UNESA

SATISFACTION SURVEY REPORT

FACILITIES AND INFRASTRUCTURE SERVICES

PUBLIC ADMINISTRATION STUDY PROGRAM

**FACULTY OF SOCIAL SCIENCES AND LAW
UNIVERSITAS NEGERI SURABAYA**

2021

Student Respondents

REPORT

SATISFACTION OF FINANCIAL MANAGEMENT SERVICES AND INFRASTRUCTURE FACILITIES

(Student Respondents)

STUDY PROGRAM STUDY OF STATE ADMINISTRATION

FACULTY OF SOCIAL SCIENCES AND LAW

SURABAYA STATE UNIVERSITY

2021

Endorsement page

Stating that Report Student Satisfaction with Financial Management Services and Infrastructure for the S1 State Administration Study Program, State University of Surabaya, is actually made

Surabaya, 15 November 2021

Knowing

Head of Public Administration Department   Quality Assurance Unit

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CHAPTER I
INTRODUCTION

1.1. Background

Data and Information Systems Division is one of the divisions in the Quality Assurance Unit (SPM) unit at the University which is tasked with assisting the implementation of quality assurance with the Quality Planning , Quality Implementation, Quality Evaluation, Quality Control , Quality Improvement (PPEPP) models . One of the duties of this division is to carry out a Customer Service Satisfaction Survey which is currently a requirement and demand from Study Program Accreditation and Higher Education Accreditation. Some of the surveys carried out are satisfaction surveys for all activities carried out by SPM so that the quality of the implementation of activities is evaluated periodically. This survey was conducted online *and* was carried out after the activity ended. The results of this survey will be followed up with an evaluation meeting whose results will be used to improve services for further activities.

Along with the increasing need to improve the quality of service at Unesa, it is necessary to have a satisfaction survey for students, university students, and staff. It is necessary to know what variables should be improved and maintained quality. Filling out the questionnaire consists of filling out expectations and realities for the services felt in 2021.

1.2. Problems

a. 2021 Unesa financial management and infrastructure service satisfaction survey between expectations and reality, there is a significant difference in statistical testing.

b. What are the results of a comparison between expectations and reality of satisfaction with Unesa's financial management services and infrastructure based on a survey of Unesa students in 2021 using gap analysis.

c. What is the comparative analysis between expectations and reality of satisfaction of Unesa's financial management services and infrastructure based on Unesa's 2021 student survey by using the *Importance-Performance Analysis* (IPA) approach.

1.3. Objective

Knowing the quality of satisfaction of Unesa's financial management services and infrastructure with service users is Unesa students in 2021 based on statistical analysis of different tests , gap analysis and science analysis.

1.4. Report Systematics

The systematics of this report is the introduction which consists of the background, problems, objectives and report systematics. Chapter II contains survey methods consisting of survey types and designs , variables, operational definitions, survey instruments, methods used, and data processing. Chapter III contains Results and Discussion, and Chapter IV contains conclusions.

CHAPTER II
SURVEY METHOD

2.1. Type and Design of Survey Implementation

This research is a quantitative descriptive research with a survey method. The survey method was chosen because it can provide a quantitative description or picture of trends, attitudes, and opinions of the population on variables by studying the sample (Johnson & Christensen, 2014) ; (Creswell & Creswell, 2018) .

cross-sectional design that is used to study the relationship between the independent variables and the dependent variable by taking measurements at the same time (*point time approach*). At the same time, it means that each subject is only observed once and the subject variables are carried out at the time of observation. The method used in data collection is a questionnaire.

2.2. Operational definition

Some operational definitions are as follows:

a. Consumers are all students who use Unesa's financial management services and infrastructure in 2021.

b. Consumer expectations are students who will receive Unesa financial management services and infrastructure in 2021.

c. Consumer satisfaction is consumer recognition regarding Unesa's financial management services and infrastructure in 2021.

d. The quality of service that will be examined is the expectations and reality of consumers on *reliability* , *responsiveness* , *assurance* , *empathy* (empathy), and *tangible* (tangibility).

