

# SURVEI KEPUASAN MAHASISWA PRODI S1 KIMIA FMIPA UNESA

## RINGKASAN

Survei kepuasan pelanggan adalah salah satu cara untuk mengukur seberapa baik layanan yang ditawarkan oleh Universitas Negeri Surabaya (Unesa), Fakultas Matematika dan Ilmu Pengetahuan Alam (FMIPA), khususnya Prodi S1 Kimia, memenuhi harapan dan kebutuhan pelanggan (mahasiswa dan dosen). Survei ini mengadopsi metode SERVQUAL dengan lima dimensi, yakni *reliability*, *responsiveness*, *assurance*, *empathy*, dan *tangible*. Survei ini menggunakan pendekatan *cross-sectional* dimana partisipan mengisi instrumen survei secara daring melalui Single Sign On Unesa. Sasaran dalam survei ini adalah mahasiswa Unesa, khususnya di Prodi S1 Kimia FMIPA. Survei dilakukan pada Februari-Juli tahun 2024 dan sebanyak 352 mahasiswa Prodi S1 Kimia 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 2024 diperoleh hasil, yakni: (1) terdapat perbedaan yang signifikan antara Harapan (Importance) dan Kenyataan (Performance) berdasarkan hasil uji Wilcoxon signed rank test dengan tingkat kepercayaan 95% ( $Z = -7,722$ ,  $p = < 0,001$ ); (2) Perbedaan yang signifikan berdasarkan analisis *Gap* ditemukan, bahwa di antara tiga variabel indikator yang memiliki nilai *Gap* negatif terbesar dan memiliki tingkat kesesuaian terendah (92,94%), yaitu P12 (*empathy*), kepedulian petugas dalam menerima keluhan terkait layanan bimbingan karir dan kewirausahaan; (3) Secara keseluruhan, tingkat kesesuaian (Tki) antara Kenyataan dan Harapan yang dirasakan oleh para mahasiswa Prodi S1 Kimia FMIPA Unesa, yaitu sebesar 94,44%; serta (4) Ada tiga indikator yang menjadi prioritas rendah/sekunder dalam perbaikan mutu layanan berdasarkan hasil survei kepuasan mahasiswa Prodi S1 Kimia FMIPA Unesa tahun 2024, yaitu: (a) kode P10, kejelasan SOP layanan bimbingan karir dan kewirausahaan (*assurance*); (b) kode P12, kepedulian petugas dalam menerima keluhan terkait layanan bimbingan karir dan kewirausahaan (*empathy*); (c) kode P18, ketersediaan dan kecukupan sarana dan prasarana akademis (perpustakaan, pembelajaran/ laboratorium/ bengkel/ instalasi listrik/ internet, sistem informasi) (*tangible*).



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# STUDENTS' SATISFACTION SURVEY UPC FMNS UNESA

## SUMMARY

The user satisfaction survey is one way to measure how well the services offered by Universitas Negeri Surabaya (Unesa), especially the Undergraduate Program of Chemistry, Faculty of Mathematics and Natural Sciences (FMNS), meet the expectations and needs of users (students and lecturers). This survey adopted the SERVQUAL method with five dimensions, namely reliability, responsiveness, assurance, empathy, and tangible. This survey uses a cross-sectional approach where participants fill out survey instruments online through Unesa's Single Sign On. The targets in this survey were Unesa students, especially in UPC FMNS. The survey was conducted in February-July 2024, and 352 UPC students 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 satisfaction survey of UPC students in 2024, the results were obtained, namely: (1) there is a significant difference between Expectations (Importance) and Reality (Performance) based on the results of the Wilcoxon signed rank test with a confidence level of 95% ( $Z = -7.722$ ,  $p = < 0.001$ ); (2) A significant difference based on Gap analysis was found, that among the three indicator variables that had the largest negative Gap value and had the lowest level of suitability (92.94%), namely P12 (empathy), officers' concern in receiving complaints regarding career guidance services and entrepreneurship; (3) Overall, the level of conformity (Tki) between Reality and Expectations felt by UPC students is 94.44%; and (4) There are three indicators that are low/secondary priorities in improving service quality based on the results of the 2024 student satisfaction survey of the UPC FMNS, namely: (a) code P10, clarity of SOP for career and entrepreneurship guidance services (assurance); (b) code P12, officers' concern in receiving complaints regarding career and entrepreneurship guidance services (empathy); (c) code P18, availability and adequacy of academic facilities and infrastructure (libraries, learning /laboratories/ workshops/ electrical/ internet installations, information systems) (tangible).