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МЕМЛЕКЕТТІК АУДИТ »**

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конференцияның  
баяндамалар жинағы**

**Сборник докладов международной научно-  
практической конференции**

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ВЫСОКОГО КАЧЕСТВА ЖИЗНИ НАСЕЛЕНИЯ И  
НАЦИОНАЛЬНОЙ БЕЗОПАСНОСТИ»**

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and practical conference**

**«STATE AUDIT IN ENSURING THE HIGH QUALITY OF  
LIFE OF THE POPULATION AND NATIONAL  
SECURITY»**

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Жинаққа мемлекеттік аудит органдары қызметкерлерінің, ғылыми қызметкерлердің, ғалым-экономистердің, қаржы саласы және мемлекеттік аудит мамандарының, профессор-оқытушылар құрамының және білім алушылардың халық өмірінің жоғары сапасын және ұлттық қауіпсіздікті қамтамасыз етудегі мемлекеттік аудиттің өзекті мәселелері бойынша баяндамалары кірді

The collection includes reports of employees of state audit bodies, researchers, economists, specialists in the financial sector and state audit, faculty and students on topical issues of state audit in ensuring a high quality of life of the population and national security

В сборник вошли доклады работников органов государственного аудита, научных работников, ученых-экономистов, специалистов финансовой сферы и государственного аудита, профессорско-преподавательского состава и обучающихся по актуальным вопросам государственного аудита в обеспечении высокого качества жизни населения и национальной безопасности

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## **SOCIAL AUDIT IN ASSESSING SOCIETY'S SATISFACTION WITH THE QUALITY OF PUBLIC SERVICES AND THE WELFARE OF THE POPULATION**

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**Abstract.** This article presents data on the conduct of social audit among the population. The purpose of this study was to analyze the practice of assessing the quality of public services and develop proposals aimed at improving it based on the methodology of social audit. The study used the principles of activity approach in the system of social audit. In the course of processing primary data, methods of observation, description, synthesis and analysis were used. On the basis of the conducted three-stage experiment, a positive correlation was established between the growth in welfare of population and degree of satisfaction with the quality of public services. According to the social audit conducted, measures were formulated to improve the system for assessing accessibility and quality in the field of public

services. It was determined that Kazakhstan has all the necessary resources aimed at improving the quality and evaluation system of public services

**Key words:** social audit, public services, quality of public services, satisfaction of population, welfare of society, social monitoring.

### **Introduction.**

Being a developing state, modern Kazakhstan sets itself the goals of further development, increasing the country's competitiveness through integration into the world economy. Turekulova D.M., Beisengaliyev B.T., Syrlybaeva N.Sh., Zhumanova B.K. services [1, p. 112-117]. According to B. B. Zhambylov, the quality of this kind of service is, in turn, a guarantor of the quality of the welfare of the population [2, p. 5-11]. The practice of implementing a policy in the field of providing quality services is always reflected at the level of each region [3, syu 357-274]. Hence,

In order to assess the quality of public services provided and the well-being of the population, it is appropriate to use one of the widespread and relevant technologies, which is a social audit [4, p. 7]. Nurgaliyeva G.K., Omarbakiev L.A., Dzhakisheva U.K., Nizamdinova A.K., Seiduanov M.B. public services [5, p. 26-31]. The purpose of this study is to analyze the practice of assessing the quality of public services and develop proposals aimed at improving it based on the methodology of social audit. The results obtained can be applied in the implementation of the activities of the executive bodies of state power.

