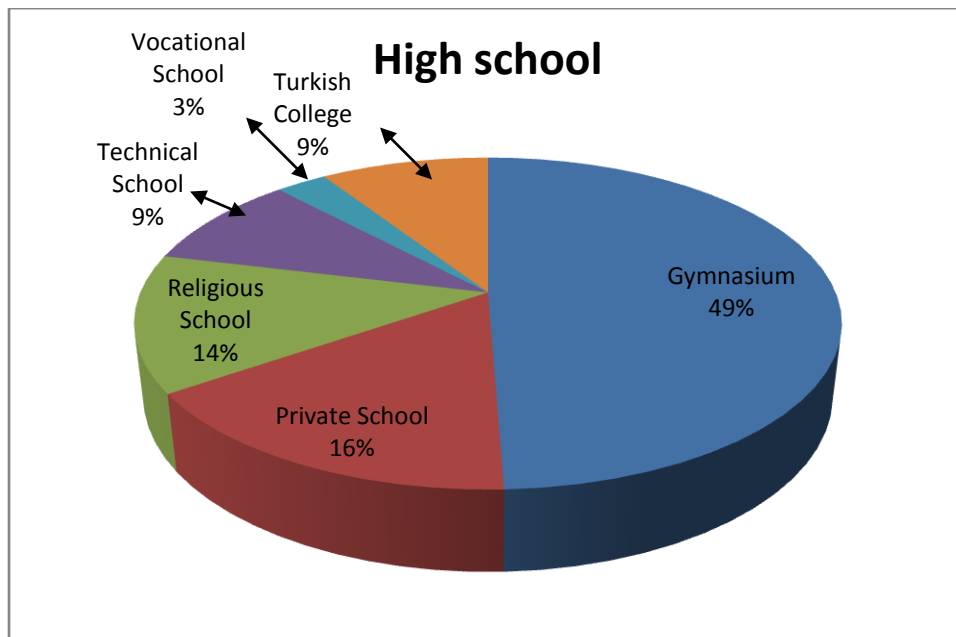


The table above shows the frequencies and percentages related to the question “Yearly fees for education in KM”. Of 500 students surveyed, the most spend between 5000-10000 KM 200(40%) yearly for education. 192 (38%) of them spend between 1000-5000. 58 (12%) of them spend 1000-up and 50 (10%) of them spend between 0-1000.

Table 8

WHAT HIGH SCHOOL DID YOU GRADUATE FROM	
Gymnasium	247
Private School	80
Religious School	67
Technical School	46
Vocational	14

School	
Turkish College	46
TOTAL	500



The table above shows the frequencies and percentages related to the question “what high school did you graduate from?” 247 (49%) of them from Gymnasium, 80 (16%) of them from Private school, 67 (14%) of them from Religious school, 46 (9%) of them from Technical school and Turkish college graduated and 14 (3%) of them graduated from Vocational school.

Table 9

How do you rate the quality of the institution's services in general?	
1	12
2	20
3	46
4	95
5	119
6	112
7	96
TOTAL	500

For the question “How do you rate the quality of the institution's services in general?” we can notice that there are 500 respondents. Minimum value of the scale used is 1 (Very poor) and the maximum value is 7 (Excellent) (seven degree scale). There is slight satisfaction about quality of institution's services in general

Table 10

How do you describe your feelings towards the institution's services in general?	
1	19
2	20
3	51
4	78
5	132
6	110
7	90
TOTAL	500

For the question “How do you rate the quality of the institution's services in general?” we can notice that there are 500 respondents. Minimum value of the scale used is 1 (Very poor) and the maximum value is 7 (Excellent) (seven degree scale). There is slight satisfaction about feelings the institution's services in general.

Table 11

How likely are you to recommend the institution to others?	
1	30
2	28
3	37
4	63
5	112
6	103
7	127
TOTAL	500

For the question “How likely are you to recommend the institution to others?” we can notice that there are 284 respondents. Minimum value of the scale used is 1 (Very poor) and the maximum value is 7 (Excellent) (seven degree scale). Most of likely to recommend the institution to others.

