



Analysis and Evaluation of the Image of the University in the Context of the City-University Interaction[†]

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Received: 26 May 2024

Accepted: 05 August 2024

DOI: <https://doi.org/10.32479/irmm.16976>

ABSTRACT

Institutional image is very important for universities and the importance of institutional image becomes clear when we consider it from the perspective of city-university interaction. If a university has a stronger institutional image, it will achieve great success in the academic world with its scientific research and publications, as well as gain an advantage in competition with many universities, and contribute to its integration with the internal and external environment. The purpose of this article, prepared in this context, is to assess the institutional image of Khoja Akhmet Yassawi International Kazakh-Turkish University (Akhmet Yassawi University) from the point of view of the residents of the city of Turkestan, where the university is located, and to study the impact of that institutional image. Within the framework of the research, the public assessment of the university's educational, healthcare, socio-cultural and sports services, as well as the level of the university's interaction with the city, were considered. In addition, variables such as characteristics of the organization, its appearance, management style and quality of service, which are effective in forming the institutional image, were considered and they were evaluated as components of the institutional image. At the end of the study, the current image of the university was analyzed, recommendations were made to the university management on obtaining a positive image, planning, implementing and monitoring its strategies. As a result of the research, it was found that the institutional image of the university is a good image in terms of perception, evaluation and opinions of Turkestan people. However, it was also known that the university could not fully communicate its activities to the target audience.

Keywords: Institutional Image, Image of University, University and City Interaction, Expectations, Perception Studies

JEL Classifications: A23, H52, I21; I23

[†] This article was published within the framework of the results of the Ministry of Science and Higher Education of the Republic of Kazakhstan "The best university teacher-2023"

1. INTRODUCTION

Universities are institutions that have an economic, social and cultural impact on the region where they are established. This is because universities have a very large and important influence on the economic, social and cultural structure of the cities in which they are established (Kotosz, 2013). The contribution of universities to the local economy, the number of universities in our country, which is growing rapidly, is considered the main and main advantage expected in our country.

In the heart of every vibrant city, universities often serve as more than just centers of academic excellence; they become integral components of the local community. As these institutions evolve and expand, their work and services can have far-reaching effects on the surrounding urban environment (Acosta-Silva, 2016). However, the true measure of a university's impact is not solely captured by institutional metrics or internal assessments but also by how its activities are perceived by the residents who live alongside it.

Universities, whose primary purposes are education and research, play important roles in the development of the cities they are

located in. First of all, their covering a very large area, providing a large amount of employment and high budget expenditures have caused universities to take on a much more complex structure by moving them beyond their basic purposes (Felsenstein, 1996).

Understanding the institutional image of a university from the perspective of local residents offers invaluable insights into the real-world effects of its operations and engagements. Residents experience firsthand the benefits and challenges brought about by the university's presence ranging from economic contributions and educational outreach to community programs and campus development. Their perspectives can reveal how well the university integrates with and supports its local environment, and how effectively it addresses community needs and concerns (Patlán Pérez and Martínez Torres, 2017). Here, the interaction between the university and the city where it is located is very important. Because the interaction has the following positive aspects (Mohammed et al., 2022; Bekebayeva et al., 2024):

- Universities contribute to the prestige of the city and act as driving forces for local communities and the townspeople.
- They promote urban development, attract investors, and contribute to the development of the city's infrastructure.
- Universities play a role in addressing challenges such as environmental sustainability, health, and cultural development within the city.

Therefore, universities that are aware of the benefits of a positive institutional image try to have a good image and have begun to make efforts to attract talented students and academics to their institutions. Thus, every university entering this competition should know their current image and should make efforts to increase or change their image to a positive one (Benneworth et al., 2010). Otherwise, they fall behind in the competition and may not be able to attract qualified students and academics to the institution.

In this regard, it should be noted that knowing the origin and outcome of the institutional image is very important in terms of understanding the importance of the institutional image. The fact that universities have a culture that supports the image, that the university has good relations with its employees, students, and the environment, and that organizational identity and organizational identity are high will cause an increase in the perception of organizational image. Thus, institutional image is an important resource in this competitive environment, and a positive institutional image attracts customers to the organization. Therefore, in such a competitive environment, universities are looking for ways to increase their share in the economic market and improve their institutional image in order to attract qualified teachers and students. When choosing an institution for higher (undergraduate) and postgraduate (master's and doctorate) education, applicants make a choice based on the image of that university, faculty or even that department.

