

REPORT

**Lecturer Satisfaction Survey ,
Department of Geography Education
towards
Unesa Management Service Satisfaction**



**UNIVERSITAS NEGERI SURABAYA
FACULTY OF SOCIAL SCIENCE AND LAW
DEPARTMENT OF GEOGRAPHY EDUCATION
2021**

Attestation page

Stating that the Report on Lecturer Satisfaction of the Department of Geography Education towards Management Services, State University of Surabaya was actually made by

Know
Head of the Department of Geography Education
Assurance Unit

Dra. Ita Mardiani Zain, M.Kes

Surabaya, 26 November 2021

, Head of Quality

Drs. Agus Sutedjo, M.Si.

CHAPTER I

INTRODUCTION

1.1. Background

The task of the Study Program Quality Assurance Unit (UPM) is to assist in the implementation of quality assurance with the PPEPP (Planning, Implementation, Evaluation, Control and Quality Improvement) model at the Study Program level. One of the tasks of UPM is to conduct a Customer Service Satisfaction Survey which is currently the need and demand of Study Program Accreditation and Higher Education Accreditation.

Some of the surveys carried out are satisfaction surveys of all activities carried out by UPM so that the quality of activity implementation is evaluated periodically. The survey is conducted online and is conducted after the end of the activity. The results of this survey will be followed up with an evaluation meeting whose results are used to improve the service of subsequent activities.

Along with the increasing need to improve the quality of services in the Study Program and the Faculty of Social Sciences and Law, Unesa, a satisfaction survey is needed for students, lecturers, and staff. It is necessary to know what variables should be improved and maintained in quality. Filling out the questionnaire consists of filling in the expectations and realities of the services felt in 2021.

1.2. Problems

- a. How are the results of the comparison between expectations and the reality of satisfaction of fish unesa geography education management services based on the 2021 Unesa lecturer survey.
- b. How to analyze the comparison between expectations and the reality of satisfaction of management services for Geography Education FISH Unesa (Unesa lecturer survey in 2021) based on the Cartesian Diagram.

1.3. Purpose

Knowing the quality of satisfaction of fish unesa geography education management services (unesa lecturer survey in 2021) based on the Cartesian Diagram.

1.4. Report Systematics

The systematics in this report is an introduction consisting of the background, problems, objectives, and systematics of the report. Chapter II contains survey methods consisting of survey types and methods, variables, operational definitions, survey instruments, methods used, and data processing. Chapter III is about Results and Discussions, and Chapter IV is about simpulan.

CHAPTER II

SURVEY METHODS

2.1. Types and Design of Survey Implementation

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

This study used a *cross sectional* design which was used to learn the relationship between free variables and dependent variables by taking measurements at the same time (*point time approach*). At the same time, it means that each subjek is only observed once and the variable subjek is observed at the time of observation. The method used in data retrieval is a questionnaire.

2.2. Operational Definitions

Some operational definitions are as follows.

- a. Consumers are all lecturers who use the Geography Education management service FISH Unesa in 2021.
- b. Consumer expectations are lecturers who get management services for FISH Unesa Geography Education in 2021.
- c. Consumer satisfaction is consumer recognition of the FISH Unesa Geography Education management service in 2021.
- d. The quality of service that will be studied is consumer expectations and realities for reliability, *responsiveness*, *assurance*, *empathy*, and *tangible*

2.3. Survey Instruments

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

2.4. Methods used

The method used is the *Service Quality Servqual* Method (Parasuraman, et al,1985), the dimensions of the characteristics of the quality of service are as follows.

1. *Tangibles* (Real) which includes physical appearance, equipment, employees, and means of communication.
2. *Reliability* is the ability to provide the promised service immediately, accurately, and satisfactorily.
3. *Responsiveness* is the desire of the staff to shape customers and provide responsive service.
4. *Assurance* is the scope of knowledge, ability, decency, and trustworthy nature that staff have free from danger, risk or doubt.
5. *Empathy* (Empathy) is to include ease in relationships, good communication, personal attention, and understanding customer needs.

If possible, the next stage is to use the *Importance Performance Analysis* method which was first introduced by Martilia and James (1977) with the aim of measuring the relationship between consumer

/ customer perceptions and the priority of improving the quality of products / services also known as *Quadrant Analysis*.