### **Research methods.**

The methodology of the conducted research is based on the key principles of the activity approach in the system of social audit. The processing of statistical data and a sociological survey were used to obtain primary data in the course of the study [6, p. 513-530]. The key point is to conduct a survey of direct recipients of public services: organizations, citizens and individual experts [7, p. 113-138]. As a source of the survey results, the answers from the questionnaires were used, as well as data available from organizations that provide public services and periodically conduct a survey among their clients about the quality of life and overall satisfaction of the population. The survey included conducting our own interview in the form of a focus group for residents of the Akmola region. The total number of respondents was 550 people. To identify a clearer picture of the current state of the public services system, methods of observation, description, synthesis and analysis were also used [8, p. 219-249]. The process of social audit consisted of three stages: conducting a survey/questionnaire/interview of respondents, analyzing and synthesizing the results obtained, and proposing recommendations for improving the audit system and at the same time improving the quality of society's satisfaction with the quality of services and the well-being of the population. For statistical data processing, the method of correlation analysis was used, where the Microsoft Excel 2013 program was used for calculations. The process of social audit consisted of three stages: conducting a survey/questionnaire/interview of respondents, analyzing and synthesizing the results

obtained, and proposing recommendations for improving the audit system and at the same time improving the quality of society's satisfaction with the quality of services and the well-being of the population. For statistical data processing, the method of correlation analysis was used, where the Microsoft Excel 2013 program was used for calculations. The process of social audit consisted of three stages: conducting a survey/questionnaire/interview of respondents, analyzing and synthesizing the results obtained, and proposing recommendations for improving the audit system and at the same time improving the quality of society's satisfaction with the quality of services and the well-being of the population. For statistical data processing, the method of correlation analysis was used, where the Microsoft Excel 2013 program was used for calculations.

### **Research results/discussion.**

Social audit is a research method, which is a process of evaluating and improving the efficiency of a certain area of activity and the quality of life of society as a whole. This method is used to measure the degree of social well-being of the population throughout the country and separately in each region [9, p. 315-325; 10, p. 285-297].

The survey included a multi-component questionnaire and was focused on assessing the satisfaction of the population with the quality of state services, as well as assessing the degree of its well-being. The target audience was a group of the economically active population aged approximately 18 to 60 who actively use public services.

The survey data were systematized and presented in the form of comparative indicators for each of the studied elements, that is, the satisfaction of the population with the quality of public services and the well-being formed on the basis of this. For each of the indicators, separate composite binders are considered, which together form a single system.

Figure 1 shows indicators of society's satisfaction with the public services provided.

The diagram shows the numerical expression of each of the indicators, where “3 points” is the maximum level of public satisfaction with public services, and “0 points” is the lowest level of satisfaction. In accordance with Figure 1, there is a significant dynamics in terms of accessibility and feedback with an increase in annual indicators per unit with a maximum result (“3 points”) for 2022. Similar dynamics can be traced in terms of awareness and result criteria, but with an average value (“2 points”) for 2022. The least progress is reflected in the “timeliness” indicator, where “1 point” falls on 2022, and for the years earlier the results for this criterion were equal to zero.

