

**Report**  
**based on the questionnaire results**  
**«Satisfaction of 2nd-5th year students with educational services»**  
**2023 – 2024 academic year**  
**Department:** «Economics and management of the enterprise»  
**Speciality:** 6B04105 Marketing

In October 2023, the quality management and accreditation center conducted an annual questionnaire on the satisfaction of 2nd-5th year students with the quality of services provided.

**Purpose of the survey:** To determine the degree of satisfaction of respondents with the quality of educational services provided and other areas of the university's activities.

In specialty 6B04105 «Marketing» 7 respondents took part in the questionnaire.

- 4th year – 7 students (70%).

**Form of study**

- Budget – 5 students (71.4%);
- Fee-paying – 2 students (28.6%).

The following data were obtained during the questionnaire:

Indicators:

**1. Are you satisfied? quality of services provided?**

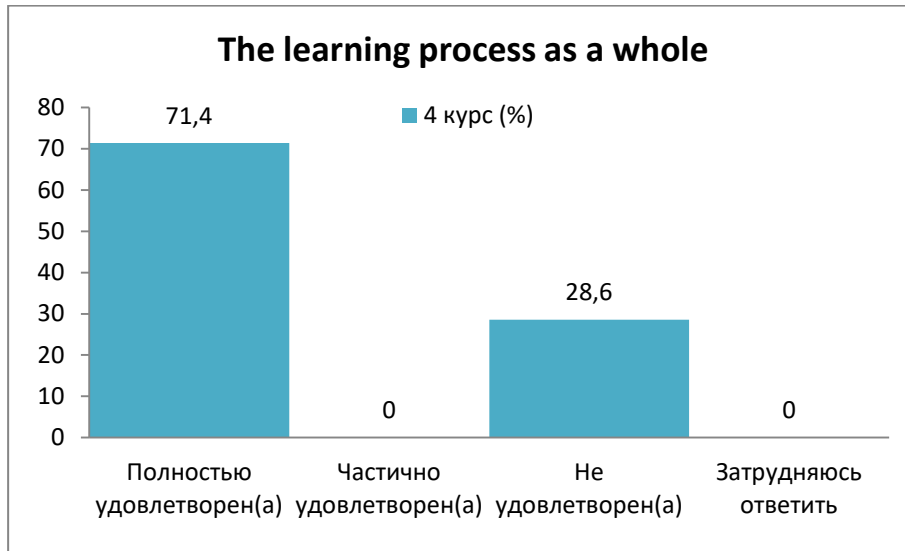
1.1 The learning process as a whole
1.2 Schedule of classes
1.3 Organization of independent work
1.4 Internship
1.5 Organization and implementation of the SIWT
1.6 Organization and implementation of laboratory work
1.7 Satisfaction with the library's work
1.8 Possibility of access to full-text databases of scientific publications
1.9 Living conditions in the hostel
1.10 Quality of medical care
1.11 Organization of catering at the university (prices, range of products, quality of prepared dishes)

Other \_\_\_\_\_

If you answered «to the previous question not satisfied», please provide recommendations for improving the services provided \_\_\_\_\_

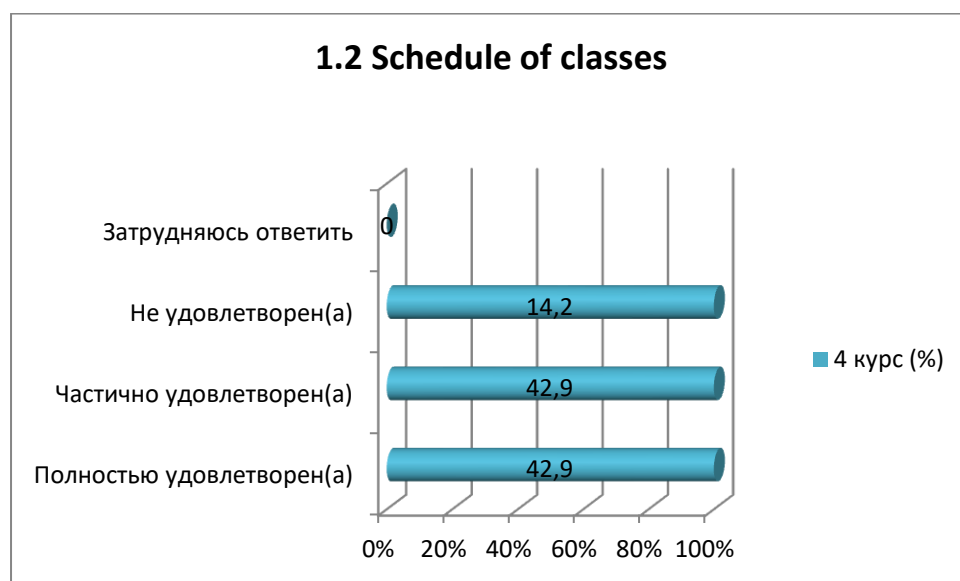
**1.1 The learning process as a whole**

Answer options	4th year (%)
<b>Completely satisfied</b>	71.4
<b>Partially satisfied</b>	-
<b>Not satisfied</b>	28.6
<b>I find it difficult to answer</b>	-



## 1.2 Schedule of classes

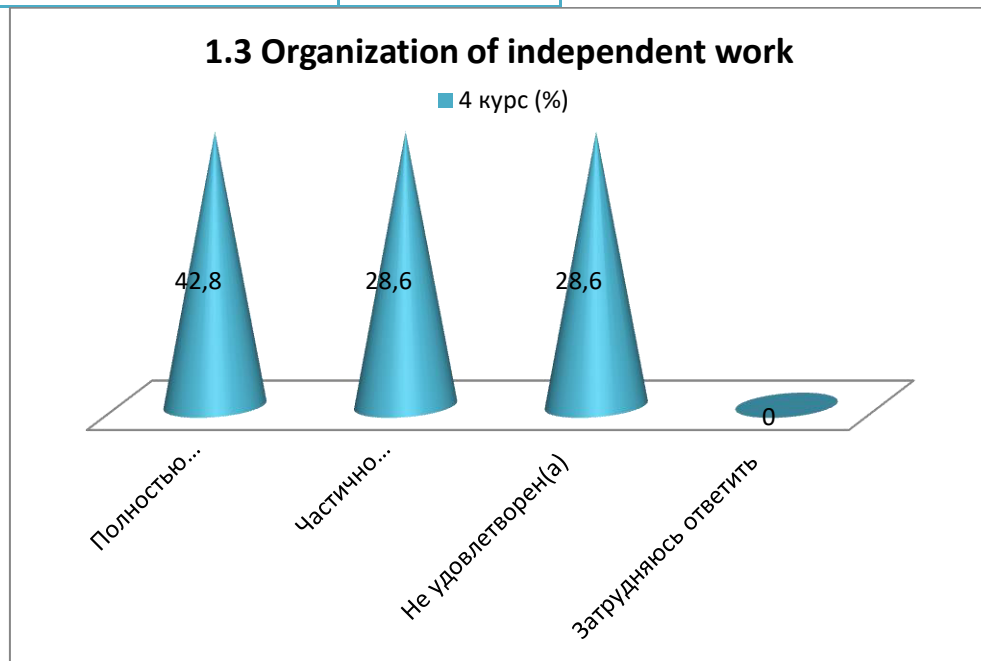
Answer options	4th year (%)
<b>Completely satisfied</b>	42.9
<b>Partially satisfied</b>	42.9
<b>Not satisfied</b>	14.2
<b>I find it difficult to answer</b>	-



## 1.3 Organization of independent work

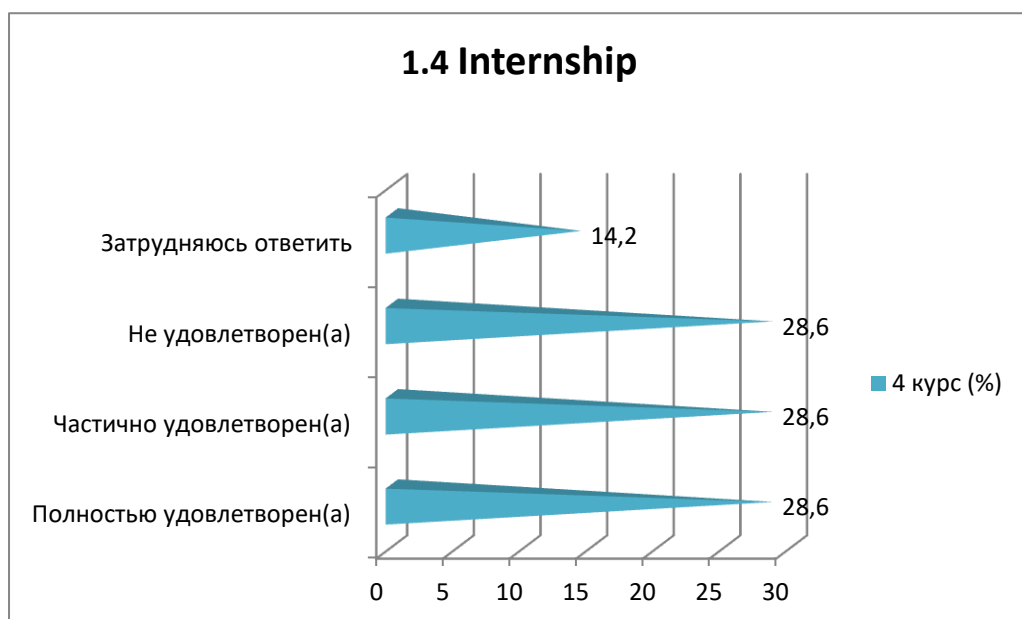
Answer options	4th year
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	(%)
<b>Completely satisfied</b>	42.8
<b>Partially satisfied</b>	28.6
<b>Not satisfied</b>	28.6
<b>I find it difficult to answer</b>	-



