

REPORT
Unesa Management Service Satisfaction
(Unesa Student Respondents)



FACULTY OF ENGINEERING
SURABAYA STATE UNIVERSITY
QUALITY ASSURANCE GROUP
DATA CENTER AND INFORMATION SYSTEM
2020

Endorsement Page

Stating that the Student Satisfaction Report on Management Services
Surabaya State University is made with real



Surabaya, December 29, 2020 Head of the
Quality Assurance Group



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CHAPTER I PRE ELIMINARY

1.1 Background

The Data and Information System Division is one of the Quality Assurance Group in charge of assisting the implementation of quality assurance with the PPEPP model (Quality Planning, Quality Implementation, Quality Evaluation, Quality Control, Quality Improvement). One of the tasks of this center is to conduct a Customer Service Satisfaction Survey which is currently a need and demand for Study Program Accreditation and Higher Education Accreditation.

Some of the surveys carried out were satisfaction surveys on all activities carried out by BPM so that the quality of the implementation of activities was evaluated periodically. This survey was conducted online and carried out after the activity ended. The results of this survey will be followed up with an evaluation meeting, the results of which will be used for service improvement for further activities.

Along with the increasing need to improve the quality of service at Unesa, it is necessary to have a satisfaction survey for students, lecturers, and staff. It is necessary to know what variables must be improved and maintained in quality. Filling out the questionnaire consists of filling in the expectations and realities of the perceived service in 2020.

1.2 Problem

- a. How are the results of the comparison between expectations and the reality of satisfaction with management services at the Faculty of Engineering based on the 2020 Unesa student survey.

- b. How is the comparative analysis between expectations and the reality of satisfaction with management services at the Faculty of Engineering (2020 Unesa student survey) based on the Cartesian Diagram.

1.3 Goals

Knowing the quality of management service satisfaction of the Faculty of Engineering (2020 Unesa student survey) based on the Cartesian Diagram.

1.4 Report Systematic

The systematics in this report is the introduction which consists of the background, problems, objectives, and systematics of the report. Chapter II contains survey methods consisting of survey types and designs, variables, operational definitions, survey instruments, methods used, and data processing. Chapter III contains the results and discussion, and Chapter IV contains conclusions.

CHAPTER 2

SURVEY METHOD

2.1 Types and Design of Survey Implementation

This type of survey design uses non-experimental quantitative research. Non-experimental research is research whose observations are carried out with a number of subject variables according to what they are (in nature), without manipulation (Pratiknya, 2001).

This research uses a cross sectional design which is used to study the relationship between the independent variable and the dependent variable by taking measurements at the same time (point time approach). The same time means that each subject is only observed once and subject variables are observed at the time of observation. The method used in data collection is a questionnaire.

2.2. Operational definition

Some operational definitions are as follows:

- a. Consumers are all students who use Unesa management services in 2020.
- b. Consumer expectations are students who receive Unesa management services in 2020.
- c. Consumer satisfaction is the consumer's acknowledgment of Unesa's 2020 management services.
- d. The quality of service that will be examined is the expectations and reality of consumers on reliability, responsiveness, assurance, and tangible

2.3. Survey Instrument

The instrument used is a questionnaire. Questionnaires are used to collect data by providing written questions about consumer expectations and realities to be answered. The questionnaire instrument consists of 5 main aspects, namely reliability, responsiveness, assurance, empathy, and tangible.

2.4. Method used

The method used is the Method *Service Quality Servqual* (parasuraman, et al, 1985), the dimensions of the service quality characteristics are:

1. *Tangibles* which includes physical appearance, equipment, employees, and means of communication.
2. *Reliability* is the ability to provide the promised service promptly, accurately, and satisfactorily.

3. *Responsiveness*. That is the desire of staff to shape customers and provide responsive service.
4. *Assurance*. Includes the knowledge, ability, courtesy and trustworthiness of staff free from danger, risk or doubt.
5. *Empathy*. Includes ease in making relationships, good communication, personal attention, and understanding customer needs.

If possible, the next step is to use the method *Importance Performance Analysis* which was first introduced by Martilia and James (1977) with the aim of measuring the relationship between consumer/customer perceptions and priorities for improving product/service quality, also known as *Quadrant Analysis*.

2.5. Data processing

- Gap analysis

The level of consumer satisfaction is explained by using gap analysis. This analysis compares the mean between expectations and the reality received by consumers from the service dimensions, namely reliability, responsiveness, assurance, empathy and tangible.

