SURVEI KEPUASAN DOSEN
S1 Kimia FMIPA 2022

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* di mana partisipan mengisi instrumen survei secara daring melalui *Single Sign On* Unesa. Sasaran dalam survei ini adalah dosen Unesa, khususnya di S1 Kimia FMIPA.Survei dilakukan pada akhir tahun 2022 dan sebanyak 16 dosen 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 dosen S1 Kimia FMIPA 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% ($Z = -7{,}512$, $p = 0{,}00$); (2) tidak terdapat indikator yang menjadi prioritas rendah dalam perbaikan mutu layanan berdasarkan hasil survei kepuasan dosen S1 Kimia FMIPA Unesa tahun 2022,; (3) perbedaan yang signifikan berdasarkan analisis *Gap* ditemukan, bahwa adasatu dari tiga variabel indikator yang memiliki nilai *Gap* negatif terbesar dan memiliki tingkat kesesuaian terendah, yaitu: **P9** (*empathy*), pemberian remunerasi secara adil dan transparan; serta (4) secara keseluruhan, tingkat kesesuaian antara Kenyataan dan Harapan yang dirasakan oleh dosen S1 Kimia FMIPA Unesa, yaitu sebesar 91,17% atau masih memerlukan peningkatan kualitas layanan sesuai harapan para dosen 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 expectationsand 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 lecturers, especially in UPC. The survey was conducted at theend of 2022 and 16 UPC lecturers filled out the satisfaction survey. Importance-Performance Analysis, GapAnalysis, Paired Difference Test, and User Satisfaction Level methods were used to analyze the data. Based onthe results of data analysis from the satisfaction survey of UPC lecturers in 2022, the results were obtained, namely: (1) there is a significant difference between Expectations (Importance) and Reality (Performance) basedon the results of the Wilcoxon signed rank test with a 95% confidence level ($Z = -7.512$, $p = 0.00$); (2) there is not indicator that are low priority in improving service quality based on the results of the 2022 UPC lecturer satisfaction survey; (3) significant differences based on Gap analysis were found, that there wasone of the three indicator variables that had the largest negative Gap value and had the lowest level of conformity, namely: **P9** (empathy), providing remuneration fairly and transparently; and (4) overall, the level of conformity between reality and expectations perceived by UPC lecturers, which is 91.17% or still requires an increase in service quality according to the expectations of FMIPA Unesa lecturers.*