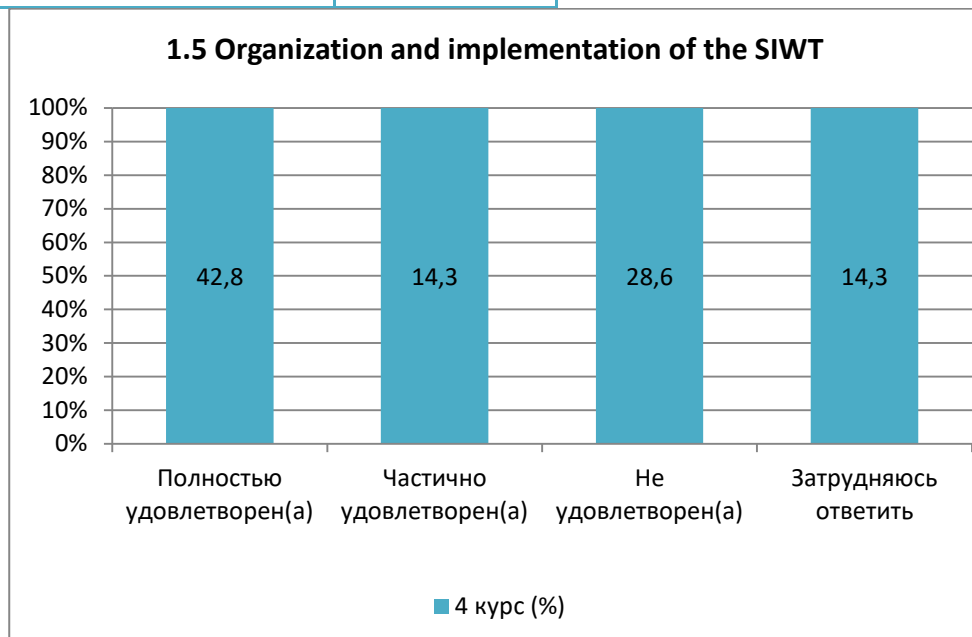
### 1.4 Internship

Answer options	<b>4th year (%)</b>
<b>Completely satisfied</b>	28.6
<b>Partially satisfied</b>	28.6
<b>Not satisfied</b>	28.6
<b>I find it difficult to answer</b>	14.2



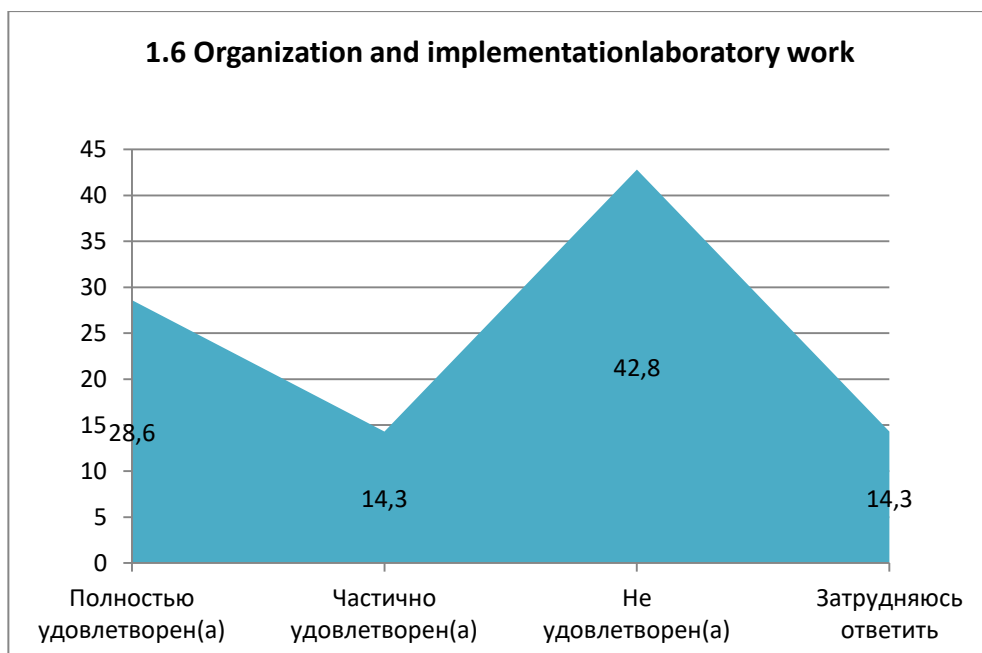
### 1.5 Organization and implementation of the SIWT

Answer options	4th year (%)
<b>Completely satisfied</b>	42.8
<b>Partially satisfied</b>	14.3
<b>Not satisfied</b>	28.6
<b>I find it difficult to answer</b>	14.3



### 1.6 Organization and implementation laboratory work

Answer options	4th year (%)
<b>Completely satisfied</b>	28.6
<b>Partially satisfied</b>	14.3
<b>Not satisfied</b>	42.8
<b>I find it difficult to answer</b>	14.3



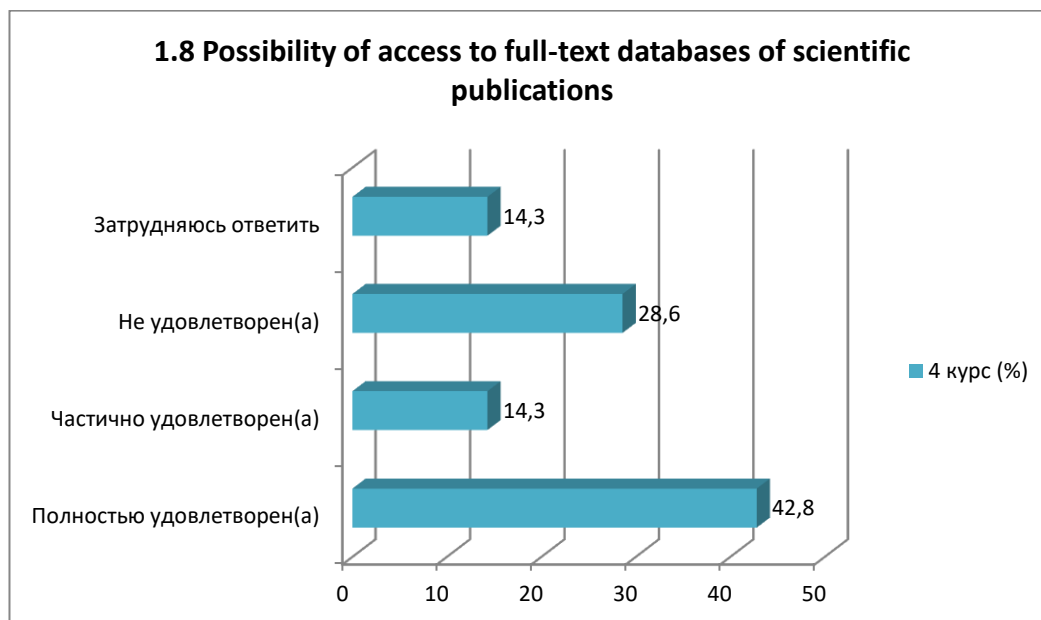
## 1.7 Satisfaction with the library's work

Answer options	4th year (%)
<b>Completely satisfied</b>	28.6
<b>Partially satisfied</b>	-
<b>Not satisfied</b>	28.6
<b>I find it difficult to answer</b>	42.8