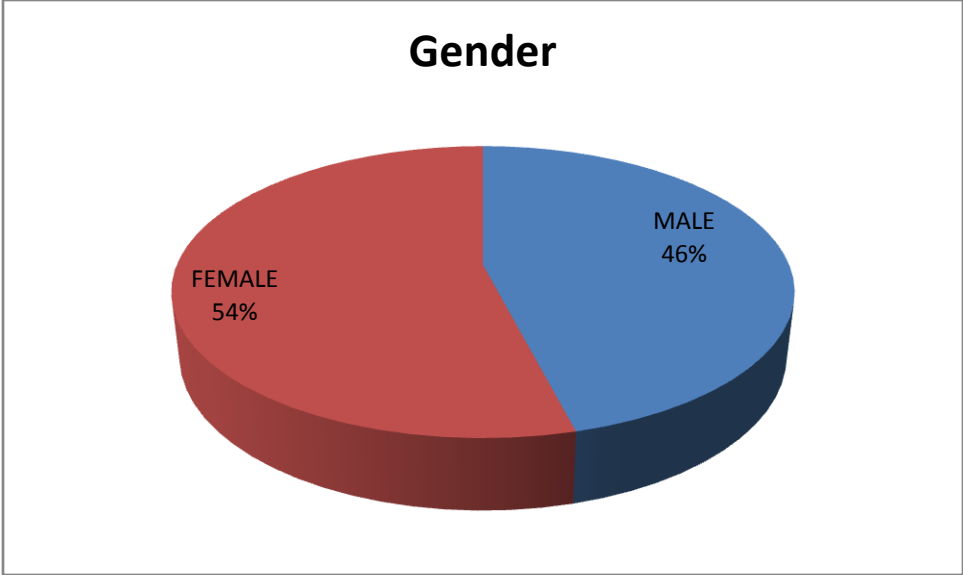
Table 12

	STATISTICS				
-	<u>Your gender</u>	<u>Your age group</u>	<u>Your country</u>	<u>How would you describe your circumstances in financing your education?</u>	<u>Do you have scholarship?</u>
<u>VALID</u>	500	500	500	500	500
<u>MISSING</u>	0	0	0	0	0

In the table above we can see the statistics about the first five questions related to demographic information. There is no missing value.

Table 13

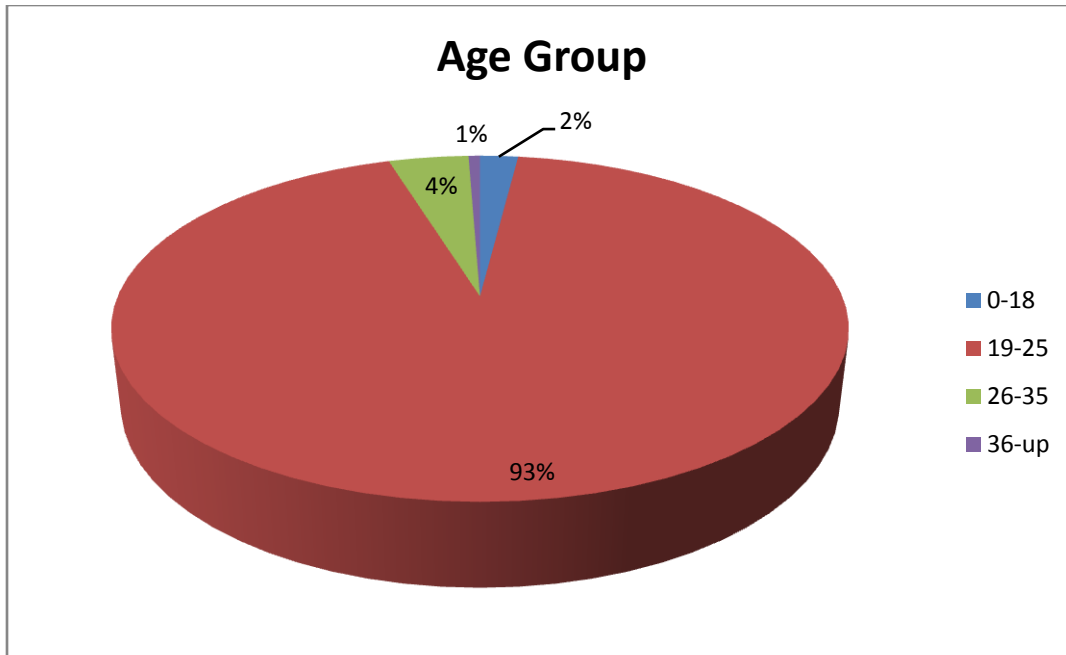
YOUR GENDER	
MALE	230
FEMALE	270
TOTAL	500



The above table shows the frequencies and percentages related to “Your gender” question. We can notice that 270 (54%) of students at the International Burch University are female students and 230 (46%) of them are male.

Table 14

YOUR AGE GROUP	
0-18	10
19-25	466
26-35	21
36-up	3
TOTAL	500

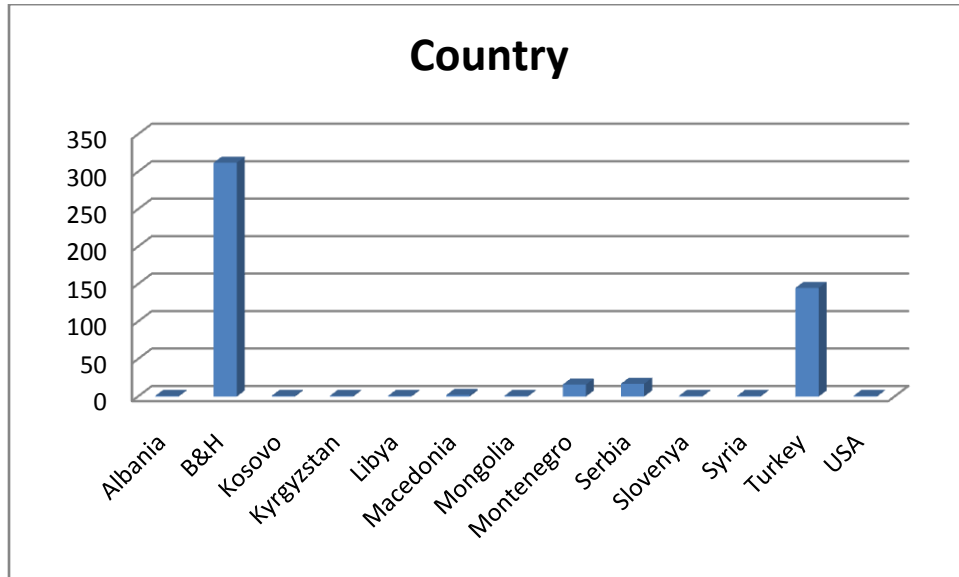


The table above shows the “age groups” frequencies and percentages. The 466 (93%) students are in the age group 19-25. 21 (4%) students between “26-35”, 10 (2%) students between “0-18”, 3 (1%) students are in 36-up age group.