2.3. Survey Instruments

The instrument used is a questionnaire. Questionnaires are used to collect data by providing written questions about consumer expectations and realities to be answered. The questionnaire instrument consists of 5 main aspects *, namely reliability* , *responsiveness* , *assurance* , *empathy* (empathy), and *tangible* (tangibility).

2.4. Method used

The method used is *Servqual Service Quality* Method (Parasuraman et al., 1985) , the dimensions of the service quality characteristics are:

1. *Tangibles* (Real) which includes physical appearance, equipment, employees, and means of communication.

2. *Reliability* , namely the ability to provide the promised service promptly, accurately and satisfactorily.

3. *Responsiveness* , namely the desire of staff to shape customers and provide responsive service.

4. *Assurance* (Guarantee) Covers the knowledge, ability, courtesy, and trustworthy nature of the staff free from danger, risk or doubt.

5. *Empathy* Includes ease in making relationships, good communication, personal attention, and understanding customer needs.

stage _ next is to use the *Importance Performance Analysis method* which was first introduced by (Martilla & James, 1977) with the aim of measuring the relationship between consumer/customer perceptions and product/service quality improvement priorities, also known as *Quadrant Analysis.*

2.5. Data processing

a. Gap analysis _

The level of consumer satisfaction is explained using gap analysis (gap) and the level of conformity (Tki). This analysis compares the mean between expectations and reality received by consumers from the service dimensions, namely reliability, *responsiveness* , *assurance* , *empathy* , and *tangible* .

Gap = Reality – Expectations

Conformity level (Tki) = (Reality/Expectation) x 100%

Gap score shows the gap between reality and expectations (Parasuraman et al., 1985) . This shows that there is a problem of mismatch between customer expectations and the reality they feel. Based on the gap score, a positive value (+) indicates that reality can meet customer expectations, while a negative value (-) indicates that it has not been fulfilled (Parasuraman et al., 1988) .

b. Normality test

Data normality test was carried out by statistical analysis. This test was carried out by entering the average reality and expectations of each statement contained in the questionnaire. This test was conducted to find out whether the data used is normally distributed or not so that the next statistical test can be determined to be used. The test used to determine whether the data is normally distributed or not is by using Kolmogorov-Smirnov for large samples (more than 50 respondents) or Shapiro-Wilk for small samples (less than 50 respondents). If the significance value is > 0.05, the data is normally distributed (parametric data) and can be analyzed by paired t-test. If the significance value is <0.05 then the data is not normally distributed (non-parametric data) and can be analyzed using the Wilcoxon test.

c. **Wilcoxon test**

This test was conducted to find out whether there were significant differences or not from the reality and expectations studied so that it could be determined whether Ho was rejected or accepted. If the results obtained are significant differences then Ho is rejected but if the differences that occur are not significant then Ho is accepted. The paired t-test is performed if the two data being compared are normally distributed or the Wilcoxon test if at least one of the compared is not normally distributed, which can be from reality and expectations.

d . **Cartesian diagram**

The Cartesian diagram describes the level of statements into four parts where with this diagram it can be determined several factors that influence consumer satisfaction which can then be prioritized for the company to improve further.

CHAPTER III
RESULTS AND DISCUSSION

3.1. Statistic analysis

The survey was conducted by taking respondents from Surabaya State University students who were conducted randomly through *Single Sign On* (SSO). The data obtained was 537 respondents. This number of samples has fulfilled the sample adequacy requirements using the Slovin formula. If the total population of students in Unesa's Bachelor of Public Administration is 537 and it is assumed that a tolerable error of 5%, then the minimum sample that must be met is:

$$n = \frac{N}{1 + Ne^2} = \frac{537}{1 + (537)(0.05^2)} = 229.24 \approx 229$$

The number of samples is 537 respondents, so the data adequacy requirements have been fulfilled.