The main purpose of this article, prepared in this context, is to assess the institutional image of Khoja Akhmet Yassawi International Kazakh-Turkish University's (Akhmet Yassawi University) work and services from the perspective of the residents of the city of Turkestan, where this university is located, and to

study the impact of that institutional image. In the framework of the research, the public assessment of the university's educational, health, socio-cultural and sports services, as well as the level of the university's connection with the city, were considered. That is, this article explores the multifaceted nature of a university's institutional image by evaluating its work and services through the eyes of the people who know it best: the residents of the city in which it resides. In addition, variables such as characteristics of the institution, physical appearance, management style and quality of service, which influence the formation of the institutional image, are considered and evaluated as components of the institutional image during the research. By analyzing feedback from local surveys, interviews, and community engagement metrics, we aim to uncover the strengths and areas for improvement in the university's public perception. Ultimately, this assessment seeks to provide a comprehensive understanding of how a university's activities resonate with the community, highlighting the significance of fostering positive relationships and contributing to local well-being. So at the end of the study, the current image of universities is analyzed, recommendations are made to the university management on obtaining or forming a positive image, planning, implementing and monitoring its strategies.

2. LITERATURE REVIEW

We have made a brief overview of the literature published within this topic and problem, and now we will focus on a few of them. Here's a structured review of the literature related to these themes:

Institutional Image: This refers to the perception held by external stakeholders about an organization. For universities, this encompasses their reputation, the quality of their programs, and their overall impact on the community (Acosta-Silva, 2016). In this article was explored some of the relations between images, practices and representations of universities, based on the data of some of the surveys performed by the Universia organization in early 2014. In additional, another article aimed to evaluate the organizational image of an institution of higher education. During the research, the following was done: the original scale of organizational image was translated-retranslated; scale items using a semantic differential response scale type was integrated; the psychometric properties of the scale, descriptive statistics of the scale was determined and comparative analysed (Patlán Pérez and Martínez Torres, 2017).

2.1. Importance and Scope

Institutional image refers to the perception and reputation that an institution holds in the eyes of various stakeholders, including the local community. For universities, this image encompasses factors such as the quality of education, community engagement, and overall impact on the local area (Hemsley-Brown and Oplatka, 2006). Research shows that a strong institutional image can lead to increased prestige, better recruitment of students and faculty, and enhanced opportunities for funding and partnerships. Also, a positive image helps in differentiating the institution from its competitors and contributes to its overall success in various domains (Keh and Xie, 2009). On this occasion, assessing institutional image helps universities understand how they

are perceived by different stakeholders and identify areas for improvement (Mazzarol and Soutar, 2002). This assessment is crucial for strategic planning and enhancing institutional reputation.

2.2. Community Engagement

The interaction between a university and its host city can greatly influence the university's image. Universities that actively engage with their local communities often experience improved perceptions and stronger relationships. The perception of a university within its local community can significantly impact its overall image. Positive community relations often lead to better support and a more favorable image (Lombardi, 2009). Therefore, universities are required to leave their traditional role and become more involved in addressing the needs of the society, contributing to community development, and becoming more relevant for the communities they serve (Păunescu et al., 2017).

2.3. Mutual Benefits

Positive interactions can result in mutual benefits, such as enhanced local economic development and improved educational outcomes (Pryor, 2012). Community perceptions can be influenced by the university's contributions to local economic development, cultural activities, and engagement in social issues. The economic contributions of a university, such as job creation and local spending, also affect how the institution is perceived by residents (Greenstone and Moretti, 2004).

2.4. Educational Services

The quality of educational programs and the achievements of students and faculty significantly impact institutional image (Ecker and Zech, 2010). Universities that actively contribute to the local community through educational programs, social services, and cultural events tend to have a more positive image (Sutton and Kemp, 2002).

2.5. Healthcare Services

For universities with medical or health-related programs, the quality and accessibility of healthcare services can influence their reputation (Anderson et al., 2011).