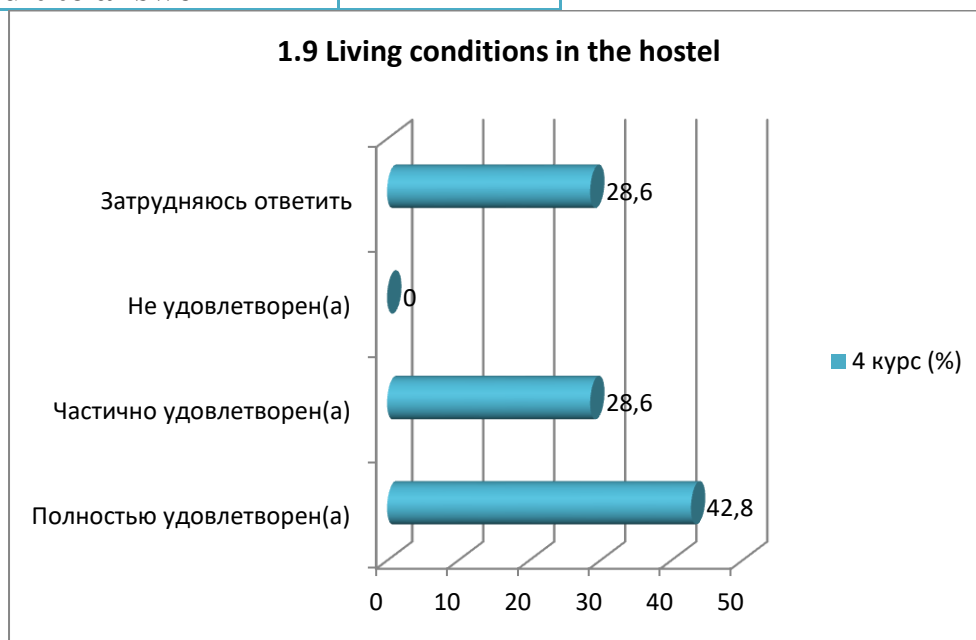
## 1.8 Possibility of access to full-text databases of scientific publications

Answer options	4th year (%)
<b>Completely satisfied</b>	42.8
<b>Partially satisfied</b>	14.3
<b>Not satisfied</b>	28.6
<b>I find it difficult to answer</b>	14.3



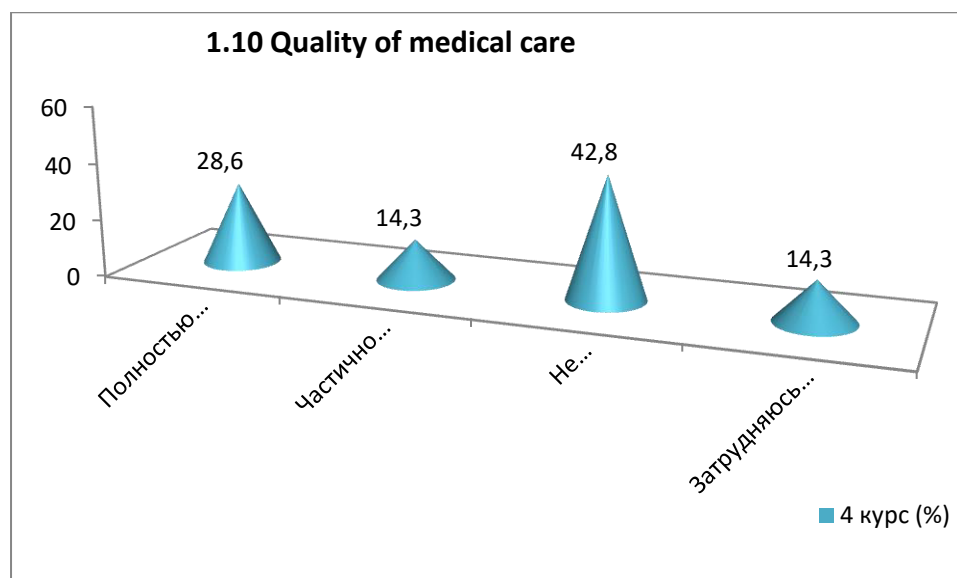
## 1.9 Living conditions in the hostel

Answer options	4th year (%)
<b>Completely satisfied</b>	42.8
<b>Partially satisfied</b>	28.6
<b>Not satisfied</b>	-
<b>I find it difficult to answer</b>	28.6



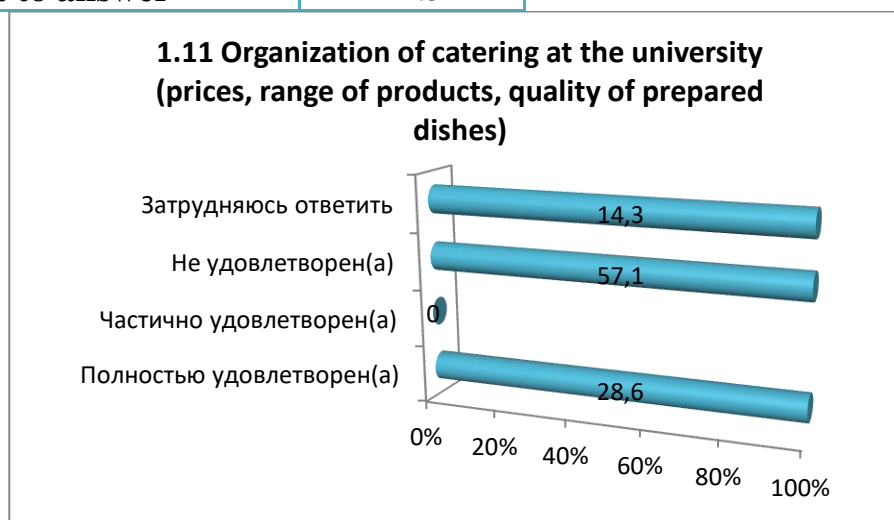
## 1.10 Quality of medical care

Answer options	4th year (%)
<b>Completely satisfied</b>	28.6
<b>Partially satisfied</b>	14.3
<b>Not satisfied</b>	42.8
<b>I find it difficult to answer</b>	14.3



### 1.11 Organization of catering at the university (prices, range of products, quality of prepared dishes)

Answer options	4th year (%)
<b>Completely satisfied</b>	28.6
<b>Partially satisfied</b>	-
<b>Not satisfied</b>	57.1
<b>I find it difficult to answer</b>	14.3



### 2. What is your attitude towards the quality of the organization of the educational process?

Answer options	4th year (%)
<b>No complaints</b>	14.3
<b>Mismatch between the studied disciplines and the received specialty</b>	-
<b>Mismatch between the importance of the subject and the number of hours</b>	14.3
<b>Overload of classroom activities</b>	28.6
<b>Dissatisfaction with the quality of classes</b>	28.6
<b>Dissatisfaction with the organization of tests and exams</b>	14.3
<b>Other(write your answer)</b>	-

For the option «If you answered «Does not correspond or is not satisfactory» to the previous question, please provide recommendations for improvement» Students indicated the following options\*:

-Marketing should have math and machine learning, and we already covered the basic marketing stuff in the very first terms.

## 2. What is your attitude towards the quality of the organization of the educational process?

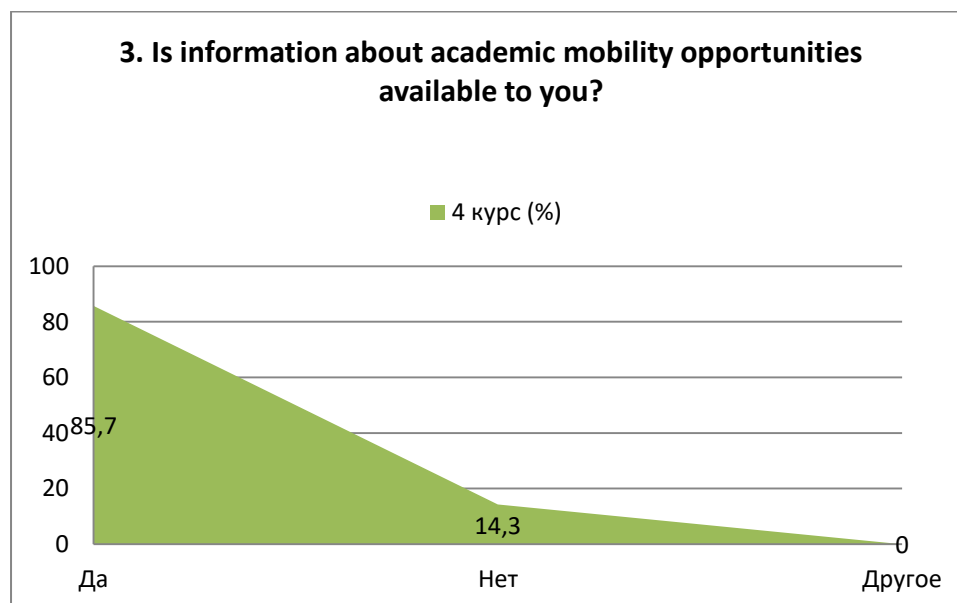


## 3. Is information about academic mobility opportunities available to you?

Answer options

4th year  
(%)

Yes	85.7
No	14.3
Other	-



## 4. What do you think the relationship is like:

4.1 Between students
4.2 Between teachers and students (in the educational process)
4.3 Between the student and the curator
4.4 Between students and administration
4.5 Between students and department staff (library, student department, etc.)
4.6 Between students and security service