Next, a normality assumption test will be carried out as a prerequisite for testing the *mean difference* between Expectations and Reality. The hypothesis is defined as follows:

H_0 : The data follows the Normal Distribution

H_1 : The data does not follow the Normal Distribution

One-Sample Kolmogorov-Smirnov Test

		Harapan	Kenyataan
N		546	546
Normal Parameters[a,b]	Mean	3.5222	3.1038
	Std. Deviation	.54000	.57284
Most Extreme Differences	Absolute	.286	.217
	Positive	.188	.217
	Negative	-.286	-.195
Test Statistic		.286	.217
Asymp. Sig. (2-tailed)		.000[c]	.000[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 3. 1 . Data Normality Test Results

By using a significance value of 5%, from Figure 3.1 it can be seen that the asymp. sig. (2-tailed) or the p-value is less than 0.05, it can be concluded that the result of testing the hypothesis is to reject H_0, which means that the data does not follow a normal distribution.

The Wilcoxon test is an alternative method of testing 2 paired samples in addition to testing with the paired t test . If the sample meets the normal distribution assumption , the parametric statistical test approach can be used with the paired sample t test, whereas if the assumption of normality is not met, then the Wilcoxon test can be tested. From the results of the normality test, it was concluded that the survey data did not meet the normal distribution assumptions, therefore the non-parametric approach to Wilcoxon's sign test was used .

Ranks

		N	Mean Rank	Sum of Ranks
Kenyataan - Harapan	Negative Ranks	268[a]	175.57	47053.50
	Positive Ranks	49[b]	68.36	3349.50
	Ties	229[c]		
	Total	546		

a. Kenyataan < Harapan

b. Kenyataan > Harapan

c. Kenyataan = Harapan

Test Statistics[a]

	Kenyataan - Harapan
Z	-13.432[b]
Asymp. Sig. (2-tailed)	.000

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

Figure 3. 2 . Wilcoxon test results

Based on the results of the Wilcoxon Test using SPSS for windows 25, the Asymp results were obtained. Sig. (2-tailed) < 0.05 so that it can be stated that H_0 is rejected with the following hypothesis:

H_0 : There is no difference between the value of Expectations and Reality

H_1 : There is a difference between the value of Expectations and Reality

There is a significant difference between the expectations and the reality of student satisfaction with Unesa's financial management services and infrastructure .

3.2.Gap Analysis and Conformity Rate

Calculation results of Reality, Expectations, Gap Analysis, and Quality of Financial Management Services and infrastructure Unesa's 2021 Bachelor of Public Relations is explained in Table 3.1.

Table 3.1. Calculation results of Reality, Expectations, Gap Analysis, and Quality of Service Management of finances and infrastructure for S1 AN Unesa in 2021

Dimensions	P	statement	Reality	Hope	GAP	Tki (%)
Reliability (Credibility)	P1	Ease of information services for the scholarship application process and submission/payment/delay/ UKT relief (reliability)	3,049	3,471	-0.42	87.838894
	P6	Maintenance and management of academic facilities and infrastructure (library, learning/laboratory/workshop/ electrical/internet installation, etc.) (reliability)	3,111	3,473	-0.36	89.593848
		Means	3,080	3,472	-0.39	88.716371
Responsivenes s (Fair)	P5	Alertness in the scholarship application process and submission/payment/delay/ UKT relief (responsiveness)	3,073	3,468	-0.39	88.610108
	P10	Speed of follow-up on complaints (responsiveness)	3,048	3,454	-0.41	88.234584
		Means	3,060	3,461	-0.40	88.42
Assurance _	P2	Ease of scholarship application process and	3,063	3,474	-0.41	88.15829

Dimensions	P	statement	Reality	Hope	GAP	Tki (%)
		submission/payment/delay/ UKT relief (assurance)				
	Q7	Completeness of library lecture infrastructure facilities (assurance)	3.115	3,468	-0.35	89.814703
		Means	3,089	3,471	-0.38	88.99
Empathy (Accountabilit y)	P3	Availability of time services for borrowing/payment/delay/ UKT relief (empathy)	3,085	3,473	-0.39	88.83081
	Q8	Excellent service in the process of borrowing/using infrastructure facilities in student activities (empathy)	3.107	3,460	-0.35	89.786567
		Means	3,096	3,467	-0.37	89.31
Tangible (Transparent)	P4	Ease of accessibility for UKT payments and receipt of scholarships (Tangibles)	3.110	3,465	-0.35	89.757948
	Q9	Availability of information systems that support academic and non-academic activities (Tangibles)	3.107	3,462	-0.35	89.747453
		Means	**3.108**	**3,463**	**-0.35**	**89.75**
		Fifth dimensional mean	**3,087**	**3,467**	**-0.38**	**89.04**

