



SATISFACTION SURVEY REPORT

MANAGEMENT SERVICES

— PUBLIC —

ADMINISTRATION
STUDY PROGRAM

FACULTY OF SOCIAL SCIENCES AND LAW
UNIVERSITAS NEGERI SURABAYA

2021

Student Respondents

REPORT
SATISFACTION SERVICE MANAGEMENT
(Student Respondents)



STUDY PROGRAM STUDY OF STATE ADMINISTRATION
FACULTY OF SOCIAL SCIENCES AND LAW
SURABAYA STATE UNIVERSITY
2021

Page endorsement

State that Report Satisfaction Student to Service Management S1 Science Study Program
State Administration of Surabaya State University actually made

Surabaya, 15 November 2021

Knowing

Head of Public Administration Dept.

Quality Assurance Unit

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CHAPTER I

INTRODUCTION

1.1. Background Behind

Data and Systems Division Information is one of the divisions on Units _ Guarantor Quality (SPM) at the University on duty to help implementation guarantee quality with the Planning model _ Quality , Implementation Quality , E valuation Quality , Control _ Quality , Improvement _ Quality (PPEPP) . One of the tasks of this division is to conduct surveys Satisfaction Service Customers who are currently the needs and demands of 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 increasing need increase quality services at Unisa so needed exists survey satisfaction to student , Student , And tendik . Required thing For know variable what to _ improved And maintained quality . Charging questionnaire consists from fill in hope And reality to perceived service _ year 2021.

1.2. Problems

- a. service satisfaction survey Unesa management in 2021 between expectations and reality there is a statistically significant difference.
- b. What is the result of a comparison between expectations and reality of Unesa's management service satisfaction based on Unesa's student survey in 2021 with use gaps analysis .
- c. based on Unesa management service satisfaction Unesa student survey in 2021 with use approach method *Importance-Performance Analysis (IPA)*.

1.3. Objective

Knowing the quality of Unesa management service satisfaction with user service is Unesa students in 2021 based on statistical analysis of different tests , gap analysis and IPA analysis .

1.4. Systematics Report

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

Study This is study descriptive quantitative with method survey . Method survey chosen Because can give description or description quantitative trends , attitudes , and opinion from population to variable with learn sample (Johnson & Christensen, 2014) ; (Creswell & Creswell, 2018) .

This study uses a 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. are all students who use Unesa management services in 2021 .
- b. Consumer expectations are students who will receive Unesa management services in 2021 .
- c. is consumer recognition regarding Unesa management services 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 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. Test Normality

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 H_0 was rejected or accepted. If the results obtained are significant differences then H_0 is rejected but if the differences that occur are not significant then H_0 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 customer satisfaction which can then be prioritized for the company to be further improved.

CHAPTER III

RESULTS AND DISCUSSION

3.1. Analysis Statistics

Survey done with take respondent is Student University State of Surabaya which is done in a manner random through *Single Sign On* (SSO). Obtained data of 537 respondents . Amount sample This Already fulfil condition adequacy sample with use formula Slovin . If amount population students in the S1 Science Study Program Unesa State Administration is 537 and assumed tolerable error by 5%, then minimum sample required fulfilled are :

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

Amount sample as many as 537 respondents , then condition enough data already fulfilled .

Furthermore will done testing assumption normality as precondition For do test different *mean* between Hope And fact . hypothesis defined as following :

H₀ : Data follow Normal Distribution

H₁ : The data is not follow Normal Distribution

One-Sample Kolmogorov-Smirnov Test

		Harapan	Kenyataan
N		778	778
Normal Parameters ^{a, b}	Mean	3.5589	3.1720
	Std. Deviation	.53245	.54764
Most Extreme Differences	Absolute	.309	.221
	Positive	.204	.221
	Negative	-.309	-.203
Test Statistic		.309	.221
Asymp. Sig. (2-tailed)		.000 ^c	.000 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 3. 1 . Results Test Data Normality

With use mark significance of 5%, then from Figure 3.1 can seen that mark asymp . sig. (2-tailed) or more p-value small from 0 .05 so can concluded results testing hypothesis is reject H_0 which means the data is not follow normal distribution .

The Wilcoxon test is an alternative method testing 2 paired samples in addition to testing with paired t test . If sample complied assumption normal distribution so can used approach parametric statistical test with sample t test in pairs , meanwhile If assumption normality No fulfilled , then Can put it to the test Wilcoxon test . From the results testing normality , is obtained conclusion that the survey data does not meet the normal distribution assumption, with thereby a nonparametric approach was used for Wilcoxon 's sign test

Ranks

		N	Mean Rank	Sum of Ranks
Kenyataan - Harapan	Negative Ranks	387 ^a	223.17	86366.50
	Positive Ranks	38 ^b	109.43	4158.50
	Ties	353 ^c		
	Total	778		

a. Kenyataan < Harapan
b. Kenyataan > Harapan
c. Kenyataan = Harapan

Test Statistics^a

	Kenyataan - Harapan
Z	-16.322 ^b
Asymp. Sig. (2-tailed)	.000

a. Wilcoxon Signed Ranks Test
b. Based on positive ranks.