Other \_\_\_\_\_

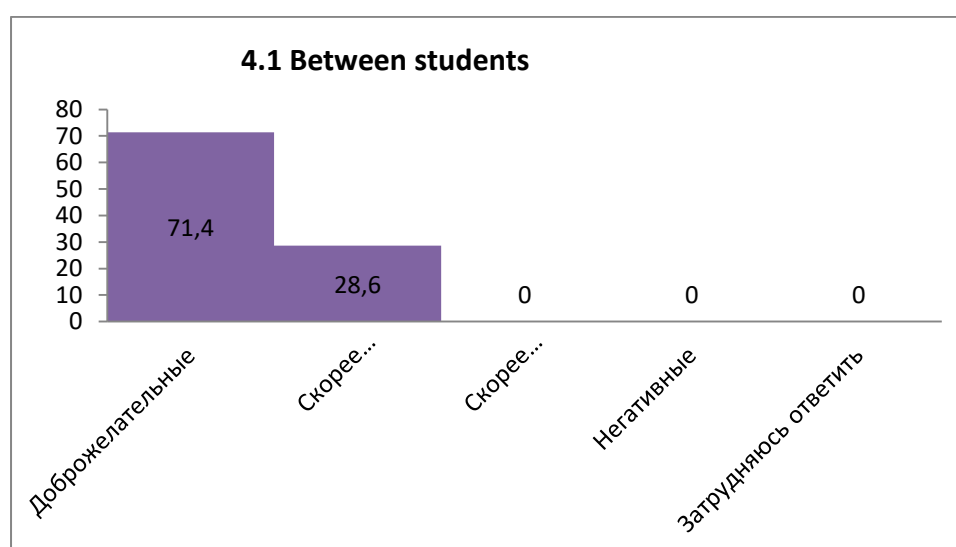
If you answered «not satisfied» to the previous question, please provide recommendations for improving the services provided \_\_\_\_\_

#### 4.1 Between students

Answer options

4th year (%)

<b>Benevolent</b>	71.4
<b>More benevolent than malevolent</b>	28.6
<b>More malevolent than benevolent</b>	-
<b>Negative</b>	-
<b>I find it difficult to answer</b>	-

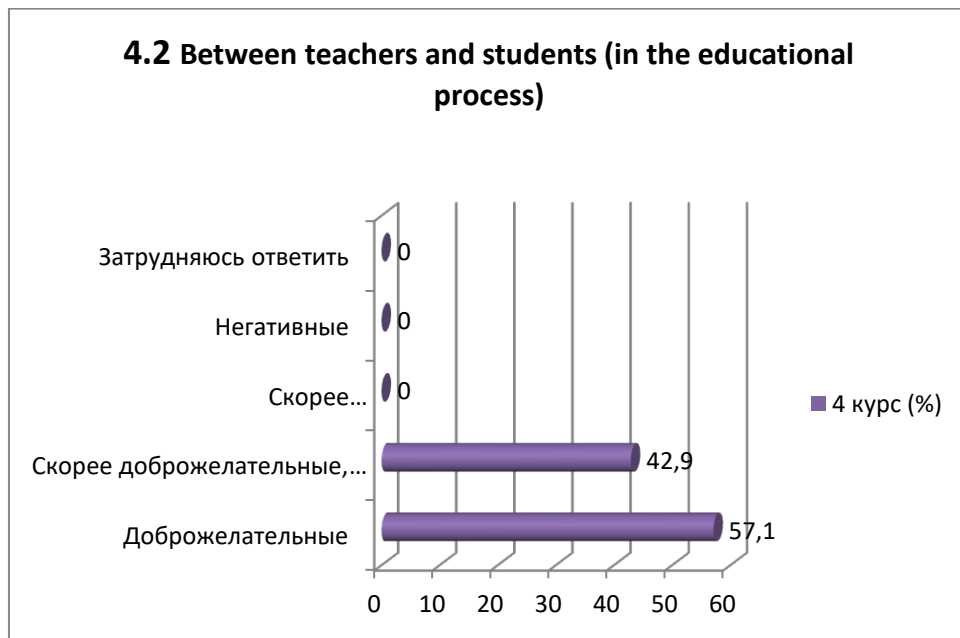


#### 4.2 Between teachers and students (in the educational process)

Answer options

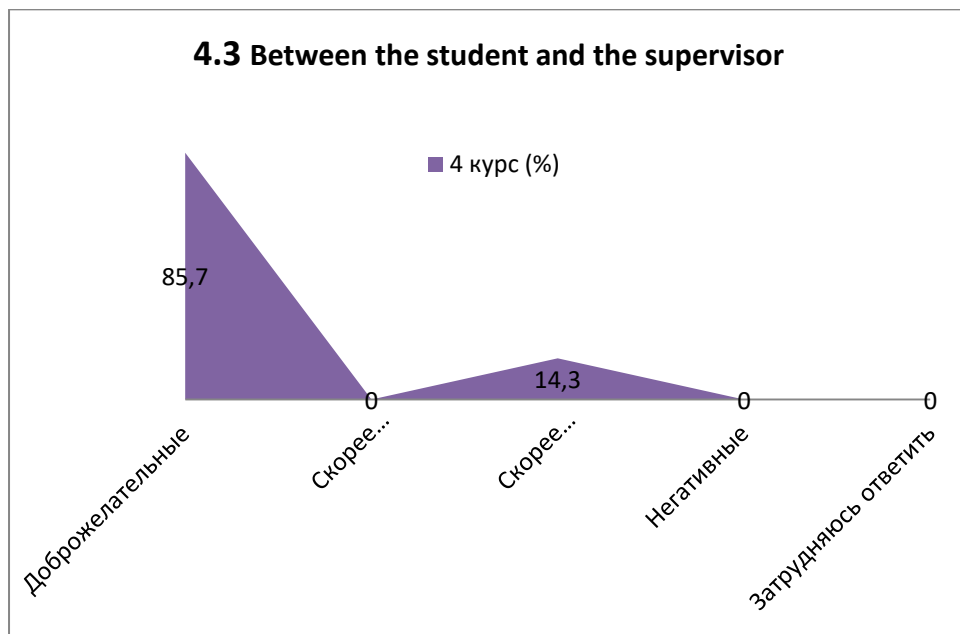
4th year (%)

<b>Benevolent</b>	57.1
<b>More benevolent than malevolent</b>	42.9
<b>More malevolent than benevolent</b>	-
<b>Negative</b>	-
<b>I find it difficult to answer</b>	-



### 4.3 Between the student and the supervisor

Answer options	4th year (%)
<b>Benevolent</b>	85.7
More benevolent than malevolent	-
More malevolent than benevolent	14.3
<b>Negative</b>	-
<b>I find it difficult to answer</b>	-

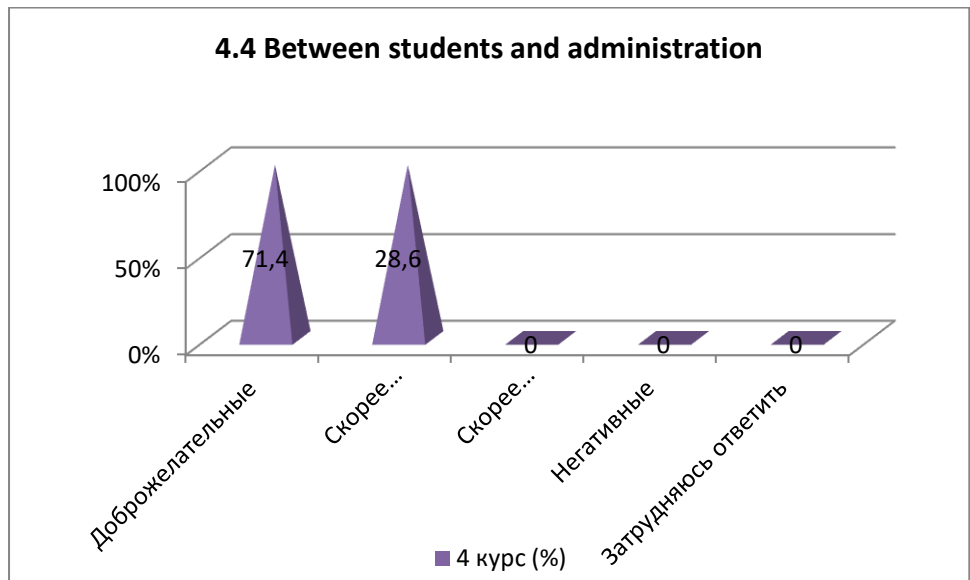


### 4.4 Between students and administration

Answer options	4th year (%)
<b>Benevolent</b>	71.4
More benevolent than malevolent	28.6
More malevolent than benevolent	-
<b>Negative</b>	-

