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### **INDICATORS OF THE VALUE OF EDUCATIONAL SERVICES FOR HIGH ECONOMY EDUCATION**

One of the most important ways of research on the demand for educational services for higher education institutions, particularly the economic is the segmentation of the educational services market. Selection of target segments of the market of educational services and their positioning allows the institution of education to maintain a stable competitive position [1].

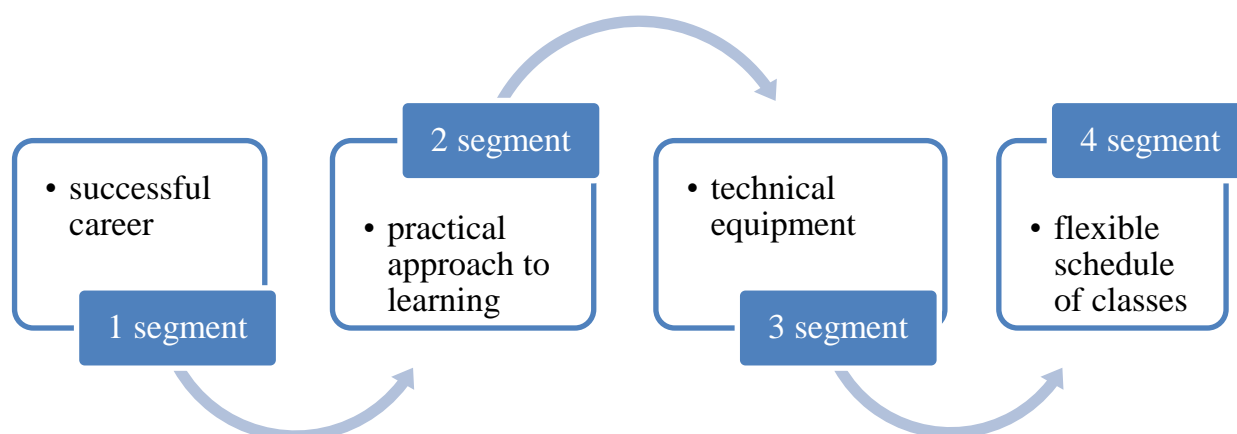
On the basis of study revealing target segments of potential students of G.S. Skovoroda KNPU, their requirements and preferences according to educational services of the institution are determined. The research was held in a social network and covered four segments: graduates of secondary schools; graduates of colleges and technical schools; graduates of technical universities who wish to get a second economic education; persons who have higher economic education and wish to improve their professional level graduates of secondary schools; graduates of colleges and technical schools; graduates of technical universities who wish to get a second economic education; persons who have higher economic education and wish to improve their professional level.

Among the factors which make learning more valuable, representatives of the 1<sup>st</sup> segment specifically identified: the possibility of obtaining high-paying work; possibility of practice at firms. For representatives of the 2nd segment, "the presence of interesting practical information" was no less important. For the representatives of the 3rd and 4<sup>th</sup> segments on the 1st place were "practical classes that help in business". Representatives of the 3<sup>rd</sup> segment on the 2nd place of importance put forward: the availability of interesting practical information, and for the 4th segment, the flexible schedule of lessons was no less important (Fig. 1).

In the issue of the importance of technical equipment in all segments, the availability of computers and convenient workplaces was put forward. Among the requirements for teachers, the most significant were good knowledge of the subject and the availability of practical experience in the represented area.

According to the results of the study, it was decided to use the strategy of differentiated marketing in relation to the service segments of the market. According to it, the institution of the higher council acts on four segments of the market and develops for each of them

separate programs, taking into account the basic requirements and benefits. The focus on the management should be concentrated on those segments that provide the largest influx of entrants.



**Fig. 1. Criteria for the value of educational services  
(based on the results of marketing research)**

Special attention in the work should be paid to improving the marketing activities of the formation of commodity and pricing policy, development of the strategy of the educational institution.

One of the important elements of commodity policy is the life cycle of educational services, therefore it is necessary to carry out its analysis and formulate commodity policy taking into account the life cycle of educational services. At each stage of the life cycle of an educational service, it is advisable to use the marketing strategy appropriate to this stage:

- I. By methods of analysis and evaluation of the quality of educational services;
- II. By the level of evaluation of the quality of educational services: at the national level;
- III. By the level of responsible bodies that carry out an assessment of quality.

In order to assess the quality of educational services, various methodological approaches are widely used with marketing elements [2]. One of these techniques is based on a comparative analysis of indicator indicators of the quality of the service being studied with some kind of model or analogue existing in the market. The basis of this method is the calculation and analysis of absolute and relative indicators of the variation in the quality of the educational service studied on the quality indicators of exemplary service. This technique has been tested and used to assess the quality of educational services of the G.S. Skovoroda KNPU.

Quality indicators were developed together with employers. Students were asked to be under various tests during the practice. According to the results of all tests, for each student, a certification sheet was issued, in which all the quality indicators and the corresponding score, set by the employer on a five-point scale, were indicated. Then, for each indicator, the average score was calculated and calculations were made according to the methodology. The final results of the study were included in the consolidated table and based on the data of the table calculated the variation rates

Based on the table data, the coefficient of variation is calculated:

$$V = \sqrt{\frac{0,2416}{1}} : 5 * 100\% = 9,83\% \quad (1)$$

Its value is within 10%, which indicates the high quality of the provided educational service. The methodology used may be recommended to assess the quality of educational services in other educational institutions of higher education.

Important component of the marketing activity of the educational institution is the pricing policy, which in higher education reduces to the definition of sources and size of funding. It also greatly affects the competitiveness of the educational institution, as well as the quality of educational services.

General amount of funding for an educational institution can be determined by this dependence:

$$F = f_c * n * q, \quad (2)$$

$f_c$  – rate of funding for one student;  $n$  – amount of students;  $q$  – value of qualitative parameter.

In our opinion, the amount of financing educational services can vary depending on the achieved quality of education and quantitative characteristics (Table 1).

Table 1

Qualitative criteria for educational services	Estimated values	Quantitative Cost Indicators	Estimated values
The number of graduates who have successfully completed this year's training	4370	Average salary of the teacher	5000 UAH
Normative value	4500	Standard students / teachers	8/1
Actual middle mark by the results of exam sessions	73,5	Average salary of administrative and managerial staff (AUP)	7 500 UAH
The average mark of the results of the examination and examination sessions (regional, sectoral, national)	75	Standard students / AUP	18/1
Actual number of students for 1 <sup>st</sup> place	0,7	Annual structural costs	250 000 UAH
The average value of the number of students for 1-place	1,5	The number of students	4 500 people

Based on the quantitative indicators, the average cost per student will be:  $f_c = 625 + 416,67 + 55,56 = 1097,23$  UAH. The value of the quality of educational services  $q = 0,97 * 0,98 * 0,47 = 0,447$ . The annual amount of funding for a higher education institution will be:  $F = 1097,23 * 4500 * 0,447 = 2207078,15$  UAH.

Thus, the amount calculated according to this methodology depends not only on quantitative parameters, but also on qualitative ones. This, in turn, gives educational institutions additional incentives for improving their activities and limits the desire to increase the number of students as the only way to maximize income. The value of a qualitative parameter, which should be greater than 1, increases the chances of attracting additional financial resources into education.

It is also advisable to take into account demand, competition, the type, quality of educational services, conditions for its provision, additional service, use of the system of discounts and benefits. Price policy should not be rigid and should be changed in the light of a changing market situation.

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