SURVEI KEPUASAN DOSEN 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 dosen Unesa, khususnya di FMIPA. Survei dilakukan pada Februari-Juli tahun 2024 dan sebanyak 13 dosen Prodi S1 Kimia 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 dosen Prodi S1 Kimia 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% ($Z = -2,492$, $p = <0,001$); (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 (83,55%), yaitu: P13 (*assurance*), ketepatan pencairan gaji, sertifikasi dosen dan remunerasi 30% di setiap bulan; (3) Secara keseluruhan, tingkat kesesuaian (Tki) antara Kenyataan dan Harapan yang dirasakan oleh para dosen Prodi S1 Kimia, yaitu sebesar 92,28%; serta (4) Ada dua indikator yang menjadi prioritas utama dalam perbaikan mutu layanan berdasarkan hasil survei kepuasan dosen Prodi S1 Kimia tahun 2024, yang terbagi dalam dua indikator, yaitu: pemberian remunerasi secara adil dan transparan (*empathy*); serta (b) kode P15, kesesuaian usulan proposal dengan roadmap penelitian dan PKM (prodi, fakultas, dan universitas) (*reliability*).

LECTURERS' SATISFACTION SURVEY UPC FMNS UNESA

SUMMARY

he 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 lecturers, especially in UPC FMNS. The survey was conducted in February-July 2024, and 13 UPC 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 satisfaction survey of UPC lecturers 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% ($Z = -2.492$, $p = <0.001$); (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 conformity (83.55%), namely: P13 (assurance), accuracy of salary disbursement, lecturer certification and remuneration 30% in every month; (3) Overall, the level of conformity (Tki) between Reality and Expectations felt by the chemistry undergraduate study program lecturers was 92.28%; and (4) There are two indicators that are the main priority in improving service quality based on the results of the 2024 undergraduate chemistry study lecturer satisfaction survey, which is divided into two indicators, namely: providing remuneration fairly and transparently (empathy); and (b) code P15, suitability of the proposed proposal to the research roadmap and PKM (study program, faculty and university) (reliability).