

### RINGKASAN/SUMMARY

Survei kepuasan pelanggan adalah salah satu cara untuk mengukur seberapa baik layanan yang ditawarkan oleh Universitas Negeri Surabaya (Unesa), khususnya Program Studi Pendidikan Sains di 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 Program Studi Pendidikan Sains. Survei dilakukan pada akhir tahun 2022 dan sebanyak 24 dosen Program Studi Pendidikan Sains 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 Program Studi Pendidikan Sains 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% ( $Z = -2,205$ ,  $p = 0,027$ ); (2) terdapat tiga indikator yang menjadi prioritas dalam perbaikan mutu layanan berdasarkan hasil survei kepuasan dosen Program Studi Pendidikan Sains di FMIPA Unesa tahun 2022, yaitu: (a) kode **P6** : Kesesuaian proses rekrutmen, seleksi, dan pemberhentian dosen sesuai dengan perencanaan kebutuhan dan SOP yang berlaku (*reliability*); (b) kode **P14** : Keterlibatan dosen dalam penyusunan Rencana Bisnis Anggaran (*empathy*); (c) kode **P16** : Kesigapan layanan administrasi LPPM dalam menangani masalah bidang penelitian dan PKM (*reliability*); (3) perbedaan yang signifikan berdasarkan analisis *Gap* ditemukan, bahwa ada satu dari tiga variabel indikator yang memiliki nilai *Gap* negatif terbesar dan memiliki tingkat kesesuaian terendah, yaitu: **P14** (*empathy*), keterlibatan dosen dalam penyusunan rencana bisnis anggaran memiliki tingkat kesesuaian dengan harapan dosen; serta (4) secara keseluruhan, tingkat kesesuaian antara Kenyataan dan Harapan yang dirasakan oleh dosen Program Studi Pendidikan Sains di FMIPA Unesa, yaitu sebesar 96,16% atau masih memerlukan peningkatan kualitas layanan sesuai harapan para dosen Program Studi Pendidikan Sains di FMIPA Unesa.

*The customer satisfaction survey is one way to measure how well the services offered by Universitas Negeri Surabaya (Unesa), especially the Department of Science Education Faculty of Mathematics and Natural Sciences (FMIPA) meet the expectations 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 lecturers, especially in Department of Science Education. The survey was conducted at the end of 2022 and 24 Department of Science Education 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 Department of Science Education lecturers 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 ( $Z = -2.205$ ,  $p = 0.027$ ); (2) there are three indicators that are low priority in improving service quality based on the results of the 2022 Department of Science Education Faculty of Mathematics and Natural Sciences (FMIPA) Unesa lecturer satisfaction survey, namely: (a) code **P6**, Appropriateness of the process of recruitment, selection and dismissal of lecturers in accordance with planning needs and applicable SOPs (reliability); (b) code **P14**, Lecturer involvement in the preparation of the Budget Business Plan (empathy); (c) code **P16**, The alertness of LPPM's administrative services in dealing with problems in the field of research and PKM (reliability); (3) significant differences based on Gap analysis were found, that there was one of the three indicator variables that had the largest negative Gap value and had the lowest level of conformity, namely: **P14** (empathy Lecturer involvement in the preparation of the Budget Business Plan; and (4) overall, the level of conformity between reality and expectations perceived by Department of Science Education Faculty of Mathematics and Natural Sciences (FMIPA) Unesa lecturers, which is 96.16% or still requires an increase in service quality according to the expectations of Department of Science Education Faculty of Mathematics and Natural Sciences (FMIPA) Unesa lecturers.*