**I find it difficult to answer**

-

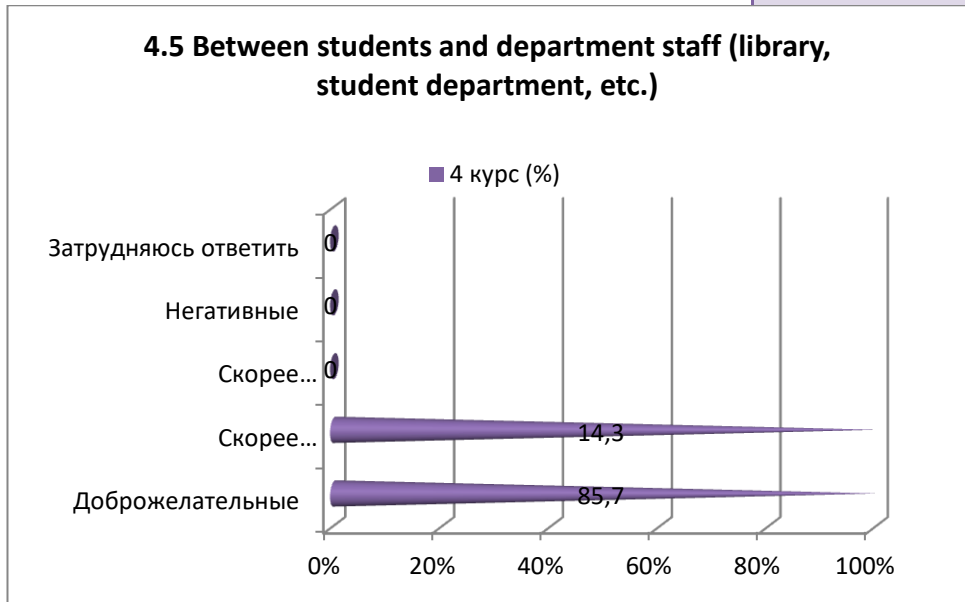


**4.5 Between students and department staff (library, student department, etc.)**

Answer options

**4th year (%)**

<b>Benevolent</b>	85.7
<b>More benevolent than malevolent</b>	14.3
<b>More malevolent than benevolent</b>	-
<b>Negative</b>	-
<b>I find it difficult to answer</b>	-

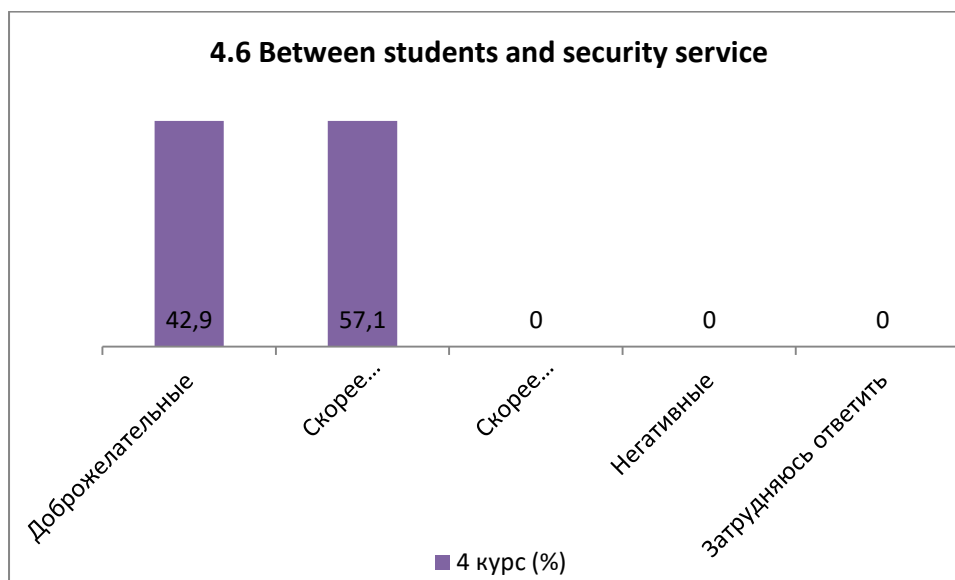


**4.6 Between students and security service**

Answer options

**4th year (%)**

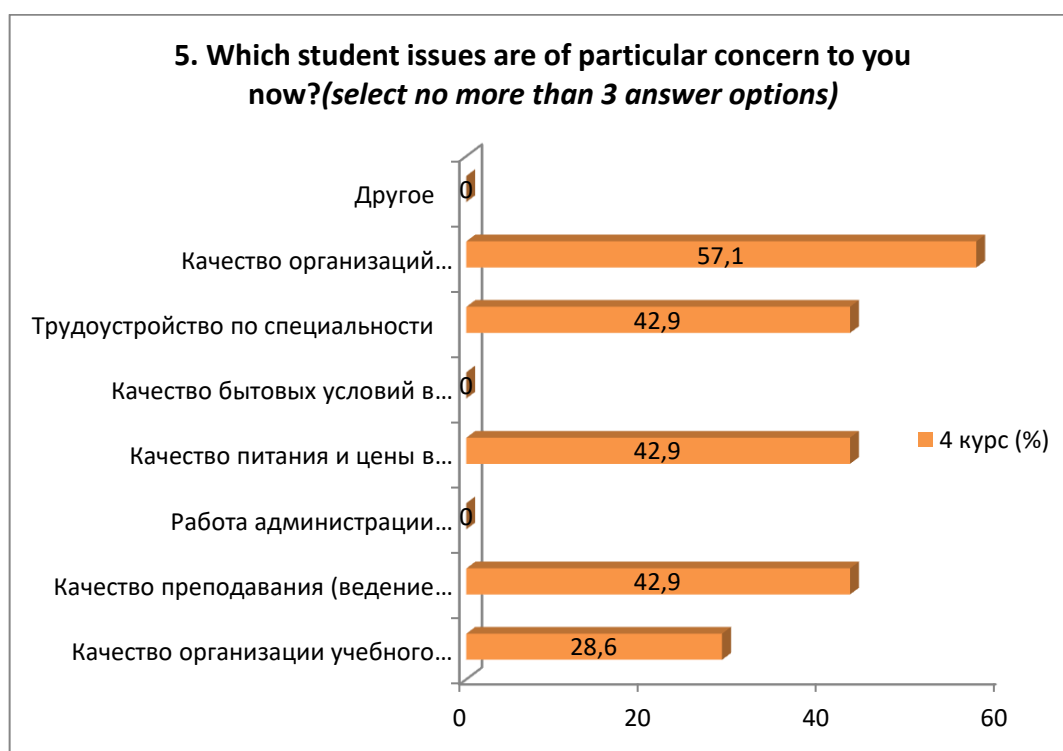
<b>Benevolent</b>	42.9
<b>More benevolent than malevolent</b>	57.1
<b>More malevolent than benevolent</b>	-
<b>Negative</b>	-
<b>I find it difficult to answer</b>	-



**5. Which student issues are of particular concern to you now?** (select no more than 3 answer options)

Answer options	4th year (%)
Quality of organization of the educational process	28.6
Quality of teaching (class delivery, assessment of knowledge, etc.)	42.9
Administration work (department, etc.)	-
Food quality and prices in the student canteen	42.9
Quality of living conditions in the hostel	-
Employment in the specialty	42.9
Quality of industrial practice organizations	57.1
Other	-

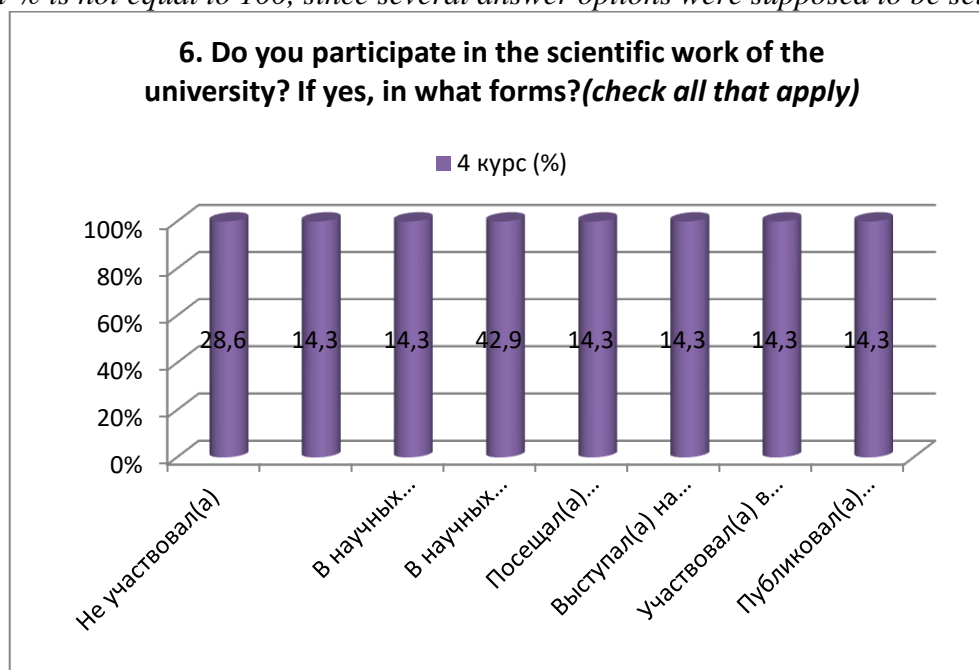
*\*The sum in % is not equal to 100, since several answer options were supposed to be selected*