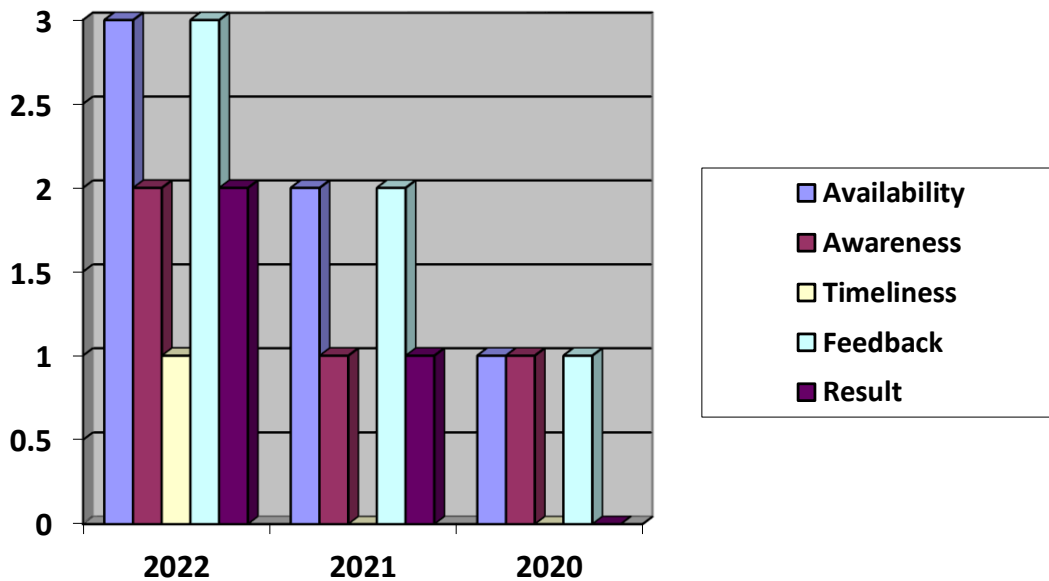


Figure 1 - Dynamics of public satisfaction with public services from 2022 to 2022

These results show that the quality of feedback and, in general, the availability of public services has improved significantly according to the data for 2022 and has reached its maximum. Awareness and results showed, in general, the results were less than the maximum, but higher in comparison with previous years. It should be noted that the quality of timely provision of services at the time of the reporting period is at the lowest level compared to other indicators, but it is the leader against the background of other years. Therefore, we can conclude that the quality of society's satisfaction with public services has increased significantly for the reporting period.

It is equally important to take into account the well-being of the population, the indicators for which are illustrated in Figure 2. The well-being was determined by the level of the average monthly wage and the average per capita income of the population.

The results on the well-being of the population show a directly proportional growth of indicators, which positively affects the dynamics under study. At the same time, if the average monthly salary in 2020 prevails over 200 thousand tenge, and in 2021 it is just over 250 thousand tenge, then in 2022 these figures exceeded 300 thousand tenge. However, the average per capita income of the population has been varying over the past three years, ranging from 100 to 150 thousand tenge.

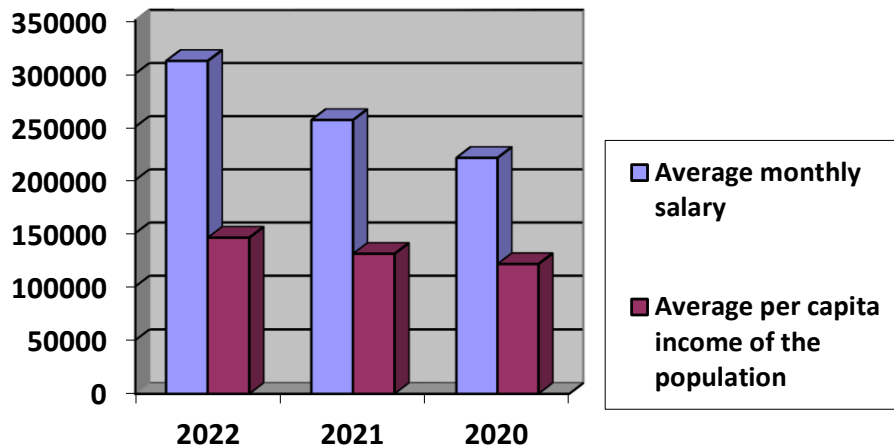


Figure 2 - Dynamics of the well-being of the population from 2020 to 2022

A cumulative analysis of the dynamics of the well-being of the population from 2020 to 2022 fully demonstrates the relationship between improving the quality of public services, society's satisfaction with them and, as a result, its well-being.

An assessment of the correlation relationship between the well-being of the population and the increase in the average monthly wage made it possible to estimate the correlation coefficient. Aggregate data on public satisfaction with public services for each year were taken into account and correlated with the annual average wage. Based on these data, sample means (for  $x = 263$ ; for  $y = 6.667$ ), variances (for  $x = 1404.67$ ; for  $y = 10.89$ ) were obtained, and as a result, standard deviations (for  $x = 37.479$ ; for  $y = 3.3$ ) and covariance (127.67). Based on the available data, a correlation of 0.9999 was calculated, which, when rounded to 1, shows a positive correlation between the two groups of indicators. Based on the data obtained, a correlation field was constructed, indicating a positive manifestation (Figure 3).