Table 15

YOUR COUNTRY	
Albania	1
B&H	312
Kosovo	1
Kyrgyzstan	1
Libya	1
Macedonia	2
Mongolia	1
Montenegro	16
Serbia	17
Slovenia	1
Syria	1

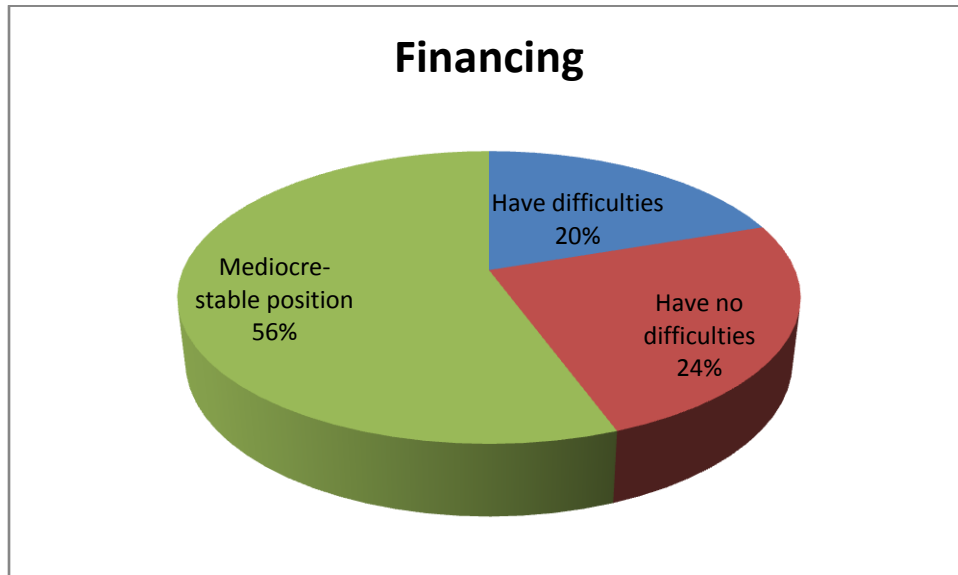
Turkey	145
USA	1
TOTAL	500



The table above shows the frequencies and percentages related to the question “Your country”. We can notice that most of the students are from BIH, followed by students from Turkey and from Serbia.

Table 16

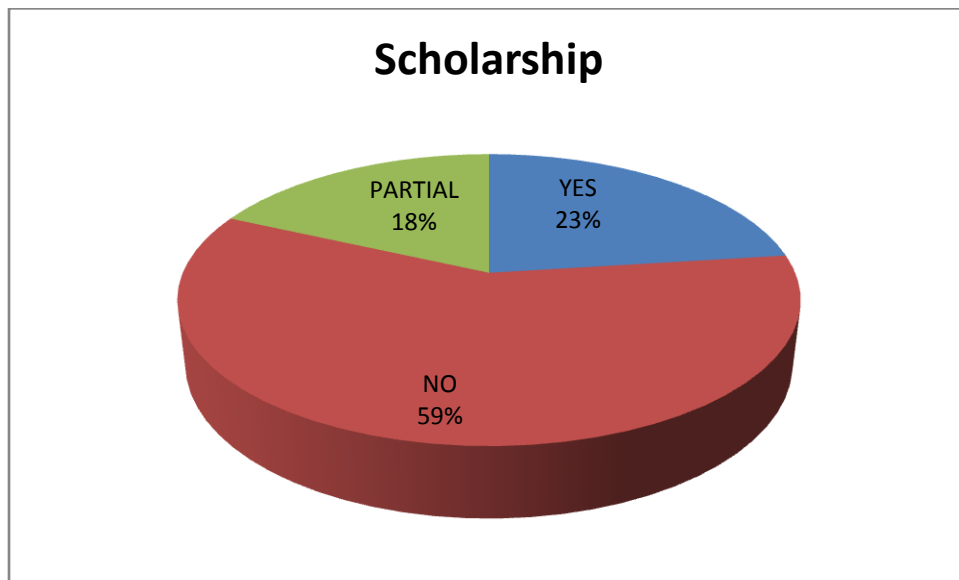
How would you describe your circumstances in financing your education?	
Have difficulties	99
Have no difficulties	123
Mediocre-stable position	278
TOTAL	500



The table above shows the frequencies and percentages related to the question “How would you describe your circumstances in financing your education”. We can see that most of the students in the mediocre-stable position. After that 24% of have no problem and 20% of have difficulties