Figure 3. 2 . Wilcoxon test results

Based on results Wilcoxon test using SPSS for windows 25 is obtained results Asymp . Sig. (2-tailed) < 0.05 so can stated reject H_0 _ with hypothesis as following :

H_0 : No There is difference between mark Hope And Reality

H₁ : There is a difference between mark Hope And Reality

There is a significant difference between hope And reality satisfaction student to service management Unesa .

3.2. Gap Analysis and Conformity Rate

of Reality , Expectations, Gap Analysis, and Management Service Quality 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 Management Service of UNESA Undergraduate Public Relations in 2021

Dimensions	Code	statement __	Reality	Hope	GAP	Tki (%)
Reliability (Credibility)	P2	Academic, administrative and academic and non-academic information services are available online and offline accurately and satisfactorily (Reliability: Credibility)	3.116	3,505	-0.39	88.89703
	Mean Re	Means	3.116	3,505	-0.39	88.89703
Responsiveness/Fair (P2)	P3	Ease of management services in solving academic and non-academic problems (Responsiveness: Fair)	3,095	3,484	-0.39	88.844536
	Means Res	Means	3,095	3,484	-0.39	88.84
Assurance (Responsibility)	P4	Education/laboratory staff serve students according to working days (Assurance: Responsibility)	3.164	3,498	-0.33	90.446833

Dimensions	Code	statement _ _	Reality	Hope	GAP	Tki (%)
	Mean As	Means	3.164	3,498	-0.33	90.45
Empathy (Accountability)	P5	Excellent management services at PT are carried out in accordance with procedures	3.157	3,490	-0.33	90.454852
	Mean Em	Means	3.157	3,490	-0.33	90.45
<i>Tangible</i> (Transparent)	P1	Ease of accessing the Unesa website (Tangible: Transparent)	3.131	3,527	-0.40	88.784926
	Mean Tan	Means	3.131	3,527	-0.40	88.78
	Means	Fifth dimensional mean	3.133	3,501	-0.37	89.49

Based on gap analysis , shows that all dimensions and items of value negative . Dimensions *tangible* (transparent) *reliability* (*credibility*) _ And *r responsiveness* (a dil) have mark biggest . Items that have gap score of three biggest i.e. available _ service academic , administration And service need information academic and non- academic on - line and offline with accurate And satisfactory (-0 .39 /P2), convenience service management in solve problem academic and non- academic (-0.39/P3), and convenience For access Unesa website page (-0.40/P1).

Compatibility level hope And reality , after analyzed showing score 89.49% with details dimensions as following : *tangible* (tangibility) of 88.78%, *reliability* (reliability) of 88.90% , *responsiveness* (*responsiveness*) of 88.84% , *assurance* (guarantee) of 90.45% , And *empathy* _ as big 9 0.45%. this _ means service management categorized as very appropriate .

