

INTERNATIONAL BURCH UNIVERSITY
STUDENT PARLIAMENT OF INTERNATIONAL BURCH UNIVERSITY



BURCH STUDENTS SATISFACTION SURVEY, 2014 Report

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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, 2014. 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 survey includes facilities like academic staff, staff services, campus, 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 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 300 students from undergraduate and graduate study in spring semester from all programs that IBU provides.

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.

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? | Gender | Age group | Country | How would you describe your circumstances in financing your education | Do you have scholarship |
|--------------|------------|------------------------|---------------|---|----------------------------------|---|--------|-----------|---------|---|-------------------------|
| Valid | 300 | 300 | 300 | 300 | 300 | 300 | 300 | 300 | 300 | 300 | 300 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Table 2

| FACULTY | | |
|---|-----|--------|
| Faculty of Education | 106 | 35,33% |
| Faculty of Engineering and Information Technologies | 90 | 31,33% |
| Faculty of Economics | 94 | 30% |
| Prep School | 10 | 3,33% |

The above table shows the frequency and percentage related to “Your faculty” question. From 300 students surveyed, 94 (31,33%) are students of Economics, 106 (35,33%) are students of Education faculty, while 90 (30%) are students of Engineering and 10 (3,33%) are students of Prep School.

Table 3

| DEPARTMENT | | |
|----------------------------------|----|--------|
| Architecture | 22 | 7.33% |
| Genetics and Bioengineering | 18 | 6% |
| IT | 25 | 8.33% |
| EEE | 25 | 8.33% |
| Management | 94 | 31.33% |
| Department of Oriental Philology | 24 | 8% |
| ELT | 82 | 27.33% |
| Prep School | 10 | 3.33% |

The above table shows the department frequencies and the percentage: Management Department 94 (31,33%), followed by Department of Oriental Philology 24 (8%), ELT Department 82 (27.33%), IT Department 25(8.33%), EEE Department 25 (8.33%), Architecture Department 22 (7.33%), Prep School 10 (3.33%), and Genetics and Bioengineering 18(6%).

Table 4

| Current level of study | |
|------------------------|-----|
| Bachelor Degree | 290 |
| Master Degree | 0 |
| PHD | 0 |
| Prep school | 10 |

Table 5

| Year of study | |
|---------------|----|
| 1 | 70 |
| 2 | 50 |
| 3 | 80 |
| 4 | 90 |
| Prep. | 10 |

Table 6

| Highest qualification planned for future | |
|--|------------|
| Bachelor degree | 40 |
| Master degree | 140 |
| PhD | 120 |
| TOTAL | 300 |

We can notice that most of the students 140 (46.66%) are planning to become Master. 120(40%) planning to come to PhD and 40 (13.33%) plan to stay in Bachelor Degree.

Questions

On question „How do you rate the quality of the institution's services in general?“ the average response was 4,24 on scale 1-7, where 1 stands for „very bad“ and 7 stands for „excellent“. There is slight satisfaction about feelings the institution's services in general.

For the question “How do you describe your feelings towards institution’s services in general?“ average grade was 4.45 . 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.

For the question “How likely are you to recommend the institution to others?“ the average grade was 4.26. 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.

Academic staff

We can notice that overall mean is 4, 72. 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 1nd, 5th and 6th question. Maximum mean is 5,1 and minimum mean is 4, 26.

Administrative staff

If we look on the results of the analysis about staff services, we can notice that overall mean is 4,75 mostly students are between slightly agree and neutral with the statements from the questionnaire, maximum mean is 4,88 and minimum mean is 4,59.

Campus

On questions about campus we have mean 4,51. 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 and safe environment. Maximum mean is 4,8 and minimum mean is 4,01.

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 4,81 with question about website quality and minimum mean is 4,18. Average mean is 4,59.

Study Programs

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 4,45. 1st question has maximum mean 4,7 and 2nd question has minimum mean 4,29.