**6. Do you participate in the scientific work of the university? If yes, in what forms? (check all that apply)**

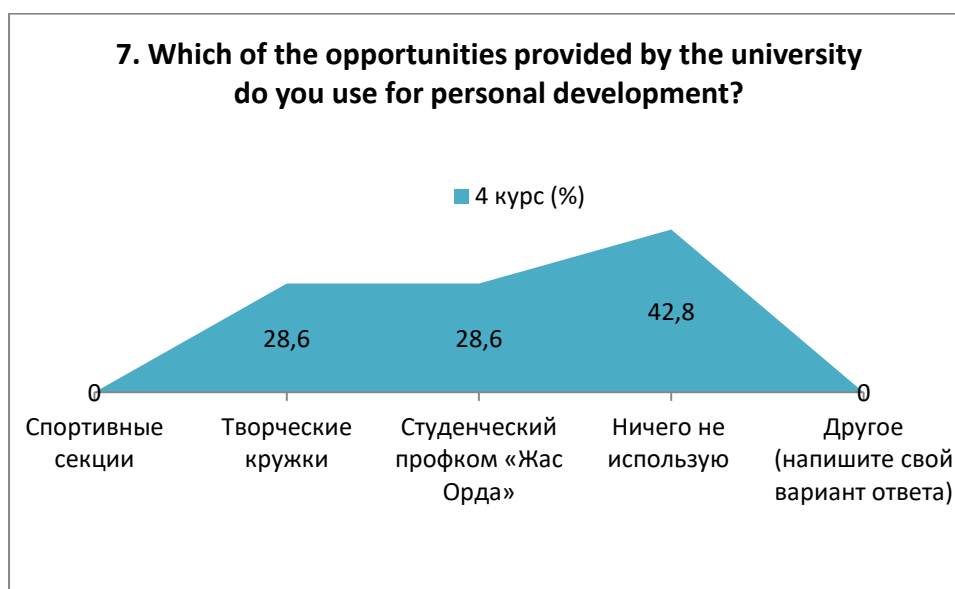
Answer options	4th year (%)
<b>Did not participate</b>	28.6
<b>Sometimes, when it is necessary for formal reasons</b>	14.3
<b>In scientific projects of laboratories, centers, etc. under a contract, within the framework of a grant, etc.</b>	14.3
<b>In scientific projects of laboratories, clubs, circles, etc. on a gratuitous basis</b>	42.9
<b>Attended scientific seminars, clubs and other scientific events</b>	14.3
<b>Presented at a conference (including a student conference), scientific seminar)</b>	14.3
<b>Participated in a competition of student scientific papers</b>	14.3
<b>Published the results of his/her research (including in student collections)</b>	14.3

*\*The sum in % is not equal to 100, since several answer options were supposed to be selected*



**7. Which of the opportunities provided by the university do you use for personal development?**

Answer options	4th year (%)
<b>Sports sections</b>	-
<b>Creative circles</b>	28.6
<b>Student trade union "zhas orda"</b>	28.6
<b>I don't use anything</b>	42.8
<b>Other (write your answer)</b>	-



For the option «**If you answered «I don't use anything» to the previous question, please write why.»** Students indicated the following options\*:

- It's not interesting, because I'm only interested in the application of mathematics and economics in practice.

### 8. How satisfied are you with the material resources of our university?

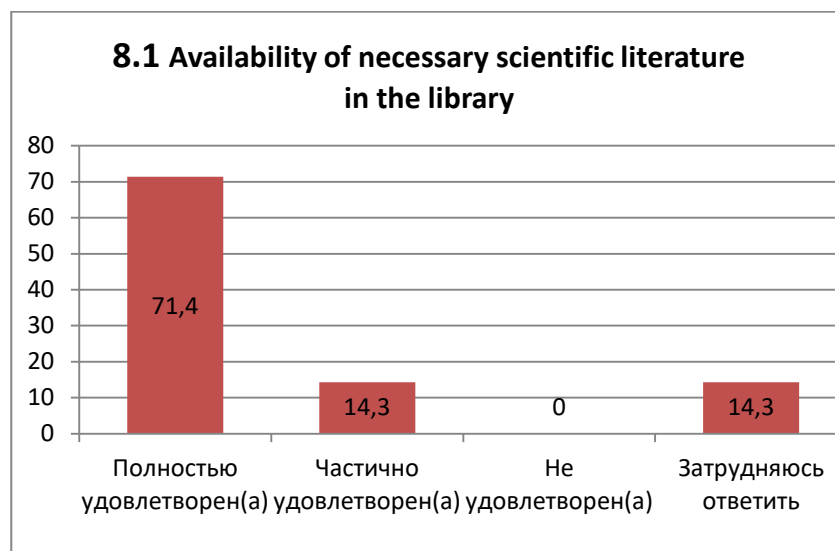
8.1 Availability of necessary scientific literature in the library
8.2 Modernity of computer equipment
8.3 Internet channel width, its speed
8.4 Software modernity
8.5 Availability of educational and scientific equipment
8.6 Availability of laboratories and specialized classrooms
8.7 Availability of sports equipment

Other \_\_\_\_\_

If you answered the previous question «**not satisfied**», please provide recommendations for improving the services provided \_\_\_\_\_

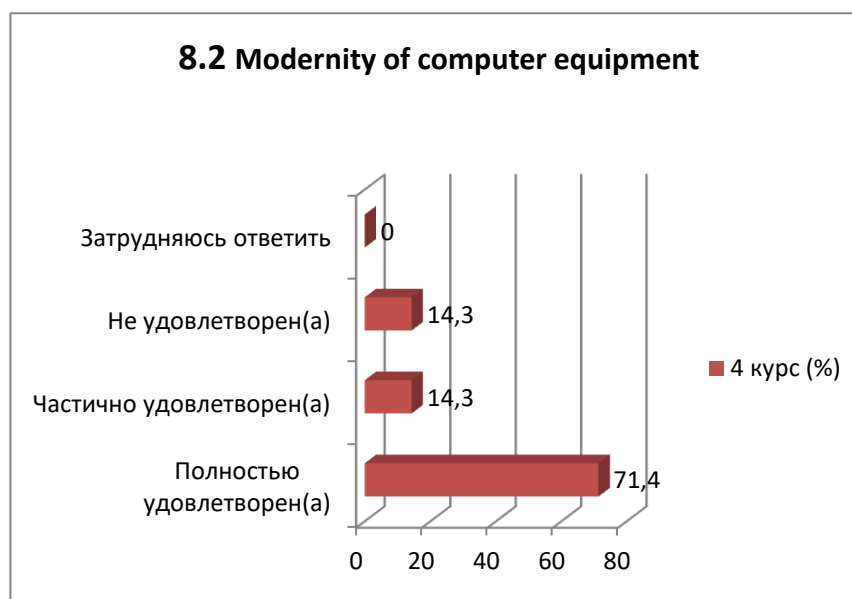
#### 8.1 Availability of necessary scientific literature in the library

Answer options	4th year (%)
<b>Completely satisfied</b>	71.4
<b>Partially satisfied</b>	14.3
<b>Not satisfied</b>	-
<b>I find it difficult to answer</b>	14.3



### 8.2 Modernity of computer equipment

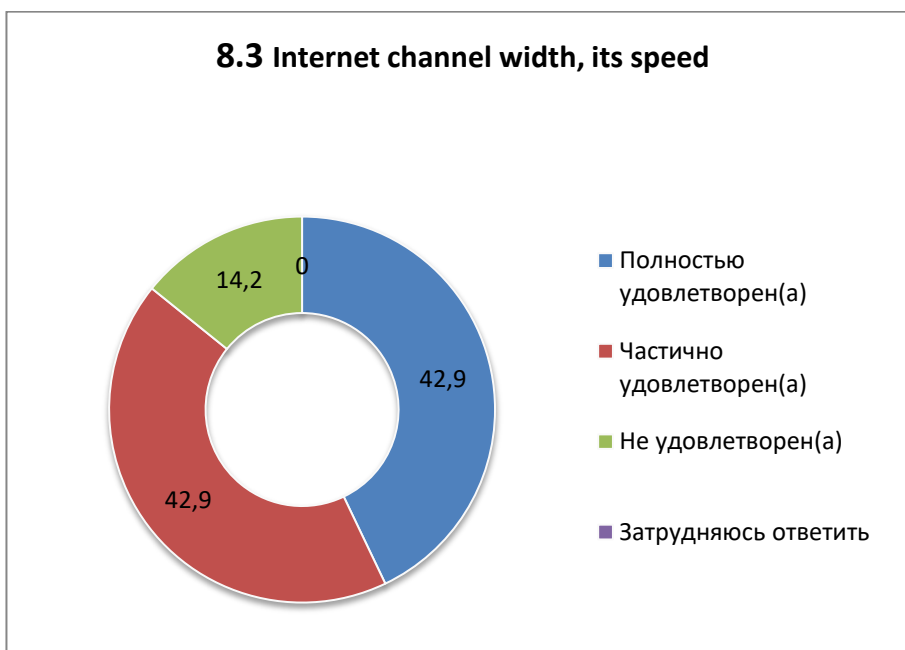
Answer options	4th year (%)
<b>Completely satisfied</b>	71.4
<b>Partially satisfied</b>	14.3
<b>Not satisfied</b>	14.3
<b>I find it difficult to answer</b>	-