2.5. Data Processing

2.5.1. Analysis of Gap

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

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

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

From the calculation above, 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 less satisfied than expected
-1.5 to 0	Negative	Less satisfied than expected
0 to 1.5 pm	Positive	More satisfied than expected
1.5 to 3pm	Very Positive	Very more satisfied than expected

2.5.2. Data normality test

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

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

2.5.3. Wilcoxon Test

This test is carried out to find out whether or not there are meaningful differences from the reality and expectations studied so that it can be determined whether H_0 is rejected or accepted. If the results obtained there are significant differences then H_0 is rejected but if the differences that occur are not significant then H_0 is accepted. A paired t-test is performed if two compared data are normally distributed or the Wilcoxon test if the minimum of one that is compared is not normally distributed can be from reality and expectations.

2.5.4. Cartesian Diagram

The cartesian diagram lays out the level of statement into four parts where with this diagram can be determined several factors that affect consumer satisfaction which can then be prioritized for the company to be improved further.

CHAPTER III
RESULTS AND DISCUSSION

3.1. Data Normality Test

Tests of Normality

Kelompok		Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Harapan	Harapan	.404	35	.000	.613	35	.000
	Kenyataan	.334	35	.000	.755	35	.000

a. Lilliefors Significance Correction

Figure 3.1. Data normality test results

Based on the results of the normality test using SPSS for windows 16, a significance value of $0.000 < 0.05$ was obtained so that the data was declared not normally distributed.

3.2. Wilcoxon Test

Test Statistics^b

	Kenyataan - Harapan
Z	-2.673 ^a
Asymp. Sig. (2-tailed)	.008

- a. Based on positive ranks.
- b. Wilcoxon Signed Ranks Test

Figure 3.2. Wilcoxon test results

Based on the results of the wilcoxon test using SPSS for windows 16 obtained asymp results. Sig. (2-tailed) of $0.000 < 0.05$ so it can be stated that there is a significant difference between the expectations and realities of satisfaction of lecturers of the Department of Geography Education terhadap Satisfaction of Management Services

3.3. The Results of The Calculation of Reality and Expectations

The results of the calculation of reality, expectations, gap analysis, and quality of management services for the Department of Geography Education in 2021 are explained in Table 3.1.

Table 3.1. The results of the calculation of Reality, Expectations, Gap Analysis, and Service Quality of Management of the Department of Geography Education in 2021

Dimension	No.	Revelation	Fact	Hope	Gap	Tki (%)
Reliability	P2	Ease of application facility (Reliability)	3.20	3.26	-0.06	98.245614
	Mean Re	Mean	3.20	4.00	-0.06	98.245614
Responsiveness/Fairness (P2)	P3	Ease of management services in the implementation of the Tridarma of Higher Education	3.17	3.26	-0.09	97.3684211
	Mean Res	Mean	3.17	3.26	-0.09	97.37
Assurance (Responsibility)	P4	Services of leaders and / or persons in charge who are authorized to support the implementation of the Tridarma of Higher Education	3.26	3.49	-0.23	93.442623
	Mean As	Mean	3.26	3.49	-0.23	93.44
Empathy (Accountability)	P5	Excellent management service at PT is carried out in accordance with the procedure	3.26	3.49	-0.23	93.442623
	Mean Em	Mean	3.26	3.49	-0.23	93.44
Tangible (Transparent)	P1	Ease of obtaining information in supporting the activities of the Tridarma of Higher Education	3.20	3.49	-0.29	91.8032787
	Mean Tan	Mean	3.20	3.49	-0.29	91.80
	Mean	Mean of the five dimensions	3.22	3.54	(0.18)	94.86