The highest satisfaction occurs when the reality exceeds expectations, namely when the service provided is maximum (4) while the minimum expectation is (1). The interval is obtained using the formula:

$$\text{Interval} = (\text{Highest score} - \text{Lowest score}) / \text{Number of groups}$$

From the above calculation, the gap classification is obtained in Table 2.1.

Table 2.1. Gap Classification

interval	Classification	Satisfaction Level
- 3 to -1.5	Very negative	Very dissatisfied with expectations
- 1.5 to 0	Negative	Less satisfied than expectations
0 to 1.5	Positive	More satisfied than expected
1.5 to 3	Very Positive	Very more satisfied than expectations

- **Data normality tes**

The normality test of the data was carried out by statistical analysis. This test is carried out by entering the average reality and expectations of each statement contained in the questionnaire. This test is carried out to find out whether the data used normally distributed or not so that the next statistical test to be used can be determined.

The test used to determine whether the data is normally distributed or not is by using Kolmogorov-Smirnov for large samples (more than 50 respondents) or Shapiro-Wilk for small samples (less than 50 respondents). If the significance value is 0.05, then the data is normally distributed (parametric data) and can be analyzed using paired t-test. If the significance value is <0.05 , then the data is not normally distributed (non-parametric data) and can be analyzed using the Wilcoxon test.

Wilcoxon test

This test is carried out to find out whether there is a significant difference or not from the reality and expectations studied so that it can be determined whether H_0 is rejected or accepted. If the results obtained are significant differences then H_0 is rejected but if the differences are not significant then H_0 is accepted. The paired t-test was carried out if the two data being compared were normally distributed or the Wilcoxon test if at least one of the comparisons was not normally distributed, it could be from reality and expectations.

Cartesian chart

The Cartesian diagram describes the level of the statement into four parts where with this diagram it can be determined several factors that affect customer satisfaction which can then be prioritized for the company to be further improved.

CHAPTER III
RESULT AND DISCUSSION

3.1.Data Normality Test

Tests of Normality

		Kolmogorov-Smirnov ^a			Shapiro-Wilk		
HARAPAN		Statistic	df	Sig.	Statistic	df	Sig.
HARAPAN	1	.337	20	.000	.740	20	.000
	2	.367	180	.000	.758	180	.000
	3	.465	1571	.000	.554	1571	.000
	4	.532	2265	.000	.260	2265	.000

a. Lilliefors Significance Correction

Figure 3.1. Data normality test results

Based on the results of the normality test using SPSS for windows 25, the results obtained a significance value of $0.000 < 0.05$ so that the data is declared not normally distributed.

3.2. Wilcoxon test

Test Statisticsa

		KENYATAAN - HARAPAN
Z		-31.648 ^b
Asymp. Sig. (2-tailed)		.000

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

Figure 3.2. Wilcoxon test results

Based on the results of the Wilcoxon test using SPSS for Windows 25, the Asymp results were obtained. Sig. (2-tailed) of 0.000 <0.05 so it can be stated that there is a significant difference between the expectations and the reality of student satisfaction with Unesa management services.

3.3.Results of Calculation of Reality and Expectations

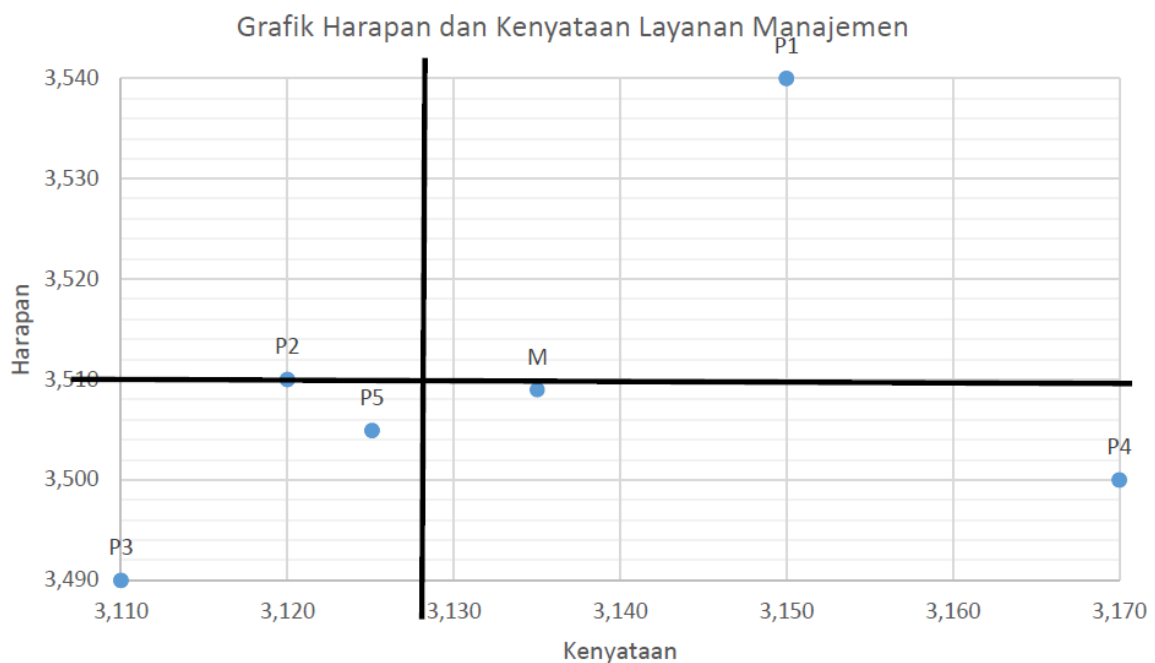
The results of the calculation of Reality, Expectations, Gap Analysis, and Quality of Management Services at Unesa in 2020 with student respondents are described in Table 3.1.