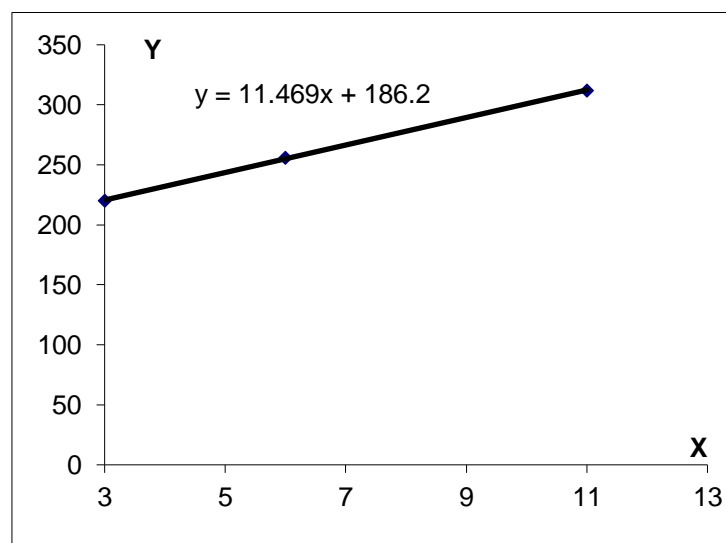


Figure 3 - Correlation between the well-being of the population and the quality of public services (x - total indicators of society's satisfaction with the quality of public services; y - average monthly salary in thousand tenge)

It was revealed that the diagrams reflect a close relationship and a positive correlation between the growth of the welfare of the population and its satisfaction with the quality of services. The results obtained allow us to propose some recommendations that will be especially relevant today and will help improve the social audit system.

### **Conclusion.**

The conducted three-stage experiment made it possible to obtain data based on a survey/questionnaire/interview of respondents, analysis and synthesis of the results obtained on society's satisfaction with the quality of public services and the welfare of the population.

A positive correlation ( $0.9999 \approx 1$ ) has been established, which can be traced between the growth in the welfare of the population and the degree of satisfaction with the quality of public services. On the basis of the social audit conducted, measures were formulated aimed at improving the social audit system, in particular, assessing the availability and quality in the field of public services:

- conducting an inventory process of services of state bodies, focused on reforming public administration in the field of monitoring the quality of the provision of public services by authorized state bodies in relation to 100% of the services they provide. This will make it possible to identify administrative barriers in the provision of public services, as well as to analyze compliance with standards in the field of public service provision, eliminate identified difficulties and optimize the process of providing services by public authorities;

- conducting an annual sociological survey and monitoring the actual state of public services provided in order to identify gross violations in the system for the implementation of public services. It would be expedient in this situation to conduct monitoring by independent organizations on the basis of financing expenditures from budget funds. This will reveal a clearer picture of the true state of public services in the market;

- expansion of the system of methods aimed at assessing the availability and quality in the field of public services provided. Here it is proposed to use the method of "control appeal", inviting independent experts to conduct more objective monitoring, and following its results, submitting for consideration specific proposals to improve the current state of services, which will minimize the formal fulfillment by the authorities of their obligations and accelerate the growth rate of effective implementation of measures to provision of public services;

- implementation of measures to improve the level and quality of qualifications of personnel engaged in their work in the field of public services, which can be achieved by taking into account the results of the quality of public services in the process of deciding on the early termination of the performance of official duties by some



managers. This will allow achieving maximum transparency in the process of hiring truly liquid personnel and stabilizing productivity due to the fact that each employee and manager will work to the maximum to create a favorable image of himself in the eyes of society.

Thus, Kazakhstan has all the necessary resources aimed at improving the quality and evaluation system of public services provided to the population.

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