

FINDINGS OF THE SURVEY OF THE GRADUATES OF THE FACULTY OF BUSINESS

2019–2020 y.

TIME:

June – September 2020

AIM:

The surveys of the graduates of 2019 and 2020 were conducted to find out graduates' evaluative attitudes towards studies at the Faculty of Business of Kaunas University of Applied Sciences. In addition, the studies determined the Net Promoter Score (NPS), the application of which is typical for businesses seeking to measure the level of consumer satisfaction.

QUESTIONNAIRE:

The survey questionnaire for the graduates of 2020 included 8 questions intended to determine the following dimensions: study quality components as factors that influence satisfaction with studies and the Net Promoter Score as an expression of satisfaction with the quality of services provided by Kaunas University of Applied Sciences. Furthermore, since consumer satisfaction is related to the quality of the service, which in the case of a higher education institution is the quality of studies, the factors that have an impact on the overall quality of the service (studies, organisation of studies, competence of the academic staff, relations with the academic staff, relations with the faculty administration), extra services (dormitory, canteen), infrastructure (IT services, physical environment) and the values of Kaunas University of Applied Sciences were assessed.

The graduates of 2019 were asked only one question to determine the NRS, i.e., to rate the likelihood of recommending on the scale of 1 to 10, where 1 means "would definitely not recommend", and 10 means "would definitely recommend".

Based on the responses on the scale of 1-10, the graduates are grouped into:

- promoters, 9-10 points;
- passive, 7-8 points;
- disparagers, 1-6 points.

NPS = percentage of promoters minus percentage of disparagers. The indicator can range from - 100 to 100. When the NPS value equals or exceeds 0, the result is recognised as a good one. The NPS above 50 is an extremely high score.

101 graduates of the Faculty of Business of **2019** participated in the survey. The respondents were distributed according to the likelihood of recommendation as follows: disparagers - 27.7 per cent, passive - 27.72 per cent, and promoters -34.65 per cent.

NPS is 6.93, which means that the value equals to or is greater than 0 and is considered a good result.

165 graduates of the Faculty of Business of **2020** participated in the survey. According to the promotion probability, the respondents were distributed as follows: *disparagers* - 45.46 per cent, *passive* - 33.94 per cent, and *promoters* - 20.61 per cent. The NPS value is 24.85.

The survey of the graduates of 2020 was supplemented with questions to assess their satisfaction with studies over the whole period.

Do you agree with the following statements? (1- strongly disagree, 10 – strongly agree)

Statements	1	2	3	4	5	6	7	8	9	10
KUAS is a modern institution	7	2	2	6	6	8	25	44	28	37
KUAS is an internationally recognised institution	8	2	7	9	19	13	26	32	28	21
KUAS graduates are valued by employers	14	3	6	7	25	18	20	29	25	18
KUAS nurture the national culture and traditions	9	0	5	5	23	6	27	8	30	29
KUAS takes decisions considering students' needs	21	5	11	11	27	15	20	25	13	17
KUAS develops students' creativity	10	1	9	10	22	21	22	30	20	20
A student is an equal member of the KUAS community	18	6	10	13	12	10	22	21	25	28
KUAS is a professional institution	10	4	12	7	18	10	17	26	30	31
KUAS is an open institution	8	1	1	6	15	14	24	30	28	38
KUAS graduates are recognised as professionals in the labour market	16	4	11	9	22	18	28	26	18	13
Communication among the academic staff, administration, and students is based on respect	11	7	10	9	12	14	21	29	22	30
The student feels a full member of the KUAS community	18	7	10	11	15	8	21	24	20	31
Quality of studies	8	4	8	11	15	16	24	39	24	16

Average

Statements	Average
KUAS is a modern institution	7,68
KUAS is an internationally recognised institution	6,92
KUAS graduates are valued by employers	6,52
KUAS nurture the national culture and traditions	6,11
KUAS takes decisions considering students' needs	5,82
KUAS develops students' creativity	6,60
A student is an equal member of the KUAS community	6,42
KUAS is a professional institution	6,90
KUAS is an open institution	7,49
KUAS graduates are recognised as professionals in the labour market	6,10
Communication among the academic staff, administration, and students is based on respect	6,74
The student feels a full member of the KUAS community	6,41
Quality of studies	6,73

Graduates mostly agreed that KUAS is a modern institution, KUAS is an open institution, and KUAS is an internationally recognised institution.

Please rate your studies at KUAS (in terms of the study period) (1 - bad, 10 - excellent)

Statements	1	2	3	4	5	6	7	8	9	10
Faculty administration	15	4	9	7	6	10	22	19	40	33
Communication of the academic staff	10	4	5	8	14	15	27	31	29	22
Professionalism of the academic staff	8	0	7	12	16	12	25	30	36	19
Dormitory services (if applicable)	36	4	4	5	34	13	18	16	11	24
Canteen services	11	3	4	6	14	11	26	35	23	32
Library services	5	0	0	3	4	3	11	21	34	84
IT services (Wi-Fi, software, and applications)	13	2	8	5	11	12	30	31	25	28
Environment, infrastructure (lecture rooms, shared areas, group-work spaces)	6	1	3	3	10	9	18	37	35	43
Organisation of studies (timetables, Study Management System)	17	9	6	13	12	17	20	37	18	16

Average

Statements	Average
Faculty administration	7,05
Communication of the academic staff	6,93
Professionalism of the academic staff	7,02
Dormitory services (if applicable)	5,56
Canteen services	7,14
Library services	8,76
IT services (Wi-Fi, software, and applications)	6,98
Environment, infrastructure (lecture rooms, shared areas, group-work spaces)	7,88
Organisation of studies (timetables, Study Management System)	6,21

The study findings revealed that the most significant factors that impact students' satisfaction with their studies are the performance of the faculty administration, the study environment and infrastructure, canteen services and library services. Students were least satisfied with the dormitory services and study organisation (timetables, Study Management System).