2.6. Socio-Cultural Services

Universities that contribute to the cultural and social development of their communities often have a more favorable image (Sutton and Kemp, 2002).

2.7. Sports Services

Athletic programs can enhance institutional image by fostering community pride and engagement (Wann et al., 2000).

2.8. Methods for Assessment

Surveys and interviews with local residents can provide valuable insights into how a university's image is perceived. This method helps in identifying strengths and areas for improvement (Mazzarol & Soutar, 2002). Surveys are a common method to gather perceptions from local residents. They can provide quantitative data on how various aspects of the university are viewed by the community (Parasuraman et al., 1988). Qualitative methods

such as interviews and focus groups can offer deeper insights into community perceptions and the underlying reasons for those perceptions (Creswell and Poth, 2018). In this regard, to measure the institutional image of a university within the local community, several methods can be used, as supported by the academic articles: In a study prepared by Copeland et al., utilized an exploratory sequential mixed-method design to construct a quantitative instrument to measure institutional-level internationalization in public community college settings, resulting in the Community College Internationalization Index - CCII (Copeland et al., 2017). In another study the Graphical Assessment of Universities Sustainability Image - GAUSI instrument was introduced to prioritize investment in sustainability initiatives based on stakeholders' perception, demonstrating the benefits to institutional image and attractiveness as a place to study or work (Nicolino and Barros, 2016). Socially Modified Economic Valuation - SMEV method was used in another research work. This approach was applied to evaluate the university's civic and social obligations, helping to assess the university's civic and social obligations and the social value across different communities (Higgins et al., 2024). There are also studies using Community Engagement Models. This empirical case study identified four types of engagement models for universities to catalyze social change in resource-poor local settings, aligning with locally-embedded institutions, practices, and needs (Petersen & Kruss, 2021).

2.9. Service Quality Models

Tools such as SERVQUAL or SERVPERF can be employed to evaluate the quality of various services offered by the university (Parasuraman et al., 1988). Using Kano Model QFD to optimize the customer-oriented service design in education and to improve education quality by applying the proposed approach at universities (Kelesbayev et al., 2015, Kelesbayev et al., 2016, Kelesbayev et al., 2020). These models provide a comprehensive approach to measure the institutional image of a university within the local community, encompassing service quality, sustainability, social obligations, and community engagement.

Strategic Management: Recommendations for improving institutional image often involve strategic planning, effective communication, and community engagement. Universities should develop clear strategies to address the concerns of their stakeholders and enhance their positive attributes. Also, understanding the impact of institutional image helps universities develop strategies to enhance their reputation and address any negative perceptions (Kotler and Fox, 1995).

2.10. Monitoring and Evaluation

Continuous monitoring and evaluation are crucial for maintaining and improving institutional image. This involves regularly assessing public perception and making necessary adjustments to strategies and operations. Also, regular assessment of institutional image allows universities to adapt and improve their strategies based on community feedback (Baker and Ballington, 2010).

Summarizing what has happened up to this point, this literature review covers essential aspects of institutional image in the context of universities, the role of city-university interactions, and methods

for evaluating and enhancing institutional image based on public perception. As well as, it can be inferred that the institutional image of a university significantly impacts its engagement with the local community, its social responsibility initiatives, and the alignment between individual academic identities and the institutional image. However, these articles do not directly address the specific impact of institutional image on a university from the perspective of the local community.

3. METHODOLOGY AND DATA

The increase in the number of universities in Kazakhstan and the low number of studies on university-city interaction necessitated field research that would provide a wide range of quantitative and qualitative information. This research aims to determine how the contribution of the university to the economic, social, and cultural life of the city is perceived by the people in the region by using qualitative and quantitative data collection methods. For this purpose, Akhmet Yassawi University, one of the young universities of Kazakhstan (Kelesbayev et al., 2020), and the city of Turkistan are chosen as the sample universe.

In the theoretical part of the study, a comprehensive review of relevant literature was made. The survey method was used in the application, that is, the implementation section. The primary source of research is a survey conducted with citizens, i.e. city residents. Survey questions usually consist of open-ended and closed-ended questions designed specifically for this study. They are formed according to the “Likert scale” method, which is expressed in numbers and provides more scientific data. The scale used was adapted from the literature reviewed in the previous literature review section. In the course of the study, to check the reliability of the scale, the Cronbach’s Alpha method, which takes into account the dispersion values of the scale elements and evaluates the internal consistency of the scale, was used.

