

# Resume

## Students Satisfactory Survey Master Program of Mathematics Education FMIPA UNESA 2023

Customer satisfaction surveys are one way to measure how well the services offered by Surabaya State University (Unesa), especially the Mathematics Education Masters Study Program, Faculty of Mathematics and Natural Sciences (FMIPA), meet the expectations and needs of customers (students). 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 the survey instrument online via Single Sign On Unesa. The targets for this survey were students of the Mathematics Education Masters Study Program, Faculty of Mathematics and Natural Sciences (FMIPA) Unesa. The survey was conducted at the end of 2023 and as many as 83 FMIPA students filled out the satisfaction survey. The 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 2023 FMIPA Mathematics Education Masters Study Program student satisfaction survey, the results were obtained, namely: (1) There is a significant difference between Expectations and Reality based on the results of the Wilcoxon test with a significance value of more than 5% based on the results of the Wilcoxon signed rank test with a confidence level of 95% ( $Z = -1.342$ ,  $p = <0.001$ ); (2) there are three indicators that are low priority in improving service quality based on the results of the 2023 student satisfaction survey of the Mathematics Education Masters Study Program, FMIPA Unesa, namely: (a) Code P14 (Reliability), namely clarity of the SOP for the process of submitting payments/delays/ UKT relief; (b) Code P15 (Assurance), namely ease of UKT application/payment/delay/relief process; (c) Code P16 (Responsiveness), namely the ability and speed of officers in providing loan process services/using infrastructure facilities for student activities; (3) A significant difference based on Gap analysis was found with the largest negative gap value and had the lowest level of conformity (95.55%), namely P14 (Reality), namely the service process so far has not run in accordance with student expectations, especially in the clarity of SOPs for UKT payment/delay/relief application process; P18 (Tangible), namely the availability and adequacy of academic facilities and infrastructure (libraries, learning/laboratories/workshops/electrical/internet installations, information systems); and P21 (Assurance), namely the ability of lecturers, education staff and administrators to provide confidence to students that the services provided are in accordance with the provisions; and (4) overall, the level of conformity between Reality and Expectations felt by the lecturers of the FMIPA Unesa Mathematics Education Masters Study Program, namely 96.52% or still requires improvement in service quality according to the expectations of the lecturers of the FMIPA Unesa Mathematics Education Masters Study Program.

# RINGKASAN

## SURVEI KEPUASAN MAHASISWA PROGRAM STUDI S2 PENDIDIKAN MATEMATIKA FMIPA UNESA 2023

Survei kepuasan pelanggan adalah salah satu cara untuk mengukur seberapa baik layanan yang ditawarkan oleh Universitas Negeri Surabaya (Unesa), khususnya Program Studi S2 Pendidikan Matematika Fakultas Matematika dan Ilmu Pengetahuan Alam (FMIPA) memenuhi harapan dan kebutuhan pelanggan (mahasiswa). 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 mahasiswa Program Studi S2 Pendidikan Matematika Fakultas Matematika dan Ilmu Pengetahuan Alam (FMIPA) Unesa. Survei dilakukan pada akhir tahun 2023 dan sebanyak 83 mahasiswa 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 Program Studi S2 Pendidikan Matematika FMIPA tahun 2023 diperoleh hasil, yakni: (1) Terdapat perbedaan yang signifikan antara Harapan dan Kenyataan berdasarkan hasil uji Wilcoxon dengan nilai signifikansi lebih dari 5% berdasarkan hasil uji *Wilcoxon signed rank test* dengan tingkat kepercayaan 95% ( $Z = -1,342, p = <0,001$ ); (2) terdapat tiga indikator yang menjadi prioritas rendah dalam perbaikan mutu layanan berdasarkan hasil survei kepuasan mahasiswa Program Studi S2 Pendidikan Matematika FMIPA Unesa tahun 2023, yaitu: (a) Kode P14 (*Reliability*), yaitu kejelasan SOP untuk proses pengajuan pembayaran/ keterlambatan /keringanan UKT; (b) Kode P15 (*Assurance*), yaitu kemudahan proses pengajuan/pembayaran /keterlambatan/ keringanan UKT; (c) Kode P16 (*Responsiveness*), yaitu kemampuan dan kecepatan petugas dalam memberikan pelayanan proses peminjaman/ penggunaan fasilitas sarana prasarana untuk kegiatan mahasiswa; (3) Perbedaan yang signifikan berdasarkan analisis *Gap* ditemukan dengan nilai gap negatif terbesar dan memiliki tingkat kesesuaian terendah (95,55%), yaitu P14 (*Reality*), yaitu proses pelayanan selama ini belum berjalan sesuai dengan harapan mahasiswa, terutama dalam kejelasan SOP untuk proses pengajuan pembayaran/ keterlambatan/keringanan UKT; P18 (*Tangible*), yaitu ketersediaan dan kecukupan sarana dan prasarana akademis (perpustakaan, pembelajaran/ laboratorium/bengkel/instalasi listrik/internet, sistem informasi); dan P21 (*Assurance*), yaitu kemampuan dosen, tenaga kependidikan, dan pengelola untuk memberi keyakinan kepada mahasiswa bahwa pelayanan yang diberikan telah sesuai dengan ketentuan.; serta (4) secara keseluruhan, tingkat kesesuaian antara Kenyataan dan Harapan yang dirasakan oleh dosen Program Studi S2 Pendidikan Matematika FMIPA Unesa, yaitu sebesar 96,52% atau masih memerlukan peningkatan kualitas layanan sesuai harapan para dosen Program Studi S2 Pendidikan Matematika FMIPA Unesa.