Table 17

Do you have scholarship?	
YES	115
NO	294
PARTIAL	91
TOTAL	500



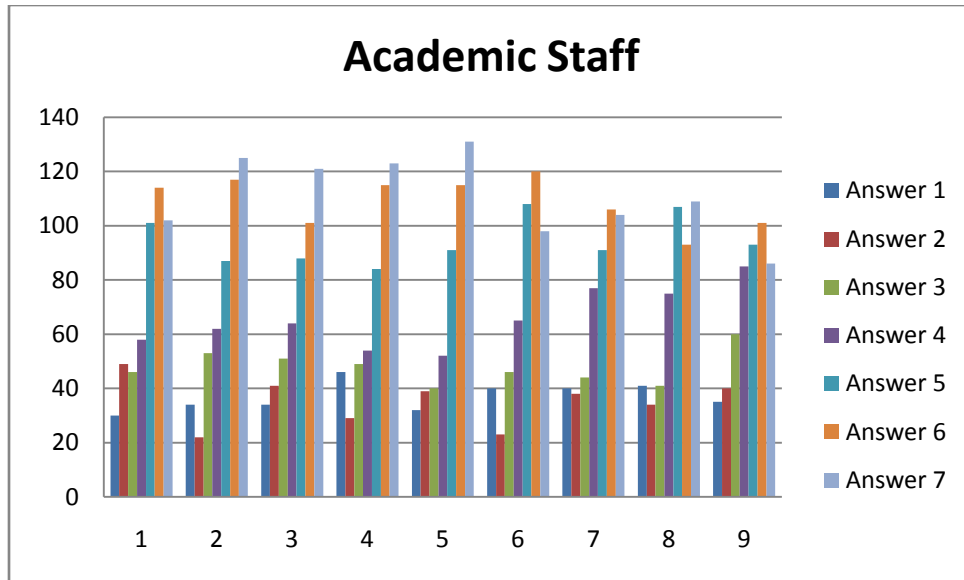
The table above shows the frequencies and percentages related to the question “Do you have scholarship”. Of 500 student surveyed, 294 students (59%) stated that they don’t have a scholarship, while 115 students (23%) have a scholarship. And there 91 students (18%) have partial scholarship.

In this part of the analysis descriptive statistics was performed for the questions related with Academic staff, Staff Services, Campus, Dormitory, Services, Programmes, Personal Development, Education facilities, Cafeteria.

	ACADEMIC STAFF							
	1	2	3	4	5	6	7	Mean
Academic staff have the knowledge to answer my questions relating to the course	30	49	46	58	101	114	102	4,8
Academic staff deal with me in a caring and courteous manner.	34	22	53	62	87	117	125	4,99
Academic staff are never too busy to respond to my request for assistance.	34	41	51	64	88	101	121	4,84
When I have a problem, academic staff show a sincere interest in solving it.	46	29	49	54	84	115	131	4,88
Academic staff show positive attitude towards students.	32	39	40	52	91	115	131	5

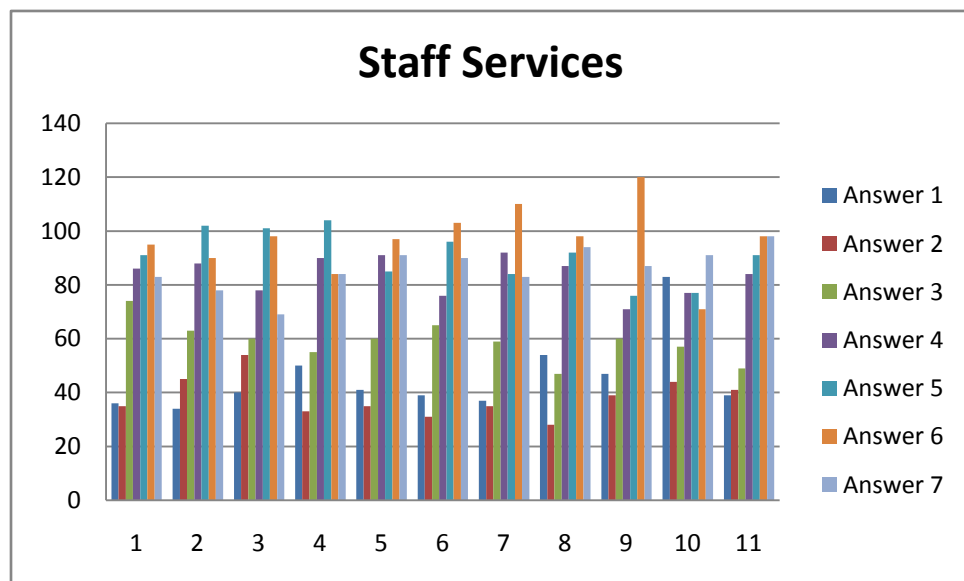
Academic staff communicate well in the classroom.	40	23	46	65	108	120	98	4,9
Academic staff provide feedback about my progress.	40	38	44	77	91	106	104	4,8
Academic staff allocate sufficient and convenient time for consultation.	41	34	41	75	107	93	109	4,78
Academic staff are highly educated and experienced in their respective field.	35	40	60	85	93	101	86	4,62

4,845556



Academic staff: We can notice that overall mean is 4, 85. This shows that the students are between slightly agree and neutral with the statements from the questionnaire, and that they have most positive opinion about the 2nd, 5th and 6th question. Maximum mean is 5 and minimum mean is 4, 62.