### 8.3 Internet channel width, its speed

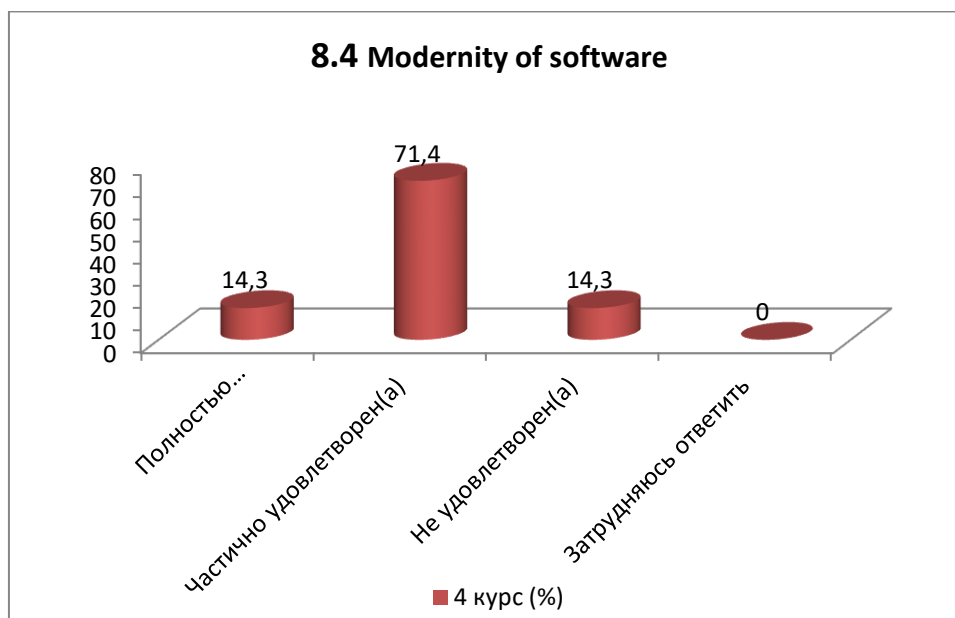
Answer options	4th year (%)
<b>Completely satisfied</b>	42.9
<b>Partially satisfied</b>	42.9
<b>Not satisfied</b>	14.2
<b>I find it difficult to answer</b>	-

### 8.3 Internet channel width, its speed



### 8.4 Modernity of software

Answer options	4th year (%)
<b>Completely satisfied</b>	14.3
<b>Partially satisfied</b>	71.4
<b>Not satisfied</b>	14.3
<b>I find it difficult to answer</b>	-

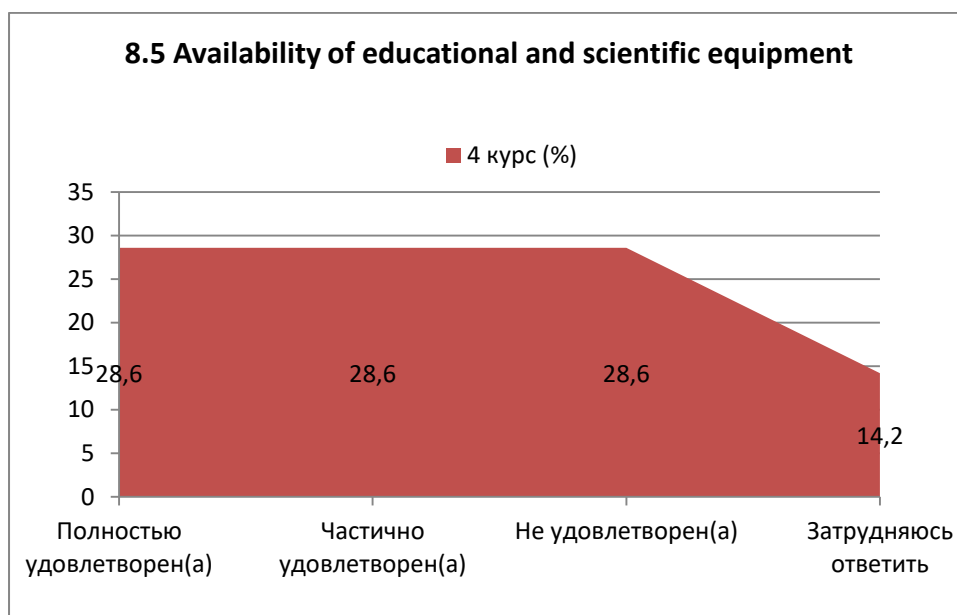


### 8.5 Availability of educational and scientific equipment

Answer options	4th year (%)
<b>Completely satisfied</b>	28.6
<b>Partially satisfied</b>	28.6
<b>Not satisfied</b>	28.6

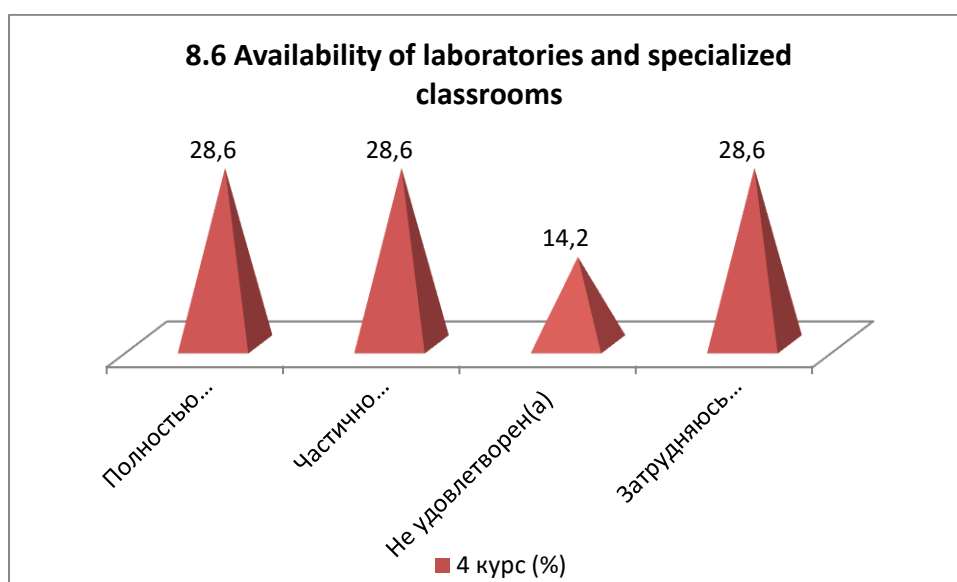


<b>I find it difficult to answer</b>	14.2
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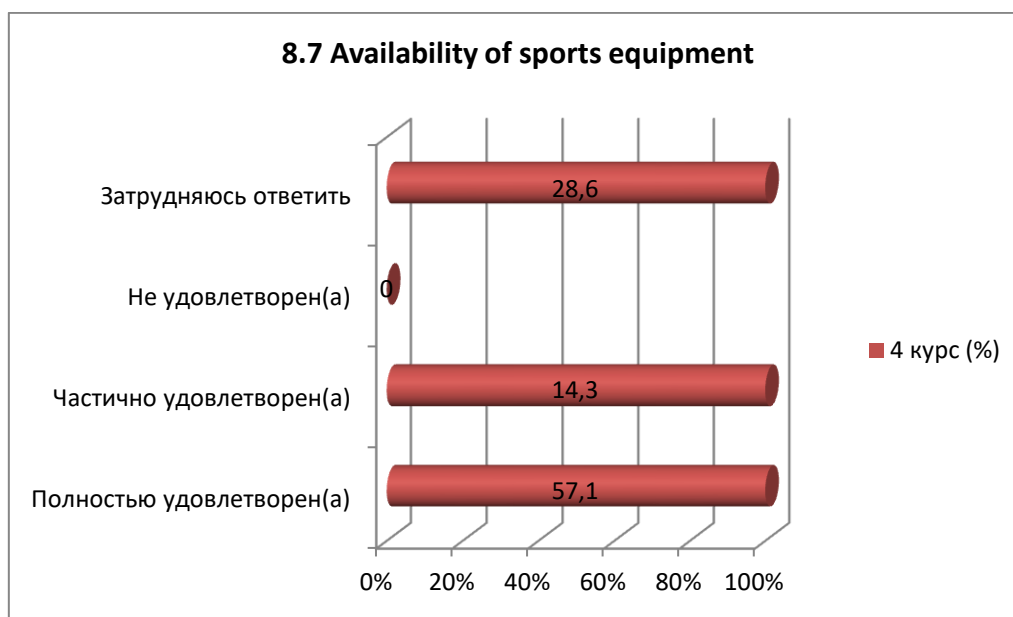
### 8.6 Availability of laboratories and specialized classrooms