Based on the gap analysis, it shows that all dimensions and items are negative. The dimension *of reliability* (credibility) has the greatest value. Items that have the three largest gap scores are: ease of information services for the scholarship application process and submission/payment/delay/ UKT relief (-0.42/P1), ease of scholarship application process and submission/payment/delay/ UKT relief (-0.41/P2), and speed of follow-up on complaints (-0.41/P10).

reality , after being analyzed shows a score of 89.04% with the following detailed dimensions: *tangible* (89.75%), *reliability* (reliability) 88.72% , *responsiveness (responsiveness)* 88.42 % , *assurance* (guarantee) of 88.99%, and *empathy* (empathy) of

89.31%. This means that financial management services and infrastructure are categorized as very appropriate.

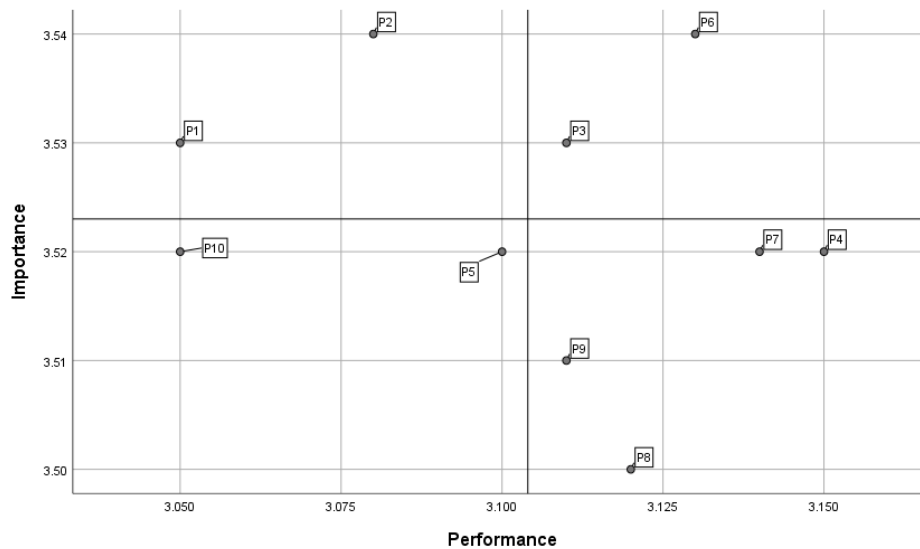### 3.3. Cartesian Diagram (IPA)

Figure 3. 3 . Cartesian Diagram of the 2021 Financial Management and Infrastructure Services Satisfaction Survey
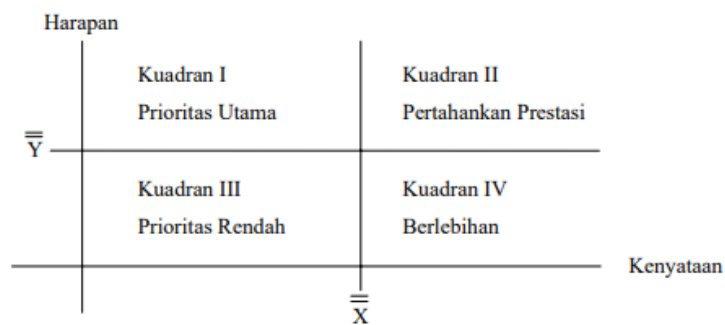

Figure 3. 4 . Cartesian Diagram (Supranto, 2001)

Information:

Quadrant I (Top Priority)

This quadrant shows the factors that are considered to affect customer satisfaction and includes service elements that are considered very important to consumers. However, service providers have not implemented it in accordance with the wishes of consumers,

causing disappointment / dissatisfaction. Variables in this quadrant need serious attention
.

Quadrant II (Maintain Achievement)

This quadrant shows that the factors that are considered important by consumers have been implemented properly and can satisfy consumers, it is the obligation of service providers to maintain their performance.