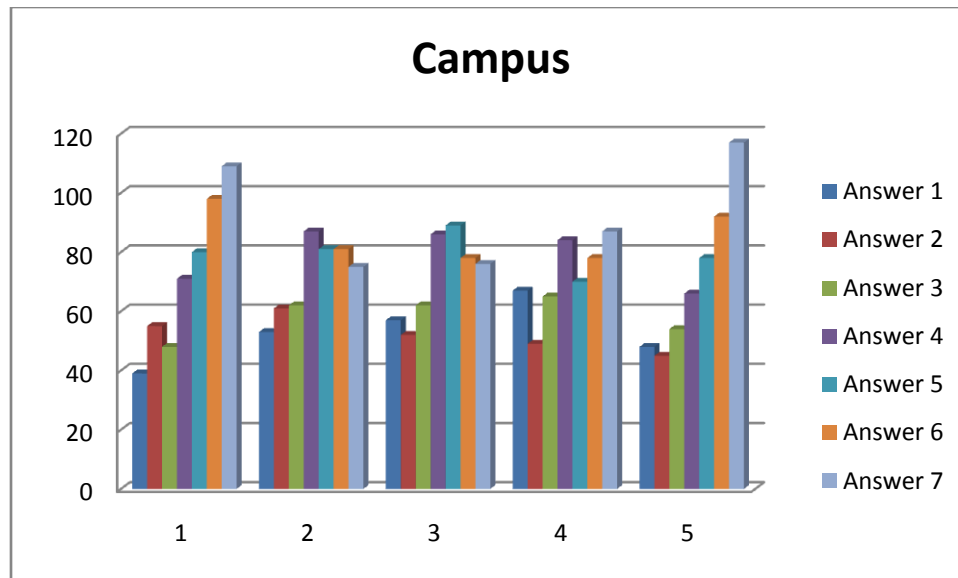
Staff services: If we look on the results of the analysis about staff services, we can notice that overall mean is 4, 63 mostly students are between slightly agree and neutral with the statements from the questionnaire, maximum mean is 5, 51 and minimum mean is 4, 2.



	STAFF SERVICES							
	1	2	3	4	5	6	7	Mean
When I have a problem, administrative staff show a sincere interest in solving it	36	35	74	86	91	95	83	4,56
Administrative staff provide caring and individual attention.	34	45	63	88	102	90	78	4,52
Administrative staff are never too busy to respond to a request for assistance.	40	54	60	78	101	98	69	4,43
Administration offices keep accurate and retrievable records.	50	33	55	90	104	84	84	5,51
When the staff promise to do something by a certain time, they do so.	41	35	60	91	85	97	91	4,6
The opening hours of administrative offices are personally	39	31	65	76	96	103	90	4,66

convenient for me.								
Administrative staff show positive work attitude towards students.	37	35	59	92	84	110	83	4,63
Administrative staff communicate well with students.	54	28	47	87	92	98	94	4,6
Administrative staff have good knowledge of the systems/procedures.	47	39	60	71	76	120	87	4,6
Students are treated equally and with respect by the staff.	83	44	57	77	77	71	91	4,2
The staff respect my confidentiality when I disclosed information to them.	39	41	49	84	91	98	98	4,67

4,634545

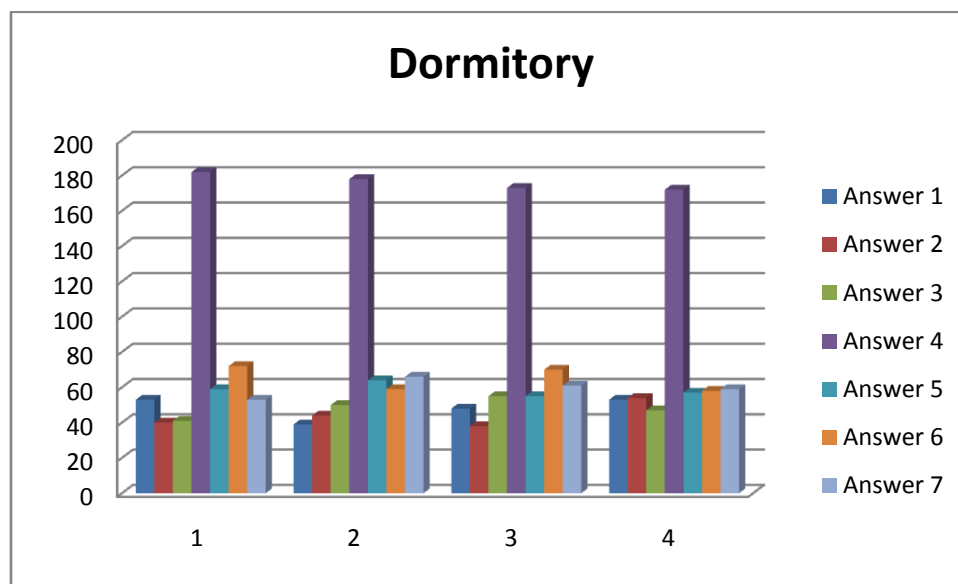


CAMPUS								
	1	2	3	4	5	6	7	Mean
The institution has a professional appearance/ image.	39	55	48	71	80	98	109	4,66
The institution has an ideal location with excellent campus layout and appearance.	53	61	62	87	81	81	75	4,25
The university has an easily accessible location.	57	52	62	86	89	78	76	4,27
The parking services at the university are	67	49	65	84	70	78	87	4,25

adequate.								
The university campus has a safe environment.	48	45	54	66	78	92	117	4,65

4,416

Campus: The table above shows the students' opinion about the Campus. Overall mean is 4, 42. Result shows that the students between slightly agree and neutral with the statements about the campus. Especially they are mostly agreeing about institution's professional appearance.