3.4. Comparison Results Between Expectations and Reality

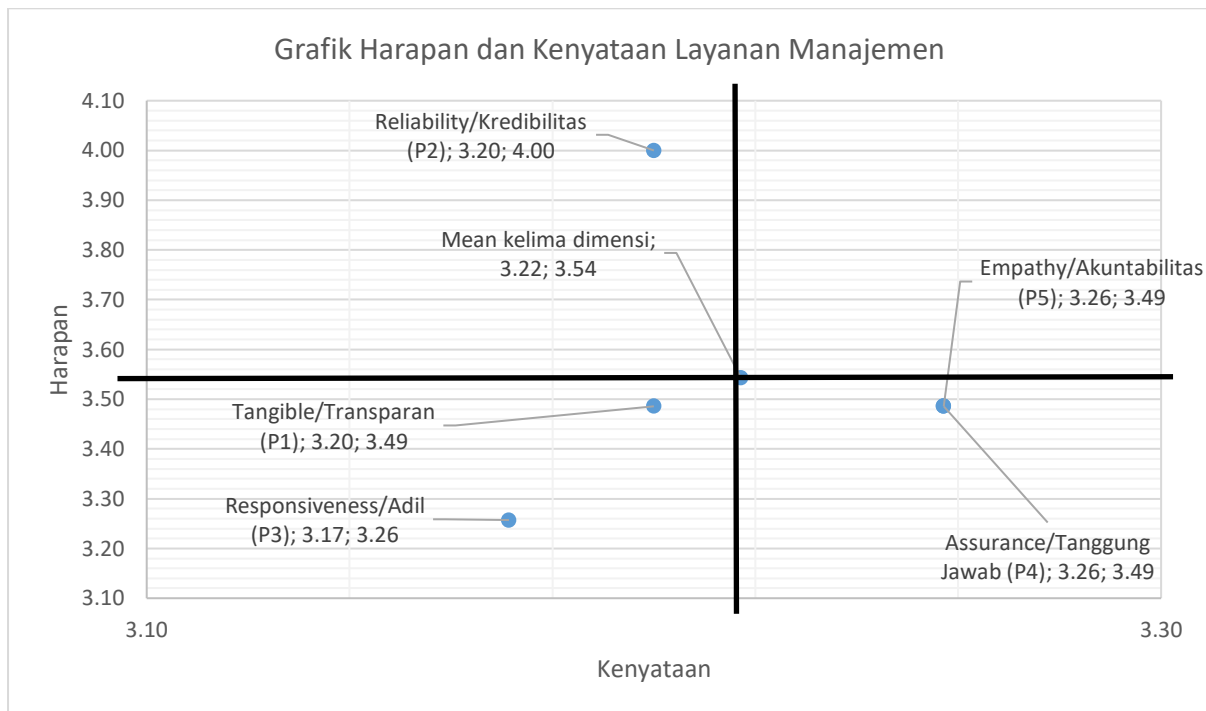


Figure 3.3. Cartesian Diagram of Management Service Satisfaction Survey in 2021

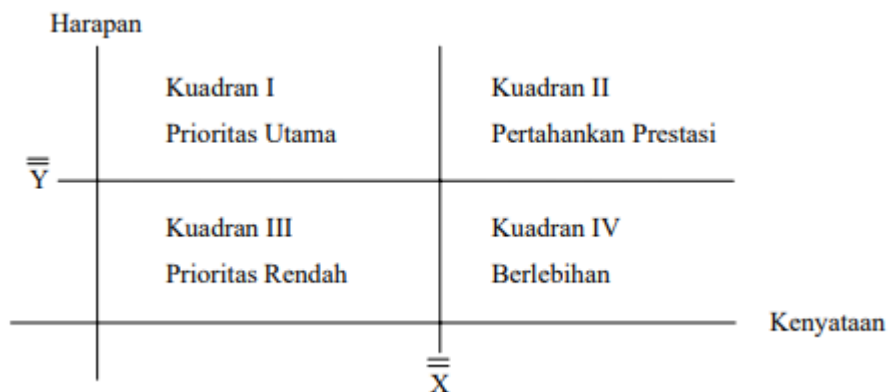


Figure 3.4. Cartesian Diagrams (Supranto, 2001)

Information:

Quadrant I (Top Priority)

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

Quadrant II (Maintain Achievements)

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 factors that are considered less important by consumers and implementation by mediocre service providers. The variables included in this quadrant are undisputed even if they do not satisfy consumers because consumers do not consider it very important

Quadrant IV (Redundant)

This quantification shows factors that are considered less important by consumers but have been very well executed by service providers.

Analyze each dimension

1. Reliability

Based on the results of the analysis of the *reliability* dimensions in quadrant I. This shows the availability of services in supporting the activities of Tridarma Higher Education, administration and services of information needs *on-line* and *offline* accurately and satisfactorily have not been done it is in accordance with the wishes of consumers, causing disappointment / dissatisfaction. So that the variables in this quadrant need to be seriously considered by the Department of Geography Education.

