SURVEI KEPUASAN MAHASISWA S2 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 S1 Kimia 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* dimana responden mengisi instrumen surveisecara daring melalui *Single Sign On* Unesa. Sasaran dalam survei ini adalah mahasiswa Unesa, khususnya di S2 Kimia. Survei dilakukan pada akhir tahun 2022 dan sebanyak 6 mahasiswa S2 Kimia 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 S2 Kimia tahun 2022 diperoleh hasil, yakni: (1) Tidak ada perbedaan antara yang signifikan antara Harapan (*Importance*) dan Kenyataan (*Performance*) berdasarkan hasil uji *Wilcoxon signed rank test* dengan tingkat kepercayaan 95% (Z = -1,000, p = 0,317); (2) terdapat delapan belas indikator yang harus menjadi prioritas utama dalam perbaikan mutu layanan berdasarkan hasil survei kepuasan mahasiswa S2 Kimia Unesa tahun 2022, yaitu: (a) kode **P1**, kepedulian petugas dalam menerima keluhan terkait layanan bidang penalaran, minat, dan bakat (*Tangible*); (b) kode **P2**, Kejelasan informasi program bidang penalaran, minat, dan bakat (*assurance*); (c) kode **P3**, Kemampuan dan kecepatan petugas dalam memberikan layanan bidang penalaran, minat, dan bakat (*Responsiveness*); (d) kode **P4**, Kepedulian petugas dalam menerima keluhan terkait layanan bidang penalaran, minat, dan bakat (*empathy*); (e) kode **P5**, Ketersediaan, kecukupan, aksesibilitas, dan kualitas sarana prasarana layanan bidang penalaran, minat, dan bakat (*Tangible*); f) kode **P6,** Kejelasan SOP layanan BK, kesehatan, dan beasiswa (*assurance*); g) kode **P7,** Kemampuan dan kecepatan petugas dalam memberikan layanan BK, kesehatan, dan beasiswa (*Responsiveness*) (h) kode **P8**, yaitu kepedulian petugas dalam menerima keluhan terkait layanan BK, kesehatan, dan beasiswa (*empathy*); (i) kode **P9**, yaitu Ketersediaan, kecukupan, aksesibilitas, dan kualitas sarana prasarana layanan BK, kesehatan, dan beasiswa (*Tangible*) (j) kode**P10**, yaitu kejelasan SOP layanan bimbingan karir dan kewirausahaan(*assurance*); (k) kode**P11**, yaitu Kemampuan dan kecepatan petugas dalam memberikan layanan bimbingan karir dan kewirausahaan (*Responsiveness*); (l) kode **P12**, yaitu kepedulian petugas dalam menerima keluhan terkait layanan bimbingan karir dan kewirausahaan (*empathy*), serta (m) kode **P13**, yaitu ketersediaan, kecukupan, aksesibilitas, dan kualitas sarana prasarana layanan bimbingan karir dan kewirausahaan; (n) kode **P14**, Kejelasan SOP untuk proses pengajuan pembayaran/keterlambatan /keringanan UKT (*Reliability*); (o) kode **P15** Kemudahan proses pengajuan/pembayaran /keterlambatan/keringanan UKT, Kejelasan SOP untuk proses pengajuan pembayaran/keterlambatan /keringanan UKT (*assurance*); (p) kode **P16** Kemampuan dan kecepatan petugas dalam dalam memberikan pelayanan proses peminjaman/penggunaan fasilitas sarana prasarana untuk kegiatan mahasiswa (*Responsiveness*); (q) kode **P17** Kepedulian petugas dalam menerima keluhan terkait layanan keuangan dan sarana prasarana (*Empathy*); (r) kode **P18** Ketersediaan dan kecukupan sarana dan prasarana akademis (perpustakaan, pembelajaran/laboratorium/ bengkel/instalasi listrik/internet, sistem informasi) (*Tangible*) (3) perbedaan yang signifikan berdasarkan analisis *Gap* ditemukan, bahwa di antara dua variabel indikator yang memiliki Dari hasil **kedelapan belas** indikator yang memiliki nilai gap negatif terbesar, rata-rata sebuah indikator yang memiliki tingkat kesesuaian yang sama yaitu dengan nilai tingkat kesesuaian sebesar **90,09%**. Hal ini menunjukan, bahwa segala proses pelayanan selama ini belum berjalan sesuai dengan harapan mahasiswa, hal ini dikarenakan prodi S2-Kimia baru berdiri dan masih dalam proses tahapan untuk berkembang dan memperbaiki sistem yang diinginkan atau dikehendaki oleh mahasiswa.