In order to check the reliability and validity of the scales, a pilot study was conducted with 80 respondents in the first stage. As a result of the analysis of the reliability of the assessment, the expressions that the subjects thought they did not understand were identified. At this stage, 3 questions that violated the purpose of the study were removed. During the research, the questions asked to the samples were analyzed for reliability. In this context, the Cronbach Alpha method corresponding to the Likert scale type was used for the questions asked. In addition to 6 socio-demographic questions to the samples, samples of Likert-type questions were also identified and analyzed in the survey.

During the field research conducted to assess the institutional image of Ahmet Yasawi University and study the impact of that institutional image, 383 randomly selected respondents were surveyed and all were analyzed. The survey consists of a total of 14 thematic questions, and a total of 26 partial questions. Out of all 383 respondents, 197 answered all the questions in full (i.e. answered positively), while 183 of them answered only some of them (i.e. answered negatively) due to the specificity of the survey. Each question was defined as a variable and analysis was carried

out using SPSS 18.0 statistical program, percentage and reliability (variance) analysis were also performed.

4. RESULTS

In order to assess the institutional image of Akhmet Yassawi University’s work and services from the perspective of the residents of Turkestan and study the impact of that institutional image, selected respondents were asked to answer a total of 26 questions on a total of 14 thematic questions. In the framework of the research, the public assessment of the university’s educational, health, socio-cultural and sports services, as well as the level of the university’s connection with the city, were considered. In this context, 197 of the analyzed respondents answered all the questions in full, while 183 answered only some of them due to the peculiarities of the survey method.

383 randomly selected and analyzed respondents in a field study conducted in Turkestan city were asked the question “Could you find out about the activities at Akhmet Yassawi University?” the question was asked. 197 of them gave a positive answer to this question, and 186 gave a negative answer. In other words, 51.4% of the respondents said “yes, I am aware“, and 48.6% answered “no, I am not aware“. We can understand from the answers given to this question that Akhmet Yassawi University reached only more than half of the population living in Turkestan through its activities. Depending on the age group (interval) of the residents, the level of knowledge of activities is also different. For example, the level of awareness decreases as the age group increases. The group with the highest level of awareness is 25 years and below, followed by age groups 26–35, 36–45, 46 and above, respectively (Table 1).

197 respondents who answered positively to the first question of the survey were asked all the remaining questions, and 186 respondents who answered negatively to the first question were offered to answer other questions starting with question 8. By the fact that the respondents gave different answers (positive and negative) to this first question, it became clear that the activities, which are one of the important factors that create the institutional image of Akhmet Yassawi University, are not known to all residents.

197 respondents who answered positively to the first question of the survey were asked, “How often do you get informed about the activities at Akhmet Yassawi University?” the question is asked. 80 respondents answered this question occasionally (40.6%), 62 sometimes (31.5%), 39 often (19.8%) and 16 always (8.1%) (Table 2). What we understand from this ratio (proportion) is that most of the respondents who were aware of the activities did not receive information regularly and they received irregular (irregular) information. The importance and value of universities in society was mentioned in the previous chapters. Therefore, if we say that the university does not function only for its internal constituent departments, it would not be an incorrect or incorrect statement. According to all of these recommendations, Akhmet Yassawi University, which was considered to have “fully achieved its internal target audience”, faced difficulties in reaching other components of the city, i.e. its external audience.

Table 1: Level of awareness of activities at Akhmet Yassawi University

| Age (answer) | ≥25 | 26–35 | 36–45 | ≤46 | Total | Proportion (%) |
|--------------|-----|-------|-------|-----|-------|----------------|
| Yes | 105 | 62 | 14 | 16 | 197 | 51.4 |
| No | 57 | 60 | 48 | 21 | 186 | 48.6 |
| Total | 162 | 122 | 62 | 37 | 383 | 100.0 |