2. Tangible

The *Tangible* dimension is in quadrant III. This shows that this dimension is considered less important by and implemented by mediocre service providers, so Unesa, especially Geography Education, must improve the quality of ease of obtaining information in supporting the activities of the Tridarma of Higher Education.

3. Assurance

The *Assurance* dimension is in quadrant IV, this shows that excellent management services at pt are carried out in accordance with procedures that have been carried out properly, and must be maintained quality.

4. Responsiveness

The *Responsiveness* dimension is in quadrant III, this shows that services that are less than optimal by the management at PT, the procedures that have been carried out need to be improved in quality.

5. Empaty

Empaty is in quadrant IV this shows that excellent management services at PT are carried out in accordance with procedures that have been carried out properly, and must be maintained quality.

3.4. Follow-up Plan

The Follow-up Plan for management services is as follows:

Dimension	No.	Revelation	Fact	Hope	Gap	Tki (%)	Follow-up Plan (RTL)	Related Parties
<i>Reliability</i> (Credibility)	P2	Ease of application facility (Reliability)	3.20	3.26	-0.06	98,2456	Adding information media that can be easily accessed by lecturers and updated every day, for example by adding the Unesa today bot on telegram as the latest information media related to the activities of the Tridarma of Higher Education. Improve coordination between related parties in providing services that support the activities of Tridarma PT	<ul style="list-style-type: none"> - Dean - PPTI - Kajur/Head of Study Program
<i>Responsiveness/Fairness</i> (P2)	P3	Ease of management services in the implementation of the Tridarma of Higher Education	3.17	3.26	-0.09	97.36842105	Improving the ease of service in the implementation of the Tridarma of Higher Education	<ul style="list-style-type: none"> - Dean - Kajur/Head of Study Program
<i>Assurance</i> (Responsibility)	P4	Services of leaders and / or persons in charge who are authorized to support the implementation of the Tridarma of Higher Education	3.26	3.49	-0.23	93.44262295	Improving the services of the leader or person in charge of the authority in supporting the implementation of the Tridarma of Higher Education.	<ul style="list-style-type: none"> - Deanate - Kajur/head of study program - Working Group Coordinator
<i>Empathy</i> (Accountability)	P5	Excellent management service at PT is carried out in accordance with the procedure	3.26	3.49	-0.23	93.44262	Updating Standard Operating Procedures and socializing them both to students and to employees (staff and lecturers).	<ul style="list-style-type: none"> - Dean - Kajur/Head of Study Program
<i>Tangible</i> (Transparent)	P1	Ease of obtaining information in supporting the activities of the Tridarma of Higher Education	3.20	3.49	-0.29	91.80328	Routinely, the IT Team <i>performs maintenance</i> on the website so that problems such as difficulty accessing or <i>bad gateway errors</i> do not often occur.	<ul style="list-style-type: none"> - Deanate - Faculty Website development team

								- Study program website management team
		Mean of the five dimensions	3.22	3.54	(0.18)	94,86		-

CHAPTER IV

CONCLUSION AND SUGGESTIONS

Based on the results of the analysis, it can be concluded that Unesa Management services according to the perspective of lecturers of the Department of Geography Education FISH are in the good category with a satisfaction index level of 94.86%. Even so, it would be better if the service was improved again in the coming year.

Attachment

I. Management Service Satisfaction Instruments (Criterion 2)

INSTRUCTIONS

Please fill in by putting a tick (√) on "Hope for answers" and "Existing reality" in the real field.

No	Statement	Hope for answers				Existing reality			
		Excellent	Good	Enough	Less	Excellent	Good	Enough	Less
1.	Ease of obtaining information in supporting the activities of the Tridarma of Higher Education (<i>Tangible: Transparent</i>)								
2.	Availability of services in supporting the tridarma activities of higher education, administration and services for information needs <i>on-line</i> and <i>offline</i> accurately and satisfactorily (<i>Reliability: Credibility</i>)								
3	Ease of management services in the implementation of the Tridarma of Higher Education (<i>Responsiveness: Adil</i>)								
4	Services of leaders and or persons in charge who are authorized to support the implementation of the Tridarma of Higher Education (<i>Assurance: Responsibility</i>)								
5.	Excellent management service at PT is carried out in accordance with procedures (<i>empathy: Accountability</i>)								