3.3. Cartesian Diagram (IPA)

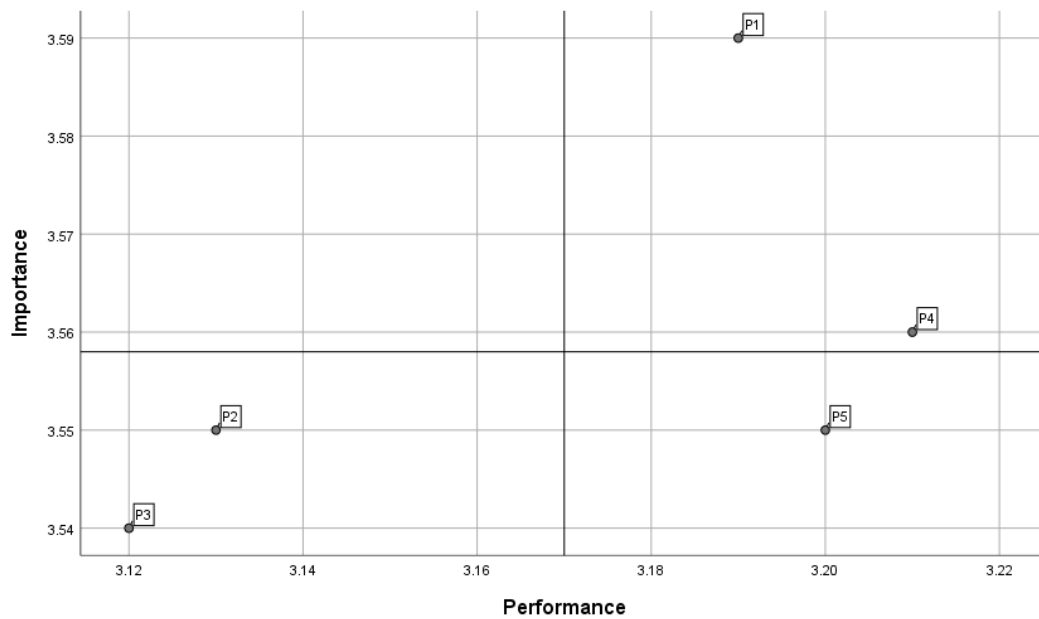


Figure 3. 3 . Cartesian Diagram of the 2021 Management Service Satisfaction Survey

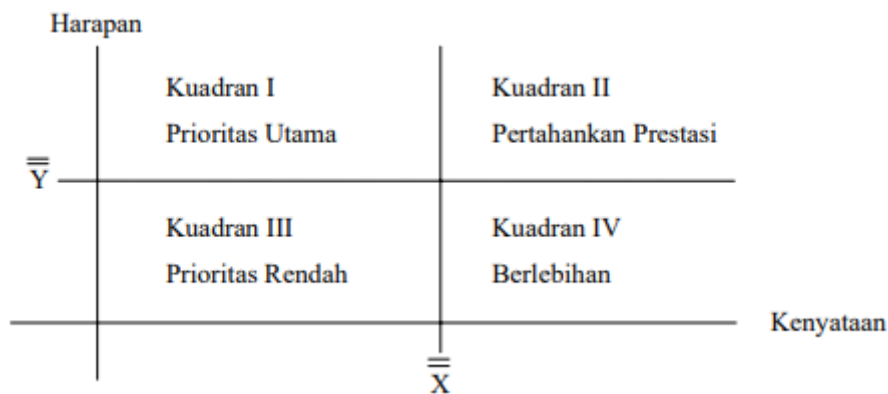


Figure 3. 4 . Cartesian Diagram (Supranto, 2001)

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.

Results Analysis Quadrant

1. Analysis Quadrant 1

No there are f 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 .

2. Analysis Quadrant 2

F the factors that are considered important by consumers have been implemented properly and can satisfy consumers Includes : convenience For access Unesa website page (P1) and power education / laboratory serve student in accordance day work (P4).

3. Analysis Quadrant 3

F factors that are considered less important by consumers and mediocre performance by service providers include : available service academic , administration And service need information academic and non- academic on -line and offline with accurate And satisfactory (P2) and convenience service management in solve problem academic and non- academic (P3).

4. Analysis Quadrant 4

F factors that are considered less important by consumers but have been implemented very well by service providers includes : excellent management services at PT are carried out in accordance with procedure (P5).

CHAPTER IV

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis it can be concluded that the service management S1 AN Unesa with respondent students are h as follows:

- a. There is significant difference _ between Hope And Reality based on results Wilcoxon test with mark significance $< 5\%$ and conclude reject H_0 .
- b. Based on gap analysis , items that have gap score of three biggest namely : academic, administrative and academic and non-academic information needs services available online and offline accurately and satisfactorily, ease of management services in solving academic and non-academic problems, and ease of accessing the Unesa website. As for level suitability hope And reality , after analyzed showing score 89.49 % which means service management categorized as appropriate .
- c. Based on IPA analysis (Cartesian diagram), considered services very important for consumer Already Good And No something is necessary improved .

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Attachment

I. Management Service Satisfaction Instrument (Criterion 2)

INSTRUCTION

Please filled with give sign tick (v) on " Hope on answer " and " The fact that there is " on the ground in a manner real .

No	Statement	Hope for an answer				Existing facts			
		Very good	Good	Enough	Not enough	Very good	Good	Enough	Not enough
1.	Ease of accessing the Unesa website page (<i>Tangible</i> : Transparent)								
2.	Academic, administrative and academic and non-academic information services are available online and offline accurately and satisfactorily (<i>Reliability</i> : Credibility)								
3	Ease of management services in solving academic and non-academic problems (<i>Responsiveness</i> : Fair)								
4	Education/laboratory staff serve students according to working days (<i>Assurance</i> : Responsibility)								

No	Statement	Hope for an answer				Existing facts			
		Very good	Good	Enough	Not enough	Very good	Good	Enough	Not enough
5.	Service excellence management is carried out in accordance with procedures (<i>empathy</i> : Accountability)								