Table 2: How often the level of awareness of activities at Akhmet Yassawi University

| Answers | Frequency | Proportion (%) | Current proportion (%) |
|--------------------------|-----------|----------------|------------------------|
| Always | 16 | 4.2 | 8.1 |
| Often | 39 | 10.2 | 19.8 |
| Sometimes | 62 | 16.2 | 31.5 |
| Occasionally | 80 | 20.8 | 40.6 |
| Total | 197 | 51.4 | 100.0 |
| Those who did not answer | 186 | 48.6 | |
| Total | 383 | 100.0 | |

197 respondents who answered positively to the first question of the survey were asked to use the media to receive/view news about the activities and services of Akhmet Yassawi University. 51.8% (102) of the respondents answered “agree”, that is, the vast majority of them received news through mass media. 17.8% (35) of respondents “completely agree”, 16.2% (32) “no opinion”, 11.2% (22) “disagree” and only 3% (6) only answered “completely disagree” (Table 3). That is, it was determined that about 70% of those who participated in the survey and answered, follow the activities and services performed at Akhmet Yassawi University through mass media. In today’s age of communication, participation in mass media is not small. A separate research work may be needed to reach such conclusions, but it is worth noting that Akhmet Yassawi University has been prominent in the media through its activities and services and that they are followed by a large part of the respondents who participated in the survey.

197 respondents who gave a positive answer to the first question of the survey were asked what activities they participated in Akhmet Yassawi University. 58.9% (116) of the respondents said that they participated in socio-cultural events, that is, they participated in cultural events held at the university (concert, exhibition, theater, symposium, etc.). 23.4% (46) of the respondents said that they had never participated in any event held at the university, 12.2% (24) had applied for health services, and 3% (6) had participated in other events, and the remaining 2.5% (5) said they participated in sports activities (Table 4). About 60% of those who took part in the survey and answered said that they participated in socio-cultural events held at Akhmet Yassawi University. Through this relationship, it is possible to observe the influence of socio-cultural events, especially the various festive events of the multinational university. Akhmet Yassawi University, which is the heart and center of art and culture in Turkestan, can respond to the socio-cultural needs of the city’s residents in this context.

197 respondents who gave a positive answer to the first question of the survey were asked for their opinion that “Akhmet Yassawi University has become one of the first values that come to mind

Table 3: The level of media viewing

| Answers | Frequency | Proportion (%) | Current proportion (%) |
|--------------------------|-----------|----------------|------------------------|
| 1 - Completely disagree | 6 | 1.6 | 3.0 |
| 2 - Disagree | 22 | 5.7 | 11.2 |
| 3 - No opinion | 32 | 8.4 | 16.2 |
| 4 - Agree | 102 | 26.6 | 51.8 |
| 5 - Completely agree | 35 | 9.1 | 17.8 |
| Total | 197 | 51.4 | 100.0 |
| Those who did not answer | 186 | 48.6 | |
| Total | 383 | 100.0 | |

Table 4: Level of participation in activities at Akhmet Yassawi University

| Answers | Frequency | Proportion (%) | Current proportion (%) |
|--------------------------------|-----------|----------------|------------------------|
| Healthcare (medical) measures | 24 | 6.2 | 12.2 |
| Social and cultural activities | 116 | 30.3 | 58.9 |
| Sports activities | 5 | 1.3 | 2.5 |
| I never participated | 46 | 12.0 | 23.4 |
| Other measures | 6 | 1.6 | 3.0 |
| Total | 197 | 51.4 | 100.0 |
| Those who did not answer | 186 | 48.6 | |
| Total | 383 | 100.0 | |

when you think of Turkestan.” 35.0% (69) of respondents answered “agree”, 23.8% (47) answered “no opinion”. On the other hand, 18.8% (37) of the respondents answered by choosing the option “completely agree”. And 17.8% (35) of them chose the “disagree” option, while the remaining 4.6% (9) answered “completely disagree” (Table 5). Today, Akhmet Yassawi University is famous not only for itself, but also for the city of Turkestan. Judging from this point of view, the answers to the survey also correspond to this situation. Akhmet Yassawi University, which contributed directly to the development of the city of Turkestan until recent years, was recognized together with the city and became one of its few values.

