

OBLAST STUDIJA NA KVALITET OBRAZOVANJA U SREDNJIM I VIŠIM ŠKOLAMA U OKRUGU, KAHTA ADIYAMAN

A FIELD STUDY ON EDUCATION QUALITY AND EFFICIENCY IN SECONDARY AND HIGHSCHOOLS IN KAHTA DISTRICT, ADIYAMAN CITY

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Summary

In our globalizing world, with is increasing the necessity of education, lifelong education is actualized and intense developments in transportation and communication have been affecting educational as well as other institutions. These developments and transformations, which occurred in a short time, have been affecting educational institutions within the context of suitability for information society, adoption of universal values, contribution to information society, using information efficiently, obligation for raising better qualified people. As a natural consequence of this impact, all teachers' proficiencies in national educational institutions should be improved as well. With regard to this, it is clearly seen that the focused subject is quality and efforts to increase educational quality is an important subject that remains on the agenda of the country.

Quality and productivity are taken into account by not only goods-producing services, but also service-producing systems. Service quality should be measured as well as product quality. The output values of schools, which are national educational institutions operating as service business, can be sorted as accomplishing targeted purpose, the number of people benefiting from service, and service's sphere of influence.

Some of the most important issues in the world today are quality, educational institutions, as being both subjects and objects of this discussion. They should increase service quality for students.

For qualified education, it is necessary that expectations of students taking educational service should be well perceived. By that, expectations can be fulfilled and perceived quality in terms that taken educational service can be improved. Literally, division between expected service and received service is named as 'perceived quality'.

The subject of this study is to exert an effort devoted to improve educational quality in secondary and high schools and to reveal students' opinions about teachers in regard to education quality. A field study is done upon students' opinions about teacher's education quality, with the poll conducted to students in secondary and high schools in Kahta district, Adiyaman city.

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The main purpose of this study is to determine perceived quality of students in terms of taken educational service, and reveal the relationship between perceived service quality and customer satisfaction.

In the light of the information taken, 1000 polls is conducted to students attending different classes in secondary and high schools in Kahta district. 930 students filled out the multiple-choice questionnaire properly, and sample is created from this precise data. SPSS (Statistical Package for the Social Sciences) application is used while interpreting and analyzing data.

The extent of the study is limited to students attending secondary and high schools in Kahta district, Adiyaman city, where field research is done. General profiles of students who attended secondary and high schools in Kahta district is presented, and this district's educational and economic, social and other problems are determined besides its educational quality level.

Activities of students attending secondary and high schools in Kahta district toward their own teacher are analyzed, proposals are submitted, aimed at minimizing educational problems and increasing educational quality, in consequence of assessment of data and field research outputs.

Since this research is the first scientific study in district in regard to perception of students on their teacher's educational quality level, it can be reference to the future works devoted to increase educational level of secondary and high schools in Adiyaman.

With this study, questions and problems about education level in Adiyaman are actualized. In parallel to increase educational quality in schools, in light of data obtained from secondary and high education institutions, other educational institutions in different stages have taken the action. In this context, in certain schools, European Excellence Quality Model (EFQM) and ISO 9001:2008 Quality Management System (QMS) are being applied. With this study, troubled fields are identified, and the report including solution offers is prepared and shared with related institutions and corporations. A presentation is made to school managers, teachers and students about European Excellence Quality Model (EFQM) and ISO 9001:2008 Quality Management System (QMS) in different schools of Adiyaman.

With this study:

- Socio-economic and demographic characteristics of students attending secondary and high schools in Kahta, Adiyaman are identified.
 - Opinions of the students attending secondary and high schools in Kahta, Adiyaman as well as the teacher's educational quality level is revealed.
 - Educational quality of teachers in secondary and high schools in Kahta, Adiyaman is presented.
 - The paper aims to study increasing education quality of teachers in secondary and high schools.
 - Opinions of students and educational quality level of teachers in secondary and high schools of Kahta district, Adiyaman city are determined.
 - Notably Kahta District National Education Directorate and then Adiyaman Provincial Directorate for National Education found a chance to consider educational activities and educational quality of teachers in secondary and high schools of Kahta district.
 - The need for coordination between educational institutions of Kahta, Adiyaman in terms of providing standardization of quality is emphasized.
 - New studies are projected across the city by paying attention on educational quality of secondary and high schools in Kahta, Adiyaman.
 - As Adiyaman Provincial Directorate for National Education and Kahta District National Education Directorate, new strategies are projected in extent of improving educational quality level across the city.
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In the result of the study, by answering some questions with high marks, the teacher's strong sides are identified by students as follows: The teacher has personal awards, his/her appearance is easy on the eye, he/she is citing actual developments to the students, and he/she is easy to access.

However, following issues are considered as mediocre by the students in regard to quality and efficiency: The teacher has vision and he/ she is open-minded, utilizes auxiliary materials, is kind to students, gives satisfactory answers to the questions, presents the lesson with a reasonable speed and comprehensible tone of voice, encourages the students to research and review, considers students his/her friends, is always cheerful, takes care of starting and ending time of the lessons.

On the other hand, following issues are considered as open for quality improvement: The teacher is providing flexibility in service at students' will, is fair while assessing students' success, has adequate knowledge on his/her field, is presenting the lesson lively, is appreciating the students, providing examples to make subjects more understandable, is serving without any discrimination, is eager to solve students' problems.

Keywords: education, secondary schools, high schools, marketing of educational services, service quality, customer satisfaction, efficiency