

RINGKASAN/SUMMARY

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 Mahasiswa S1 Pendidikan Matematika Unesa. Survei dilakukan pada akhir tahun 2025 dan sebanyak 507 Mahasiswa 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 2025 diperoleh hasil, yakni: Ada perbedaan yang signifikan berdasarkan analisis Gap ditemukan, bahwa di antara tujuh belas variabel indikator yang memiliki nilai gap yang lebih rendah dari -0,1, dengan tingkat kesesuaian terendah, sebesar 92,58%, yaitu Ketersediaan dan kecukupan sarana dan prasarana akademis (perpustakaan, pembelajaran/ laboratorium/ bengkel/instalasi Listrik/internet/sistem informasi).. Secara keseluruhan, tingkat kesesuaian antara Kenyataan dan Harapan yang dirasakan oleh para mahasiswa selaku responden yaitu sebesar 94.247%. Ditemukan empat indikator yang harus menjadi prioritas utama perbaikan, yaitu (1) kemampuan dan kecepatan petugas dalam memberikan layanan BK, kesehatan, dan beasiswa, (2) Ketersediaan, kecukupan, aksesibilitas, dan kualitas sarana prasarana layanan bimbingan karir dan kewirausahaan, (3) Kejelasan SOP untuk proses pengajuan pembayaran/keterlambatan/keringanan UKT, dan (4) Ketersediaan dan kecukupan sarana dan prasarana akademis (perpustakaan, pembelajaran/ laboratorium/ bengkel/instalasi Listrik/ internet, system informasi).

A customer satisfaction survey is 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 educational staff). This survey adopts the SERVQUAL method with five dimensions, namely reliability, responsiveness, assurance, empathy, and tangible. This survey uses a cross-sectional approach with an online survey through Unesa's Single Sign On. The target of this survey is Unesa's Undergraduate Mathematics Education students. The survey was conducted at the end of 2025 and a total of 507 Undergraduate Mathematics Education Students of FMIPA completed the satisfaction survey. The 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 2025 FMIPA student satisfaction survey, the results obtained were: There was a significant difference based on the Gap analysis found, that among the seventeen indicator variables that had a gap value lower than -0.1, with the lowest level of conformity, at 92.58%, namely the Availability and adequacy of academic facilities and infrastructure (library, learning/laboratory/workshop/electrical installation/internet/information system). Overall, the level of conformity between Reality and Expectations felt by students as respondents was 94.247%. Four indicators were found that should be the main priority for improvement, namely (1) the ability and speed of officers in providing guidance, health and scholarship services, (2) Availability, adequacy, accessibility and quality of infrastructure for career and entrepreneurship guidance services, (3) Clarity of SOPs for the process of submitting UKT payments/ delays/reliefs, and (4) Availability and adequacy of academic facilities and infrastructure (libraries, learning/ laboratories/ workshops/electrical installations /internet, information systems).

Tambahkan link lengkap laporan kepuasan Mahasiswa