SURVEI KEPUASAN MAHASISWA S2 KIMIA FMIPA 2022

RINGKASAN/*SUMMARY*

The customer satisfaction survey is one way to measure how well the services offered by the State University of Surabaya (Unesa), especially the S1 Chemistry Faculty of Mathematics and Natural Sciences (FMIPA), meet the expectations and needs of customers (students, lecturers, and education staff). This survey adopts the SERVQUAL method with five dimensions: reliability, responsiveness, assurance, empathy, and tangible. This survey uses a cross-sectional approach where respondents fill out survey instruments online through Unesa's Single Sign On. The targets in this survey are Unesa students, especially in Chemistry Masters. The survey was conducted at the end of 2022, and as many as 6 Chemistry Masters students filled out a satisfaction survey. Importance-Performance Analysis, Gap Analysis, Paired Difference Test, and User Satisfaction Methods were used to analyze the data. Based on the results of data analysis from the 2022 Master of Chemistry student satisfaction survey, the results were obtained, namely: (1) There is no significant difference between Importance and Performance based on the results of the Wilcoxon signed rank test with a 95% confidence level (Z = -1.000, p = 0.317); (2) there are eighteen indicators that must be a top priority in improving service quality based on the results of the Unesa Chemistry Masters student satisfaction survey in 2022, namely: (a) code P1, the concern of officers in receiving complaints related to services in the fields of reasoning, interests, and talents (Tangibles); (b) code P2, clarity of program information in the areas of reasoning, interests and talents (assurance); (c) code P3, Ability and speed of officers in providing services in the areas of reasoning, interest and talent (Responsiveness); (d) code P4, Concern of officers in receiving complaints related to services in the field of reasoning, interest and talent (empathy); (e) code P5, Availability, adequacy, accessibility and quality of service infrastructure in the field of reasoning, interests and talents (Tangible); f) code P6, Clarity of SOP for counseling, health and scholarship (assurance) services; g) code P7, Ability and speed of officers in providing counseling, health and scholarship services (Responsiveness) (h) code P8, namely the concern of officers in receiving complaints related to counseling services, health and scholarships (empathy); (i) code P9, namely Availability, adequacy, accessibility, and quality of infrastructure for counseling, health, and scholarship services (Tangible) (j) code P10, namely clarity of SOP for career guidance and entrepreneurship services (assurance); (k) code P11, namely the ability and speed of officers in providing career and entrepreneurship guidance services (Responsiveness); (l) code P12, namely the concern of officers in receiving complaints related to career guidance and entrepreneurship services (empathy), and (m) code P13, namely availability, adequacy, accessibility, and quality of infrastructure for career guidance and entrepreneurship services; (n) code P14, Clarity of SOP for the process of submitting UKT (Reliability) payments/delays/waivers; (o) code P15 The ease of the UKT application/payment/delay/waiver process, clarity of SOP for the process of applying for UKT payment/delay/waiver (assurance); (p) code P16 The ability and speed of officers in providing services for the process of borrowing/using infrastructure facilities for student activities (Responsiveness); (q) code P17 Concern of officers in receiving complaints related to financial services and infrastructure (Empathy); (r) code P18 Availability and adequacy of academic facilities and infrastructure (library, learning/laboratory/workshop/electrical installation/internet, information system) (Tangible) (3) significant differences based on Gap analysis found, that between the two indicator variables that has From the results of the eighteen indicators that have the largest negative gap value, on average an indicator that has the same level of conformity is with a conformity level value of 90.09%. This shows that all service processes have not run according to student expectations, this is because the Masters in Chemistry study program has just been established and is still in the process of developing and improving the system that students want or want.