197 respondents who gave a positive answer to the first question of the survey were asked for their opinion that “the activities of Akhmet Yassawi University contribute to the development and progress of Turkestan.” 43.2% (85) of respondents said “agree”, 34.0% (67) answered “completely agree”. 16.2% (32) of respondents answered “no opinion”, 5.6% (11) chose “disagree”. And only the remaining 1.0% (2) answered “completely disagree” (Table 6). About 80.0% of the respondents approved the opinion that the activities of Akhmet Yassawi University contribute to the development and progress of Turkestan. Of all the questions asked, this was the one with the most consensus and consensus. As a result, it was determined that the people of Turkestan are well aware of the uniqueness and importance of Akhmet Yassawi University for Turkestan.

As we mentioned above, 197 respondents who answered positively to the first question of the survey conducted during the field research were asked all the remaining questions, while 186 respondents who answered negatively to the first question of the

Table 5: Level of Akhmet Yassawi University-Turkistan Value

| Answers | Frequency | Proportion (%) | Current proportion (%) |
|--------------------------|-----------|----------------|------------------------|
| 1-completely disagree | 9 | 2.3 | 4.6 |
| 2-disagree | 35 | 9.1 | 17.8 |
| 3-no opinion | 47 | 12.3 | 23.8 |
| 4-agree | 69 | 18.0 | 35.0 |
| 5-completely agree | 37 | 9.7 | 18.8 |
| Total | 197 | 51.4 | 100.0 |
| Those who did not answer | 186 | 48.6 | |
| Total | 383 | 100.0 | |

Table 6: Impact of activities of Akhmet Yassawi University on the development and progress of Turkestan

| Answers | Frequency | Proportion (%) | Current proportion (%) |
|--------------------------|-----------|----------------|------------------------|
| 1-completely disagree | 2 | 0.5 | 1.0 |
| 2-disagree | 11 | 2.9 | 5.6 |
| 3-no opinion | 32 | 8.3 | 16.2 |
| 4-agree | 85 | 22.2 | 43.2 |
| 5-completely agree | 67 | 17.5 | 34.0 |
| Total | 197 | 51.4 | 100.0 |
| Those who did not answer | 186 | 48.6 | |
| Total | 383 | 100.0 | |

Table 7: Presentation level of Akhmet Yassawi University

| Answers | Frequency | Proportion (%) | Current proportion (%) |
|---------|-----------|----------------|------------------------|
| Yes | 330 | 86.2 | 86.2 |
| No | 53 | 13.8 | 13.8 |
| Total | 383 | 100.0 | 100.0 |

survey were asked all other questions from question 8 onwards. Starting from this question, all respondents answered all questions.

All 383 respondents who were randomly selected to participate in the field research conducted in Turkestan and answered the survey were asked “Would you advise/suggest your children and relatives to study at Akhmet Yassawi University?” the question was asked. 330 of the respondents (86.2%) answered positively, i.e. “yes”, 53 of them (13.8%) answered negatively, i.e. “no” (Table 7).

Thus, within the framework of this research, we analyzed the answers from all 383 respondents who were randomly selected to participate in the field research conducted in Turkestan, and tried to identify the connections between them. In other words, in order to measure the institutional image of Akhmet Yassawi University from the perspective of the city, different attitudes and values of random samples in the city center were studied, the results were analyzed, and the factors affecting the institutional image of Akhmet Yassawi University were determined. Aspects of Akhmet Yassawi University and its services from the point of view of city residents were taken as criteria.

5. CONCLUSION AND RECOMMENDATIONS

Institutional image plays a crucial role in achieving and maintaining certain success for an organization. Therefore, there is a direct proportional relationship between the positive image of the university and the city’s level of satisfaction with the university. Undoubtedly, the university has duties and responsibilities in the formation of this satisfaction. These are: Improving and increasing the quality of education, making the social and physical environment meet the requirements of students, as well as meeting the social, economic and cultural dimensions to meet the needs of the city, creating an institutional personality (appearance) and forming a sense of belonging (belonging) and to support development to the city, contribute etc.

Since its establishment, Akhmet Yassawi University has brought many scientific and cultural services to this Turkestan city. Among them are various greetings and opening events; concert and music programs; various conferences, panels, symposia and exhibitions; youth week, spring festival, art and theater festivals, etc. s.s. included. In addition, many socio-cultural, educational and scientific events can be counted. In addition, joint research, experiments, internships and employment activities within the framework of cooperation between universities and industries can also be cited as examples.