DORMITORY								
	1	2	3	4	5	6	7	Mean
The dormitory facilities and equipment are adequate.	53	40	41	182	59	72	53	4,16

The dormitory facilities are usually clean and well taken care of.	39	44	50	178	64	59	66	4,25
Dormitory staff provide good quality service to students.	48	38	55	173	55	70	61	4,21
Dormitory fees are reasonable.	53	54	47	172	57	58	59	4,07

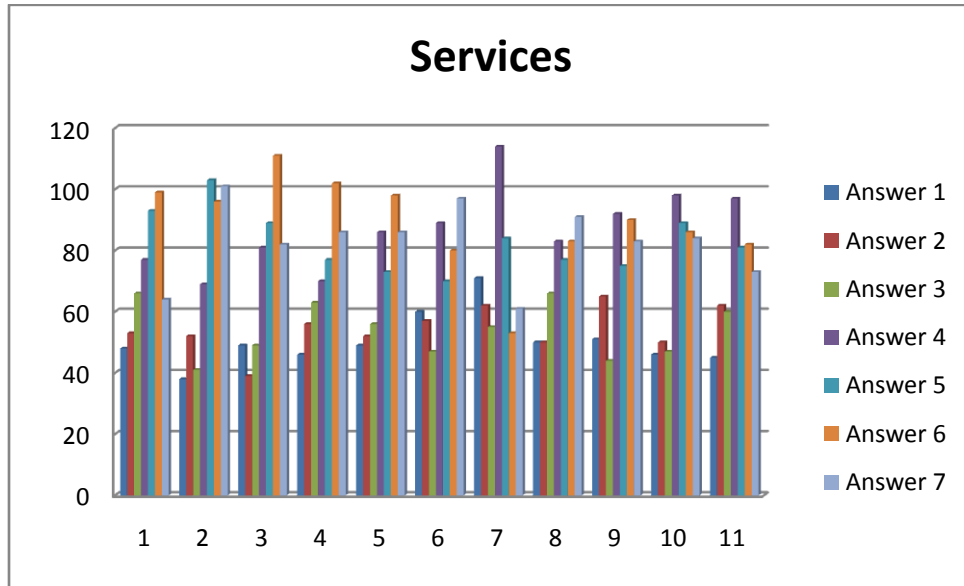
4,1725

Dormitory: If we speak about the dormitory, that the students' opinion about dormitory is between "slightly agree" and "neutral" overall mean is 4,17. Maximum mean is 4,25 and minimum mean is 4,07.

SERVICES								
	1	2	3	4	5	6	7	Mean
Inquiries/complaints are dealt with efficiently and promptly.	48	53	66	77	93	99	64	4,33
I feel secure and confident in my dealings with this institution.	38	52	41	69	103	96	101	4,68
The institution provides services	49	39	49	81	89	111	82	4,57

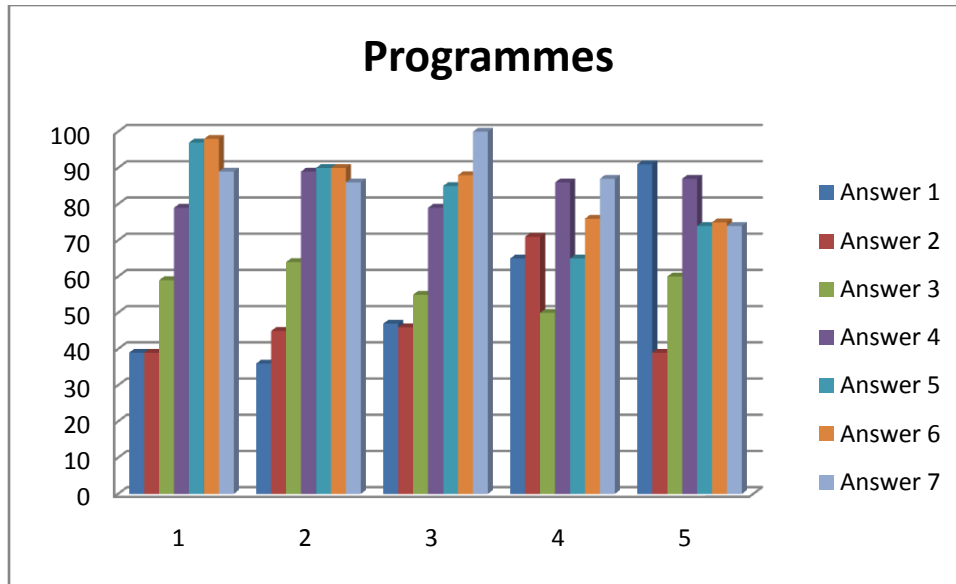
within reasonable/expected time frame.								
Students are given fair amount of freedom.	46	56	63	70	77	102	86	4,45
The institution operates excellent counseling services.	49	52	56	86	73	98	86	4,44
Information services via web-site is adequate.	60	57	47	89	70	80	97	4,36
Health services are adequate.	71	62	55	114	84	53	61	3,96
The institution encourages and promotes the setting up of student's Union.	50	50	66	83	77	83	91	4,4
The institution values feedback from students to improve service performance.	51	65	44	92	75	90	83	4,35
The institution has standardised and simple service delivery procedures.	46	50	47	98	89	86	84	4,46
The university provides services for	45	62	60	97	81	82	73	4,29