Table 3.1. The results of the calculation of Reality, Expectations, Gap Analysis, and Quality of Satisfaction Students Against Unesa Management Services in 2020

Dimension	P	statement	Reality	Hope	gap	TKI (%)
Reliability (Credibility)	P2	Service available academic, administration and service needs academic information and non-academic on-line and offline with accuracy and satisfying (<i>Reliability:Credibility</i>)	3.120	3.510	- 0.39	88.8888 9
		mean	3.120	3.510	- 0.39	88.89
Responsiveness/Adi 1 (P2)	P3	Ease of service internal management solve the problem academic and non-academic (<i>Responsiveness:Fair</i>)	3.110	3,490	- 0.38	89.1117 5
		mean	3.110	3,490	- 0.38	89.11
<i>Assurance</i> (Responsibility)	P4	Power education/laboratory serve students according to working days (<i>Assurance:Not quite</i>)				90.5714

		enough Answer)	3.170	3,500	- 0.33	3
		mean	3.170	3,500	- 0.33	90.57
Empathy (Accountability)	P5	Excellent service management done in accordance with the procedure (<i>empathy:Accountability</i>)				89.1624
			3.125	3.505	- 0.38	4
		mean	3.125	3.505	- 0.38	89.16
Tangible (Transparent)	P1	Convenience for access the page Unesa website (<i>Tangible:Transparent</i>)				88.9830
			3.150	3,540	- 0.39	5
		T	3.150	3,540	- 0.39	88.98
	M	The mean of the five dimensions	3.135	3.509	- 0.37	89.34