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 3,48. Average mean is 4,28.

Education facilities

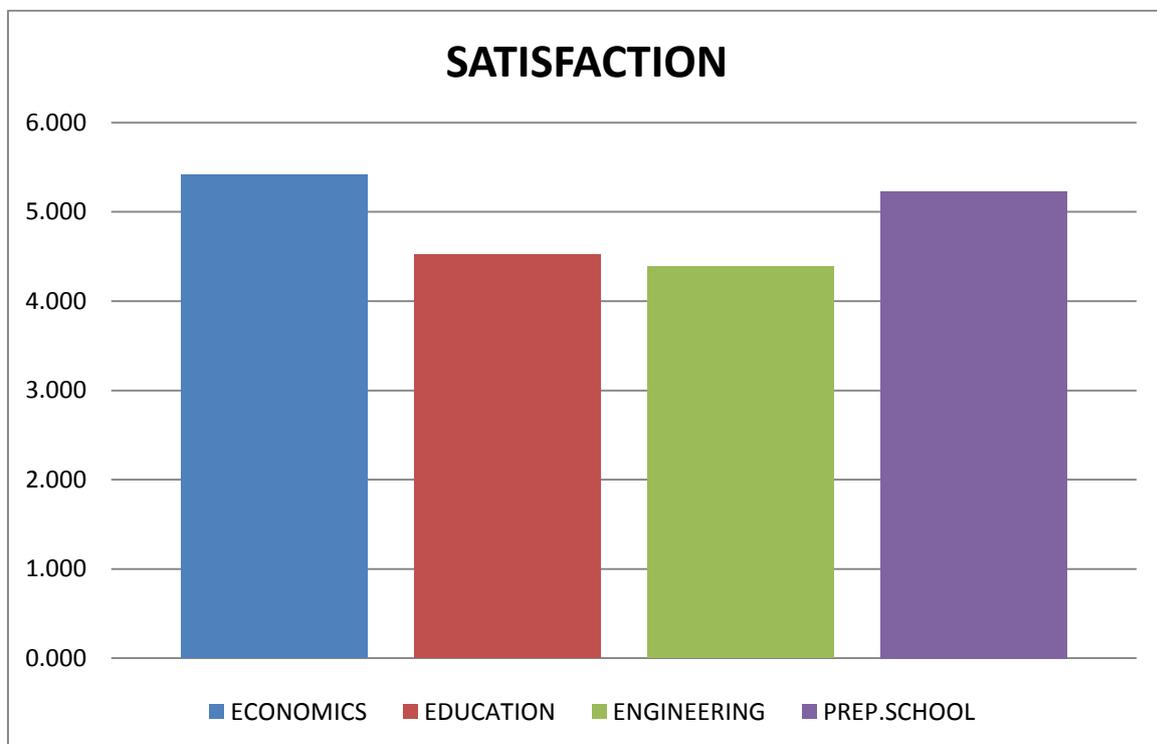
Here results show us clearly that students are between slightly agree and neutral with University Education Facilities. The most positive opinions were related to „The library services at the university are adequate” statement with 4,95 mean. Minimum mean is 4,54. And average mean 4,82.

Cafeteria

Regarding the Cafeteria we can notice that the students are mostly neutral with the statements from the questionnaire, about the University cafeteria. Maximum mean is 4,83 and minimum mean is 3,96. Average mean is 4.21

Overall

| | |
|-------|-------------|
| 5,420 | ECONOMICS |
| 4,523 | EDUCATION |
| 4,382 | ENGINEERING |
| 5,231 | PREP.SCHOOL |



CONCLUSION

We can conclude that students are satisfied with the university. The average grade varies between 4 and 6. Burch students are mostly satisfied with the academic staff and staff services offered by Burch University. They are very satisfied with library and extracurricular activities (sports). There are also aspects where students are neutral, or slightly not satisfied such as cafeteria or parking space.