students with special needs.



Services: Regarding the Services we can notice that the students between slightly agree and neutral with the statements from the questionnaire, about the University services. Maximum mean is 4,68 with 2nd question and minimum mean is 3,96 with 7th question.

Programmes: Regarding the Programmes on University the research results show us that the students' overall opinion about the programs is between "neutral" and "slightly agree". Overall mean is 4,38. 1st question has maximum mean and last question has minimum mean.

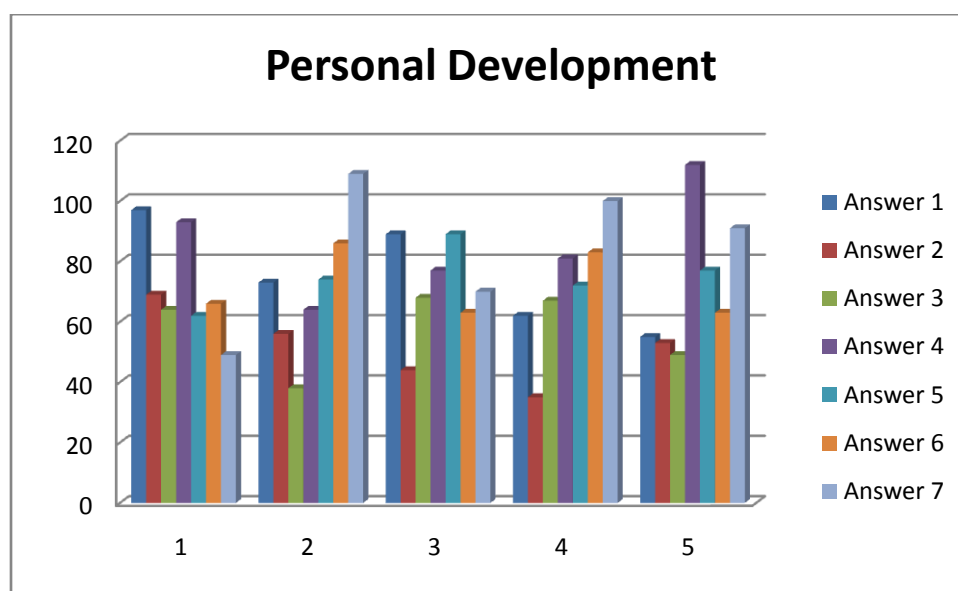


	PROGRAMMES							Mean
	1	2	3	4	5	6	7	
The institution runs excellent quality programmes.	39	39	59	79	97	98	89	4,61
The institution offers a wide range of programmes with various specialisations.	36	45	64	89	90	90	86	4,53
The institution offers programmes with flexible syllabus and structure.	47	46	55	79	85	88	100	4,55
The institution offers highly	65	71	50	86	65	76	87	4,18

reputable programmes.								
The institution's graduates are easily employable.	91	39	60	87	74	75	74	4,07

4,388

Personal Development: If we analyze the results about the personal development, we can notice that the students between slightly agree and neutral with the statements from the questionnaire. The most negative opinions are related to the statement "Recreation and sport facilities at the university are adequate" which mean is 3,7.

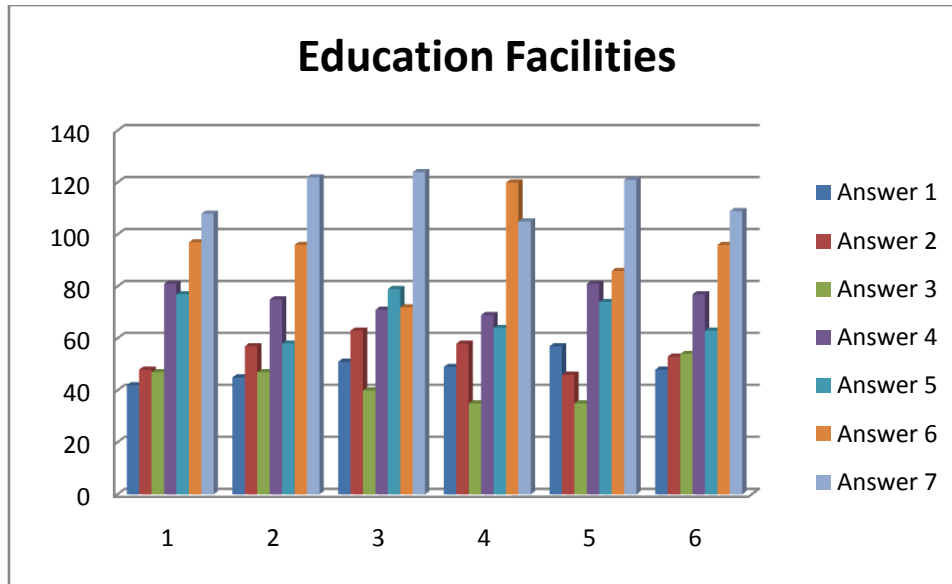


	PERSONAL DEVELOPMENT							
	1	2	3	4	5	6	7	Mean
Recreation and sport facilities at the university are adequate.	97	69	64	93	62	66	49	3,7