3.4. Comparison Results Between Expectations and Reality



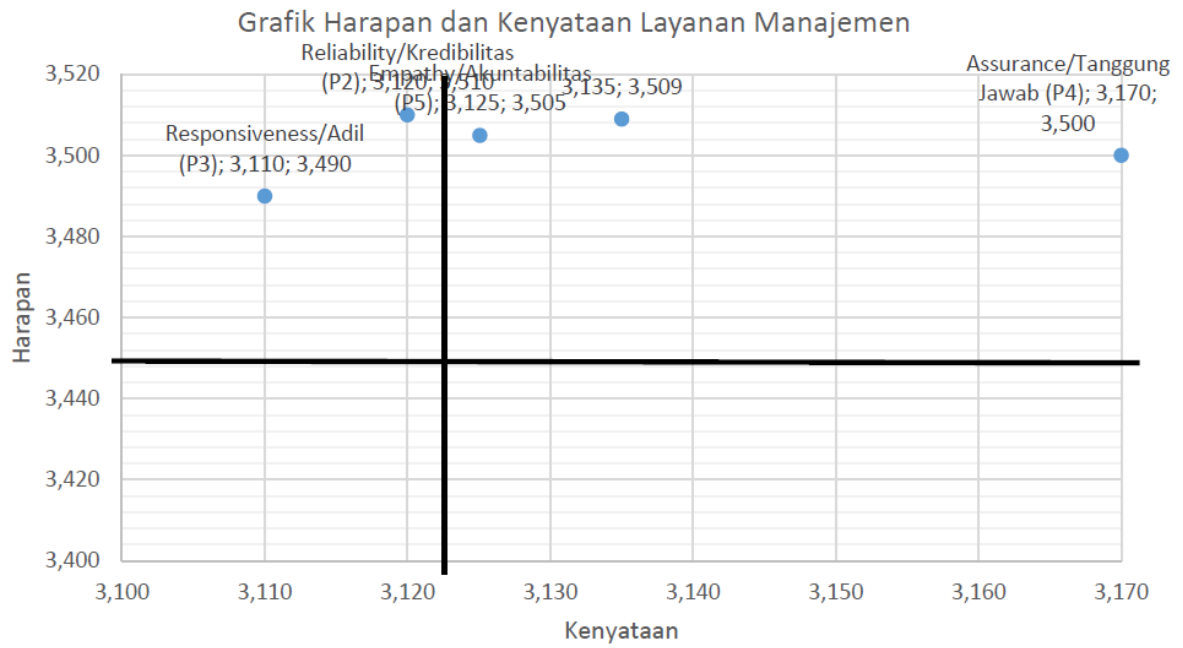


Figure 3.3. Cartesian Diagram of Student Satisfaction Survey on Service 2020
Management

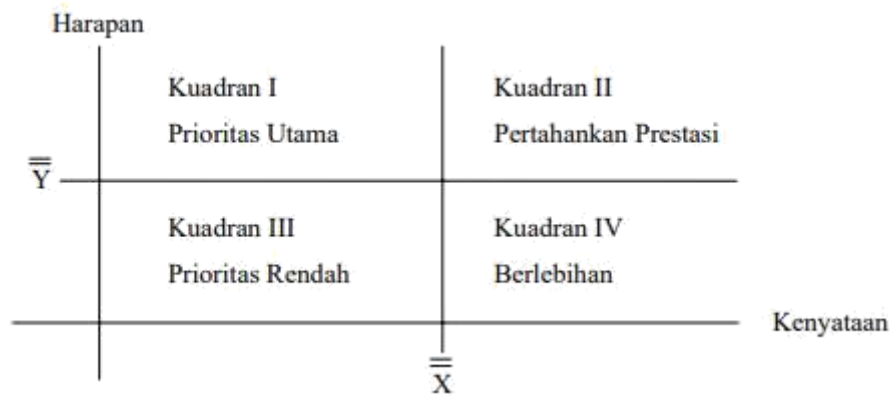


Figure 3.4. Cartesian Diagram (Supranto, 2001)

Information:

Quadrant I (Top Priority)

This quadrant shows the factors that are considered to affect customer satisfaction and include service elements that are considered very important for consumers. However, service providers have not implemented it in accordance with the wishes of consumers, causing disappointment/dissatisfaction. Variables in this quadrant need to be taken seriously.

Quadrant II (Maintain Achievement)

This quadrant shows that the factors that are considered important by consumers have been implemented properly and can satisfy consumers, so the obligation of service providers must maintain their performance.

Quadrant III (Low priority)

This quadrant shows the factors that are considered less important by consumers and the implementation by service providers is mediocre. Variables included in this quadrant do not need to be questioned even though they do not satisfy consumers because consumers do not consider them very important

Quadrant IV (Excess)

This quadrant shows the factors that are considered less important by consumers but have been carried out very well by service providers.

Analysis of each dimension

- *Reliability*
Based on the results of the analysis of the reliability dimension, it is in quadrant I. This shows the availability of services in supporting the activities of the Tridharma of Higher Education, administration and information needs services in a comprehensive manner. *online* and *offline* have not implemented it in accordance with the wishes of consumers, resulting in disappointment/dissatisfaction. So the variables in this quadrant need to be taken seriously by the University.

- *Tangible*
The tangible dimension is in quadrant I. This shows that this dimension is considered important by consumers and has not been implemented in accordance with the wishes of consumers, causing disappointment/dissatisfaction. So the variables in this quadrant need to be taken seriously by the University.

- *Assurance*
The assurance dimension is in quadrant II. This shows that this dimension is considered important by consumers and has been implemented properly and can satisfy consumers, so Unesa must maintain the quality of service of the leaders and or responsible persons who are authorized to support the implementation of the Tridharma of Higher Education.

- *Responsiveness*
Dimension *responsiveness* in quadrant I. This shows that this dimension is considered important by consumers and has not implemented it in accordance with consumer desires, causing disappointment/dissatisfaction. So the variables in this quadrant need to be taken seriously by the University.

- *Empathy*
Empathy is in quadrant II. This shows that this dimension is considered important by consumers and has been implemented properly and can satisfy consumers, so Unesa must maintain the quality of service of the leaders and or responsible persons who are authorized to support the implementation of the Tridharma of Higher Education.

CHAPTER IV

CLOSING

Based on the results of the analysis, it can be concluded that the level of student satisfaction with Unesa's management services in 2020 was in a good category with a satisfaction index level of 89.41%.

