

SURVEI KEPUASAN MAHASISWA S1 PENDIDIKAN BIOLOGI FMIPA UNESA 2025 SURVEY OF STUDENT SATISFACTION FOR S1 BIOLOGY EDUCATION FMIPA UNESA

RINGKASAN/SUMMARY

Survei kepuasan pelanggan merupakan salah satu usaha guna menilai tingkat layanan yang diberikan oleh Universitas Negeri Surabaya (Unesa) khususnya Prodi S1 Pendidikan Biologi FMIPA dalam memenuhi harapan dan kebutuhan mahasiswa sebagai pelanggan. Survei ini mengadopsi metode SERVQUAL lima dimensi (*tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*). Survei ini memakai pendekatan *cross sectional* yaitu responden mengisi instrumen survei secara online melalui *Single Sign On* (SSO) Unesa. Responden dalam survei ini adalah mahasiswa S1 Pendidikan Biologi, FMIPA Unesa. Survei dilakukan pada bulan Februari-Juli 2025 dengan 412 responden mahasiswa. Metode Importance-Performance Analysis, GAP Analysis, Paired Difference Test, dan Tingkat Kepuasan Pengguna dipakai dalam menganalisis data. Hasil dari survei kepuasan mahasiswa berdasarkan analisis data memperoleh hasil: (1) Terdapat perbedaan yang signifikan antara Harapan dan Kenyataan berdasarkan hasil uji Wilcoxon dengan nilai signifikansi $< 5\%$, masih ada kesenjangan antara harapan dan kenyataan sebesar **0,61**; (2) Pada analisis Gap ditemukan, bahwa di variabel indikator (**P17**) memiliki nilai Gap negatif yaitu sebesar **-0,22** dan memiliki tingkat kesesuaian terendah, **P17** (*Empathy*) adalah indikator terhadap kepedulian petugas dalam menerima keluhan terkait layanan keuangan dan sarana prasarana dengan nilai tingkat kesesuaian sebesar **93,71%**. Jadi, kepuasan terhadap pelayanan berdasarkan perspektif mahasiswa ada yang belum terpenuhi; (3) Secara keseluruhan, tingkat kesesuaian antara Kenyataan dan Harapan yang dirasakan oleh para mahasiswa selaku responden yaitu sebesar **95,19%**; (4) Terdapat dua indikator yang menjadi prioritas utama, yaitu **Kode P4** (*Empathy*) yaitu Kepedulian petugas dalam menerima keluhan terkait layanan bidang penalaran, minat, dan bakat dan **Kode P9** (*Tangible*) yaitu Ketersediaan, kecukupan, aksesibilitas, dan kualitas sarana prasarana layanan BK, kesehatan, dan beasiswa.

The customer satisfaction survey aims to assess the level of service provided by Surabaya State University (Unesa), especially the Biology Education Study Program, Faculty of Mathematics and Natural Sciences, in meeting the expectations and needs of students as customers. This survey adopts the five-dimensional SERVQUAL method (*tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy*). This survey uses a cross-sectional approach; namely, respondents complete the survey instrument online via Unesa's Single Sign-On (SSO). Respondents in this survey are biology education undergraduate students, Faculty of Mathematics and Natural Sciences, Unesa. The survey was conducted in February-July 2025 with 412 student respondents. The Importance-Performance Analysis, GAP Analysis, Paired Difference Test, and User Satisfaction Level methods were used in analyzing the data. The results of the student satisfaction survey based on data analysis obtained the following results: (1) There is a significant difference between expectations and reality based on the results of the Wilcoxon test with a significance value of $< 5\%$; there is still a gap between expectations and reality of 0.61; (2) In the gap analysis, it was found that the indicator variable (P17) had a negative gap value of -0.22 and had the lowest level of suitability. P17 (*Empathy*) is an indicator of the concern of officers in receiving complaints related to financial services and infrastructure, with a suitability level of 93.71%. So, satisfaction with services based on the student perspective has not been met; (3) Overall, the level of suitability between reality and expectations felt by students as respondents was 95.19%; (4) two indicators are the main priority, namely Code P4 (*Empathy*), namely the concern of officers in receiving complaints related to services in the fields of reasoning, interests, and talents, and Code P9 (*Tangible*), namely the availability, adequacy, accessibility, and quality of facilities and infrastructure for BK, health, and scholarship services.