Extracurricular activities (seminars, workshops etc.) at the university are adequate.	73	56	38	64	74	86	109	4,41
Services and facilities of art at the university are adequate (music, photography, painting etc.).	89	44	68	77	89	63	70	4
The university supports students' personal development projects.	62	35	67	81	72	83	100	4,43
International cooperation programs at the university (student exchange, study visits etc.) are adequate.	55	53	49	112	77	63	91	4,31

4,17

Education Facilities: Here results show us clearly that students are between slightly agree and neutral with University Education Facilities. The most positive opinions were related to "Academic facilities are adequate for quality education" statement.

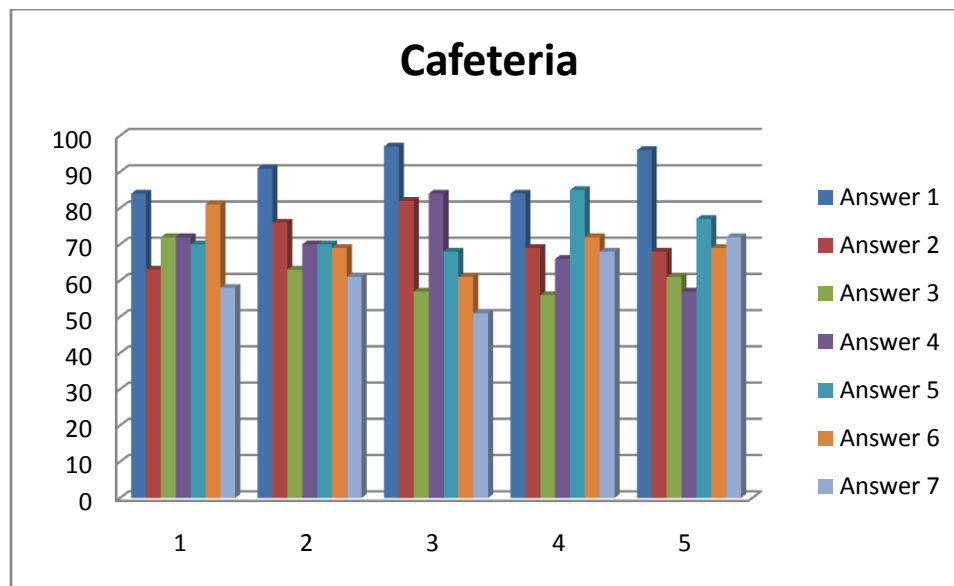


EDUCATION FACILITIES								
	1	2	3	4	5	6	7	Mean
Academic facilities are adequate for quality education.	42	48	47	81	77	97	108	4,65
Class sizes are adequate for high quality education.	45	57	47	75	58	96	122	4,64
The library services at the university are adequate.	51	63	40	71	79	72	124	4,55
The institution has up to date equipment.	49	58	35	69	64	120	105	4,64
The labs at the university are adequate for quality education.	57	46	35	81	74	86	121	4,62

The university provides up-to-date information technology for students.	48	53	54	77	63	96	109	4,56
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4,61

Cafeteria: Regarding the University Cafeteria overall students' satisfaction is negative. Means most of them were between slightly disagreed and neutral with statements regarding Cafeteria, especially with statement "The food variety is adequate" with the mean 3, 66.



CAFETERIA								
1	2	3	4	5	6	7	Mean	

The university cafeteria provides high quality food and beverages.	84	63	72	72	70	81	58	3,91
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Prices at the university cafeteria are reasonable.	91	76	63	70	70	69	61	3,81
The food variety is adequate.	97	82	57	84	68	61	51	3,66
The university cafeteria is usually clean and well taken care of.	84	69	56	66	85	72	68	3,97
Cafeteria staff provide good quality service to students.	96	68	61	57	77	69	72	3,89

3,848

CONCLUSION

Since the main objective of this research was to analyze how much Burch students are actually slightly satisfied with the academic staff and staff services offered by Burch University. Overall, the results are ok with campus and services offered by the university are satisfactory especially regarding the education facilities. However, we may feel free to suggest some improvements regarding the University's cafeteria, sport facilities, health services, dormitory and personal development. Also in additional section most of Turkish department students put a note that their professor is not fair for Turkish student, they delate that they are more interested for Bosnian students and also they mention about cafeteria's deficiency. And finally, this study adds to the importance of how student satisfaction assessment can be utilized as a tool to ensure the program's quality and effectiveness. Understanding students' experiences and satisfaction is important to enrich the student experience and to make International Burch University a more student-centered university.