Of course, these measures and services contributed to the positive image of Akhmet Yassawi University, especially the institutional image. Therefore, in the course of this research work, in order to measure the institutional image of Akhmet Yassawi University from the perspective of the city, different attitudes and values of random samples in the city were studied and the results were analyzed. Also, the factors affecting the institutional image of Akhmet Yassawi University were taken as criteria, and the disadvantages and advantages from the point of view of the city were identified and revealed. Thus, the results of the research conducted in order to measure the image of the university in the eyes of the city residents were as follows:

Level of awareness: It was observed that almost half of the respondents who answered the survey did not know about the activities of Akhmet Yassawi University. It was also found that the frequency of informed respondents is not at the required level. In this context, it was found that the activities, which are one of the most important factors that create the institutional image of Akhmet Yassawi University, are not known to everyone and there is no constant flow of information. However, it should be noted that Akhmet Yassawi University has been prominent in the media through its activities and services, and that they are followed by a large proportion of the respondents who participated in the survey.

Socio-cultural activities: Akhmet Yassawi University has its share in the lack of cultural and artistic activities in Turkestan, which is recognized as a tourism and trade city. However, Akhmet Yassawi University, which is the heart and center of art and culture in the

city, can respond to the socio-cultural needs of the city's residents in this context. This is undoubtedly because the results of the research have shown it.

According to the determined data, Akhmet Yassawi University has achieved progress by keeping its vision on a wide scale and constantly advancing through the services it has created. However, it was also known that Akhmet Yassawi University could not fully convey its activities to the target audience through the planned communication network. In fact, the above-mentioned disadvantages can be considered as an advantage on the contrary, because there is more time and opportunity for this growing and developing university. It can renew confidence by improving the quality of education, attract more students by organizing more promotional events, and strengthen its current image by highlighting and highlighting its strengths and weaknesses. Below are some suggestions in this regard:

- Having a strong sports club at the university; participation of university teachers or students in prestigious television programs; the visit or invitation of a prominent local or foreign politician to the university; a conference or concert of an international person at the university, opening of an exhibition can contribute to the creation of a positive image of the university in the national or international community.
- Promotion or introduction programs of the University for its members can also be very useful in terms of directing individuals towards certain goals and enabling them to work more consciously. Universities that can offer serious and informed counseling work can greatly contribute to the success of their students.
- The role of the library in forming the image of the university is very important. Universities should realize the contribution of the library to the image of the university and provide unlimited access to library catalogs through the Internet.
- Attention should be paid to updating the websites of all faculties, institutes, and colleges. Faculty publications, student forums, and discussion forums should be created and these sites should be organized to provide students with information about Turkistan's business world and new research.
- Universities should organize more joint seminars, panels and open sessions with professional organizations, chambers and different companies, so that students can get to know the business world of the city and get more connected with the city. Thus, there should be more efforts to create scholarships, internships and employment opportunities for students in various sectors as a result of direct relationships with the business world of Turkestan.
- Continuation and increase of communication between graduates and the university can be ensured by institutional structures such as associations and centers. Thus, they will be of great importance in creating an institutional mechanism for providing financial and intellectual support.
- Cooperation with industry allows universities to put their knowledge and science into practice and to test them. Therefore, it is necessary to consider the creation of a technology park and revitalization of its work very seriously, and constantly support it.

In conclusion, when these recommendations are implemented, the institutional image of Akhmet Yassawi University will improve and it will be effective in building a sense of belonging and strengthening trust in the city. According to the statistical analysis based on the average value of the findings in the study, it was determined that the institutional image of Akhmet Yassawi University is a good image in terms of perception, evaluation and opinions of the people of Turkestan. Although this is good for Akhmet Yassawi University, it is still not enough.

If Akhmet Yassawi University has a stronger institutional image, it will achieve more success in the academic world with scientific research and publications, as well as gain an advantage in competition with many universities, and contribute to its integration with the internal and external environment. If Akhmet Yassawi University is managed not only by valuing the opinions and thoughts of students, but also by taking into account the expectations of the people of Turkestan, the city's trust and belonging to Akhmet Yassawi University will increase.

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