

RINGKASAN/SUMMARY

- a. Survei kepuasan pelanggan adalah salah satu cara untuk mengukur seberapa baik layanan yang ditawarkan oleh Universitas Negeri Surabaya (Unesa), khususnya Fakultas Matematika dan Ilmu Pengetahuan Alam (FMIPA) memenuhi harapan dan kebutuhan pelanggan (mahasiswa, dosen, dan tenaga kependidikan). Survei ini mengadopsi metode SERVQUAL dengan lima dimensi, yakni *reliability*, *responsiveness*, *assurance*, *empathy*, dan *tangible*. Survei ini menggunakan pendekatan *cross-sectional* dengan survei secara daring melalui *Single Sign On Unesa*. Sasaran dalam survei ini adalah dosen S1 Pendidikan Matematika Unesa. Survei dilakukan pada akhir tahun 2023 dan sebanyak 14 Dosen Prodi S1 Pendidikan Matematika FMIPA mengisi survei kepuasan. Metode *Importance-Performance Analysis*, *Gap Analysis*, *Paired Difference Test*, dan Tingkat Kepuasan Pengguna digunakan untuk menganalisis data. Berdasarkan hasil analisis data dari survei kepuasan mahasiswa FMIPA tahun 2023 diperoleh hasil, yakni: Perbedaan yang signifikan berdasarkan analisis Gap ditemukan, bahwa semua dimensi (item) yang meliputi *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy* bernilai negatif. Nilai gap di setiap item di semua dimensi lebih tinggi dari **-0,1**. Nilai gap negatif terbesar, yaitu indikator yang memiliki tingkat kesesuaian terendah, yaitu **P3** (*responsiveness*) dengan nilai tingkat kesesuaian sebesar **83,16%**. Hal ini menunjukkan, bahwa selama ini, kemudahan layanan manajemen dalam pelaksanaan Tridharma Perguruan Tinggi, belum berjalan sesuai dengan harapan dosen. Secara keseluruhan, tingkat kesesuaian antara Kenyataan dan Harapan yang dirasakan oleh para dosen selaku responden yaitu sebesar **88,72%**. Pada kuadran I ditemukan empat indikator yang harus menjadi prioritas utama, yaitu (1) **P3** (*Responsiveness*), yaitu Kemudahan layanan manajemen dalam pelaksanaan Tridharma Perguruan Tinggi, (2) **P5** (*Empathy*), yaitu Layanan prima manajemen di PT dilakukan sesuai dengan prosedur, (3) **P10** (*Reliability*), yaitu Aksesibilitas dalam mengakses system informasi melalui SSO, (4) **P19** (*Reliability*) Konsistensi aturan pada pelaksanaan kegiatan monev penelitian serta PKM.
- b. Customer satisfaction surveys are one way to measure how well the services offered by Surabaya State University (Unesa), especially the Faculty of Mathematics and Natural Sciences (FMIPA) meet the expectations and needs of customers (students, lecturers and education staff). This survey adopted the SERVQUAL method with five dimensions, namely reliability, responsiveness, assurance, empathy, and tangible. This survey uses a cross-sectional approach with an online survey via Single Sign On Unesa. The targets in this survey were Unesa Mathematics Education undergraduate lecturers. The survey was conducted at the end of 2023 and as many as 14 FMIPA Mathematics Education Undergraduate Study Program lecturers filled out the satisfaction survey. Importance-Performance Analysis, Gap Analysis, Paired Difference Test, and User Satisfaction Level methods were used to analyze the data. Based on the results of data analysis from the 2023 FMIPA student satisfaction survey, the results were obtained, namely: A significant difference based on Gap analysis was found, that all dimensions (items) including tangibles, reliability, responsiveness, assurance and empathy were negative. The gap value in each item in all dimensions is higher than **-0.1**. The largest negative gap value is the indicator that has the lowest level of suitability, namely P3 (responsiveness) with a suitability level value of 83.16%. This shows that so far, the ease of management services in implementing the Tridharma of Higher Education has not been running according to lecturers' expectations. Overall, the level of conformity between Reality and Expectations felt by the lecturers as respondents was 88.72%. In quadrant I, four indicators were found that must be the main priority, namely (1) P3 (Responsiveness), namely the ease of management services in implementing the Tridharma of Higher Education, (2) P5 (Empathy), namely excellent management services in HEIs carried out in accordance with procedures, (3) P10 (Reliability), namely Accessibility in accessing information systems via SSO, (4) P19 (Reliability) Consistency of rules in the implementation of research monev and PKM activities

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