Quadrant III (Low Priority)

This quadrant shows the factors that are considered less important by consumers and the performance by service providers is mediocre. Variables included in this quadrant do not need to be questioned even though they do not satisfy consumers because consumers do not consider them very important

Quadrant IV (Excessive)

This quadrant shows factors that are considered less important by consumers but have been implemented very well by service providers.

Quadrant Analysis Results

1. Quadrant 1 analysis

   The factors that are considered to affect consumer satisfaction and include service elements that are considered very important for consumers , but service providers have not implemented them include: ease of information services for the process of applying for scholarships and filing/payment/delay/ UKT relief (P1) and easiness in the process of applying for scholarships and filing/payment/delay/ UKT relief (P2).

2. Quadrant 2 analysis

   The factors that consumers consider important have been implemented properly and can satisfy consumers including: availability of time services for UKT borrowing/payment/delay/waiver (P3), maintenance and management of academic facilities and infrastructure (library, learning/laboratory /workshop/electrical installation/internet, and so on) (P6).

3. Quadrant 3 analysis

   Factors considered less important by consumers and mediocre implementation by service providers include: agility in the scholarship application process and submission/payment/delay/ UKT relief (P5) and speed of follow-up on complaints (P10).

4. Quadrant 4 analysis

F factors that are considered less important by consumers but have been implemented very well by service providers include: easy accessibility for UKT payments and scholarship receipts (P4), completeness of library lecture infrastructure facilities (P7), excellent service in the borrowing process the use of infrastructure facilities in student activities (P8), and the availability of information systems that support academic and non-academic activities (P9).

CHAPTER IV
CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis, it can be concluded that the financial management services and infrastructure of S1 AN Unesa with student respondents are as follows :

a. There is a significant difference between Expectations and Reality based on the results of the Wilcoxon test with a significance value of <5% and concluding that Ho is rejected.

b. Based on gap analysis, the items that have the three largest gap scores are: ease of information services for the process of applying for scholarships and filing/payment/delay/ UKT relief, ease of processing scholarship applications and filing/payment/delay/ UKT relief, and speed of follow-up on complaints .As for the level of conformity of expectations and reality, after being analyzed it shows a score of 89.04%, which means that financial management services and infrastructure are categorized as appropriate.

c. Based on IPA analysis (Cartesian diagram), services that are considered very important for consumers, but need to be improved, namely the ease of information services for the process of applying for scholarships and applying/payment/delay/ UKT relief and ease of processing scholarship applications and filing/payment/delay/ UKT relief .

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Attachment

I. Financial Management Satisfaction Instruments and Infrastructure (Criterion 5)

INSTRUCTION

Please fill in by putting a check mark (√) on " Expectations for answers " and " The reality that exists " on the ground in real terms.

No	Statement	Hope for an answer				Existing facts			
		Very good	Good	Enough	Not enough	Very good	Good	Enough	Not enough
1	Ease of information services for the scholarship application process and submission/payment/delay/ UKT relief (*reliability*)								
2	Ease of the process of applying for scholarships and submitting/payment/delay/ UKT relief (*assurance*)								
3	Availability of service time for borrowing/payment/delay/ UKT relief (*empathy*)								
4	Ease of accessibility for UKT payments and receipt of scholarships (*Tangibles*)								

No	Statement	Hope for an answer				Existing facts			
		Very good	Good	Enough	Not enough	Very good	Good	Enough	Not enough
5	Alertness in the scholarship application process and submission/payment/delay/ UKT relief (*responsiveness*)								
6	Maintenance and management of academic facilities and infrastructure (library, learning/laboratory/workshop/electrical/internet installation, etc.) (*reliability*)								
7	Completeness of library lecture infrastructure facilities (*assurance*)								
8	Excellent service in the process of borrowing/using infrastructure facilities in student activities (*empathy*)								
9	Availability of information systems that support academic and non-academic activities (*Tangibles*)								

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No	Statement	Hope for an answer				Existing facts			
		Very good	Good	Enough	Not enough	Very good	Good	Enough	Not enough
10	Speed of follow-up on complaints (*responsiveness*)								