Answer options	4th year (%)
<b>Completely satisfied</b>	28.6
<b>Partially satisfied</b>	28.6
<b>Not satisfied</b>	14.2
<b>I find it difficult to answer</b>	28.6



### 8.7 Availability of sports equipment

Answer options	4th year (%)
<b>Completely satisfied</b>	57.1
<b>Partially satisfied</b>	14.3
<b>Not satisfied</b>	-



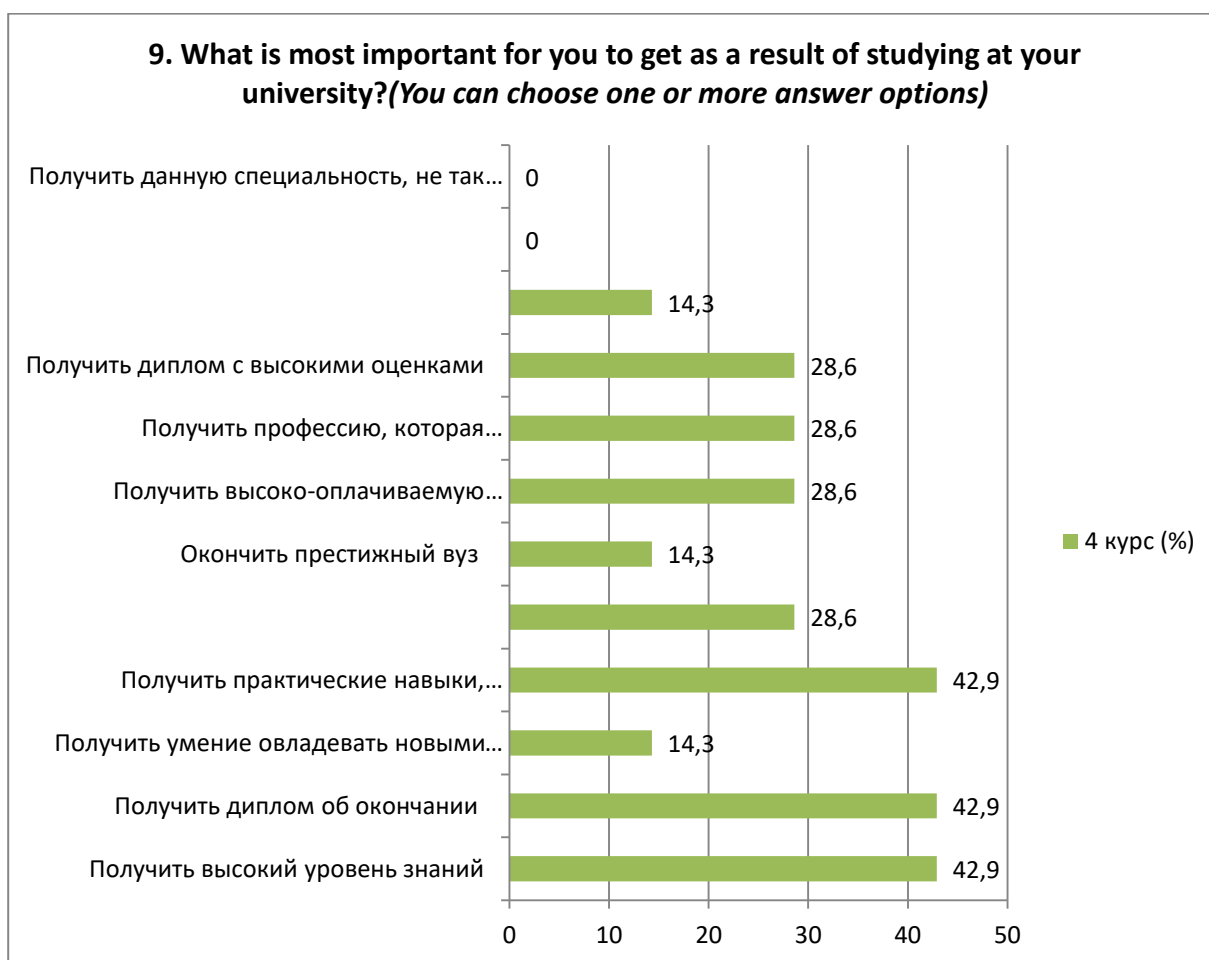
**9. What is most important for you to get as a result of studying at your university?(You can choose one or more answer options)**

Answer options

**4th year  
(%)**

<b>Obtain a high level of knowledge</b>	42.9
<b>Receive a diploma of completion</b>	42.9
<b>Gain the ability to master new knowledge that will help you quickly adapt to the workplace</b>	14.3
<b>Gain practical skills that you can immediately use in your work</b>	42.9
<b>Get a diploma, the prestige of the university does not matter</b>	28.6
<b>Graduate from a prestigious university</b>	14.3
<b>Get a high-paying profession</b>	28.6
<b>Get a profession that is interesting and matches your abilities</b>	28.6
<b>Get a diploma with high marks</b>	28.6
<b>You only need to learn what is interesting or will be needed in your future studies (work)</b>	14.3
<b>Graduate from this particular university, it doesn't matter what specialty</b>	-
<b>It doesn't really matter which university you go to to get this specialty.</b>	-

*\*The sum in % is not equal to 100, since several answer options were supposed to be selected*



Based on the questionnaire results, the following conclusions can be drawn:

The quality of educational services at the university depends on a whole range of factors. A special place in it belongs to the educational process. Correct and effective organization of the educational process is the key to successful and high-quality training of specialists. The results of the questionnaire «Satisfaction of 2-5 year students with educational services» indicate a high degree of satisfaction among respondents learning process at the university. 71.4% of respondents are completely satisfied with the learning process, 28.6% are not satisfied. For ease of analysis, let us consider in more detail the criteria by which respondents assessed their satisfaction with educational services.

Students rated the following criteria as «good quality» (satisfaction rates below 80%), reporting their full and partial satisfaction:

- class schedule (85.8%);
- organization of independent work (71.4%);
- living conditions in a hostel (71.4%);
- quality of internship (57.1%);
- organization and implementation of the SIWT (57.1%);
- the ability to access full-text databases of scientific publications (57.1%).

The questionnaire results highlight three aspects that students trust the least: the quality of medical care, the library, and the university's catering. Many respondents expressed dissatisfaction but did not specify the reasons for this. Some had difficulty answering, perhaps due to uncertainty in assessing the parameters.

85.7% of respondents have information about academic mobility. Based on this, it can be understood that the university successfully implements the program of outgoing and incoming academic mobility, which contributes to improving the quality of higher

education, increasing the effectiveness of scientific research, establishing internal and external integration links, and using global educational resources.

As can be seen from the presented results, the relationships between students, teachers and students (in the educational process), curators and students, administration and students, department staff (library, student department, etc.) and students, security service and students are assessed by respondents mainly as “friendly” and “more friendly than unfriendly”, respectively, which fully corresponds to the high level of satisfaction and is a good indicator of the moral and psychological climate in the student environment.

28.6% of students do not participate in the scientific work of the university. The reasons for non-participation were not indicated by the students in the survey.

The survey also revealed 42.8% of students who do not use the opportunities provided by the university for personal development, such as sports sections, creative clubs and the student trade union «Zhas Orda». One of the students explained the reason for his non-participation in scientific activities by a lack of interest.

The university's material resources fully satisfy the needs of the majority of students surveyed.

Students believe that obtaining a high level of knowledge is the most important outcome of studying at a university. In second place in importance is obtaining a diploma of completion. Third place is given to obtaining practical skills that can be immediately used in work.

Overall, the questionnaire results indicate the need to further improve the university's work to increase students' awareness of the possibilities of academic mobility, improve the quality of the educational process, and create conditions for the active involvement of students in scientific and extracurricular activities.

### **Recommendations:**

The head of the department must familiarize the staff and students with the results of the questionnaire and discuss them during curatorial hours. If necessary, develop an action plan to improve the quality of educational services.

Students can request the results of the questionnaires by email from the quality management and accreditation center. [cqma\\_kstu@mail.ru](mailto:cqma_kstu@mail.ru).