

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 2023 dan sebanyak 454 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: 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**, terdapat sebuah variabel indikator yang memiliki tingkat kesesuaian terendah, yaitu **P5 (Tangible)** dengan nilai tingkat kesesuaian sebesar **93,96%**. Hal ini menunjukkan, bahwa Ketersediaan, kecukupan, aksesibilitas, dan kualitas sarana prasarana layanan bidang penalaran, minat, dan bakat selama ini belum berjalan sesuai dengan harapan mahasiswa. Secara keseluruhan, tingkat kesesuaian antara Kenyataan dan Harapan yang dirasakan oleh para mahasiswa selaku responden yaitu sebesar **94,94%**. Ditemukan tiga indikator yang harus menjadi prioritas utama perbaikan, yaitu (1) **P5 (Tangible)**, yaitu Ketersediaan, kecukupan, aksesibilitas, dan kualitas sarana prasarana layanan bidang penalaran, minat, dan bakat, (2) **P15 (Assurance)**, yaitu Kemudahan proses pengajuan/pembayaran /keterlambatan/keringanan UKT, dan (3) **P16 (Responsiveness)**, yaitu Kemampuan dan kecepatan petugas dalam memberikan pelayanan proses peminjaman/penggunaan fasilitas sarana prasarana untuk kegiatan mahasiswa.

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 target of this survey is Unesa Mathematics Education Undergraduate Students. The survey was conducted at the end of 2023 and as many as 454 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: 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**, there was an indicator variable that has the lowest level of suitability, namely **P5 (Tangible)** with a suitability level value of **93.96%**. This shows that the availability, adequacy, accessibility and quality of service facilities and infrastructure in the areas of reasoning, interests and talents have so far not been in line with students' expectations. Overall, the level of conformity between Reality and Expectations felt by students as respondents was **94.94%**. Three indicators were found that must be the main priority for improvement, namely (1) **P5 (Tangible)**, namely Availability, adequacy, accessibility and quality of service infrastructure in the areas of reasoning, interests and talents, (2) **P15 (Assurance)**, namely Ease of process UKT application/payment/delays/relief, and (3) **P16 (Responsiveness)**, namely the ability and speed of officers in providing services for the loan process/use of infrastructure facilities for student activities

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