

RINGKASAN/SUMMARY

Survei kepuasan pelanggan adalah salah satu cara untuk mengukur seberapa baik layanan yang ditawarkan oleh Universitas Negeri Surabaya (Unesa), khususnya S1 Kimia 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* dimana responden mengisi instrumen survei secara daring melalui *Single Sign On* Unesa. Sasaran dalam survei ini adalah mahasiswa Unesa, khususnya di S1 Kimia. Survei dilakukan pada akhir tahun 2022 dan sebanyak 355 mahasiswa 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 mahasiswa S1 Kimia tahun 2022 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% ($Z = -18,225$, $p = 0,00$); (2) terdapat lima indikator yang harus menjadi prioritas utama dalam perbaikan mutu layanan berdasarkan hasil survei kepuasan mahasiswa S1 Kimia Unesa tahun 2022, yaitu: (a) kode **P4**, kepedulian petugas dalam menerima keluhan terkait layanan bidang penalaran, minat, dan bakat (*empathy*); (b) kode **P8**, yaitu kepedulian petugas dalam menerima keluhan terkait layanan BK, kesehatan, dan beasiswa (*empathy*); (c) kode **P10**, yaitu kejelasan SOP layanan bimbingan karir dan kewirausahaan (*assurance*); (d) kode **P12**, yaitu kepedulian petugas dalam menerima keluhan terkait layanan bimbingan karir dan kewirausahaan (*empathy*), serta (e) kode **P13**, yaitu ketersediaan, kecukupan, aksesibilitas, dan kualitas sarana prasarana layanan bimbingan karir dan kewirausahaan; (3) perbedaan yang signifikan berdasarkan analisis *Gap* ditemukan, bahwa di antara dua variabel indikator yang memiliki nilai *Gap* negatif terbesar (-0,12) dan memiliki tingkat kesesuaian terendah (96,52%), yaitu **P8** (*empathy*), kepedulian petugas dalam menerima keluhan terkait layanan BK, kesehatan, dan beasiswa dan **P10** (*assurance*), kejelasan SOP layanan bimbingan karir dan kewirausahaan; serta (4) secara keseluruhan, tingkat kesesuaian antara Kenyataan dan Harapan yang dirasakan oleh para mahasiswa, yaitu sebesar 97,47% atau masih memerlukan peningkatan kualitas layanan sesuai harapan para mahasiswa S1 Kimia FMIPA Unesa.

*The customer satisfaction survey is one way to measure how well the services offered by Universitas Negeri Surabaya (Unesa), especially the Undergraduate Program of Chemistry (UPC) Faculty of Mathematics and Natural Sciences (FMIPA) meet the expectation and needs of customers (students, lecturers, and education personnel). 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. The survey was conducted at the end of 2022 and as many as 355 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 2022, 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 95% confidence level ($Z = -18.225$, $p = 0.00$); (2) there are five indicators that must be the top priority in improving service quality based on the results of the 2022 UPC Unesa student satisfaction survey, namely: (a) code **P4**, care of officers in receiving complaints related to services in the field of reasoning, interest, and talent (*empathy*); (b) code **P8**, the concern of officers in receiving complaints related to counseling services, health, and scholarships (*empathy*); (c) code **P10**, the clarity of SOP for career guidance and entrepreneurship (*assurance*) services; (d) code **P12**, the concern of officers in receiving complaints related to career guidance and entrepreneurship services (*empathy*), and (e) code **P13**, the availability, adequacy, accessibility, and quality of infrastructure for career guidance and entrepreneurship services; (3) a significant difference based on Gap analysis was found, that among the two indicator variables that have the largest negative Gap value (-0.12) and have the lowest level of conformity (96.52%), namely **P8** (*empathy*), the care of officers in receiving complaints related to counseling services, health, and scholarships and **P10** (*assurance*), clarity of SOP for career guidance and entrepreneurship services; and (4) overall, the level of conformity between reality and expectations perceived by students, which is 97.47% or still requires an increase in service quality according to the expectations of UPC FMIPA Unesa students.*