Report

DATA MANAGEMENT CENTER AND

INFORMATION SYSTEM

Service Satisfaction and Implementation of PKM Faculty of Sports Sciences

(Respondents FIO lecturer Unesa)

UNIVERSITAS NEGERI SURABAYA
QUALITY ASSURANCE
DATA CENTERS AND INFORMATION SYSTEMS
2021

Authentication Page

Stating that the Report of the Center for Data Management and Information Systems in the neighborhood of Universitas Negeri Surabaya was made in fact

Surabaya, 29 JUNE 2021

know
Head of Quality Assurance Group Of Data and Information Systems Division

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CHAPTER I

Introduction

1.1. Background

Data and Information System Management Center is one of the centers in the Field of Quality Assurance in charge of assisting the implementation of quality assurance with model PPEPP (Quality Planning, Quality Implementation, Quality Evaluation, Quality Quality Improvement, Quality Improvement). One of the tasks of this center is to conduct a Customer Service Satisfaction Survey which is currently the needs and demands of The Accreditation of Study Programs and Accreditation of Higher Education.

Some surveys conducted are satisfaction surveys on all activities conducted by BPM so that the quality of the implementation of activities is evaluated periodically. The survey was conducted online and conducted after the activity ended. The results of this survey will be followed up with an evaluation meeting whose results are used for the improvement of the next activity service.

Along with the increasing need to improve the quality of services in Unesa, there is a need for satisfaction surveys to students, lecturers, and tendik. It is necessary to know what variables should be improved and maintained in quality. Questionnaire filling consists of filling out the expectations and reality of the services felt in 2021.

1.2. Problems

a. How the results of the comparison between the expectations and the reality of service satisfaction and the implementation of the PKM process based on the survey of lecturers Unesa Year 2021.
b. How is the comparative analysis between the expectations and reality of Service Satisfaction and Implementation of PKM Process (unesa lecturer survey year 2021) based on Cartesian Diagram.

1.3. purpose

Knowing the quality of Service Satisfaction and Implementation of PKM Process (unesa lecturer survey year 2021)based on Cartesian Diagram.

1.4. Systematic Reports

Systematics in this Report is an Introduction consisting of the background, problems, objectives, and systematics of the report. Chapter II contains the survey method consisting of survey types and rancnagan, variables, operational definitions, survey instruments, methods

used, and data processing. Chapter III contains the Results and Discussions, and Chapter IV contains conclusions.

CHAPTER II

SURVEY METHOD

2.1. Types and Design of Survey Implementation

This type of survey design uses non-experimental quantitative research. Non-experimental research is research whose observations are conducted with a number of subject variables according to their state of being (in nature), without manipulation (Pratiknya, 2001).

This study uses a cross sectional design used to study the relationship between free variables and dependent variables by taking measurements at the same time (point time approach). At the same time, each subject is observed only once and the subject's variables are observed at the time of observation. The method used in data retrieval is questionnaire.

2.2. Operational Definitions

Some operational definitions are as follows:

a. Consumers are all lecturers who use the Services and Implementation of PKM Unesa Process in 2021.
b. Consumer expectations are lecturers who obtain services and implementation of pkm unesa process in 2021.
c. Customer satisfaction is consumer recognition of the Service and Implementation of PKM Unesa Process in 2021.
d. The quality of service to be researched is the expectations and reality of consumers to reliability (reliability), rensponsiveness (responsiveness), assurance (guarantee, empathy), and tangible (existence).

2.3. Survey Instruments

The instrument used is a questionnaire. Questionnaires are used to collect data by providing written questions about consumer expectations and reality to be answered. Questionnaire instrument consists of 5 main aspects, namely reliability, rensponsiveness, assurance, empathy, and tangible.

2.4. Methods used

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

1. *Tangibles* (Real) that includes physical appearance, equipment, employees, and means of communication.
2. *Reliability* isthe ability to provide the promised service immediately, accurately, and satisfactorily.

3. *Responsiveness* Is the desire of the staff to form customers and provide services with responsiveness.
4. *Assurance* Includes the knowledge, ability, decency, and trustworthy nature of the staff free from harm, risk or doubt.
5. *Empathy* includes ease of relationships, good communication, personal attention, and understanding customer needs.

If possible the next stage is to use *the Importance Performance Analysis* method first introduced by Martilia and James (1977) with the aim of measuring the relationship between consumer perception / customer with the priority of improving the quality of products / services also known as *Quadrant Analysis.*

2.5. Data Processing

- **Gap analysis**

The level of customer satisfaction is explained using gap analysis. This analysis compares the mean between darapan and the reality received by consumers from the dimension of service, namely reliability, rensponsiveness, assurance (guarantee, empathy), and tangible (existence).

The highest satisfaction occurs if reality exceeds expectations that is at the time of service provided maximum (4) while the minimum expectation is (1). Intervals are obtained using the formula:

Interval= (Highest score – Lowest score)/Number of groups

From the calculation above, the classification of gaps is obtained in Table 2.1.

Table 2.1. Gap Classification

Interval	Classification	Satisfaction Level
-3 to -1.5	Very negative	Very dissatisfied appeal of expectations
-1.5 to 0	negative	Less satisfied than expected
0 to 1.5	positive	More satisfied than expected
1.5 to 3	Very Positive	Very more satisfied appeal of expectations

- **Test data normality**

  The data normality test is conducted with statistical analysis. This test was conducted by including the average reality and expectations of each statement contained in the questionnaire. This test is done to find out if the data used is normally distributed or not so that it can be determined the next statistical test to be used.

The test used to determine whether or not the distributed data was normal was to use Kolmogorov-Smirnov for large samples (more than 50 respondents) or Shapiro-Wilk for small samples (less than 50 respondents). If the significance value of > 0.05 then the data is normal distributed (parametric data) and can be analyzed with paired t-test. If the significance value < 0.05 then the data is not distributed abnormally (non-parametric data) and can be analyzed using Wilcoxon tests.

- **Wilcoxon Test**

  This test was conducted to determine whether there were meaningful differences or not from the facts and expectations studied so that it can be determined whether Ho was rejected or accepted. If the result is a significant difference then Ho is ditolah but if the difference that occurs is not significant then Ho is accepted. The paired t-test is performed if two data compared to a normal distributed or a Wilcoxon test if the minimum of one that is compared to a normal un distributed can be of reality and expectation.

- **Cartesian Diagram**

  Cartesian diagrams describe the level of statement into four sections whereby with this diagram can be determined several factors that affect customer satisfaction that can then be prioritized for the company to be further improved.

CHAPTER III

RESULTS AND DISCUSSION

3.1.Test Normality Data

Tests of Normality

	A Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistics	Df	Sig.	Statistics	Df	Sig.
hope	.398	80	.000	.616	80	.000
fact	.175	80	.000	.877	80	.000

a. Lilliefors Significance Correction

Figure 3. 1. Data normality test results

Based on the results of normality test using SPSS for windows 21 obtained the result of significance value of 0.000 < 0.05 so that the data is declared not distributed normally.

3.2. Wilcoxon Test

Test Statistics[a]

	REALITY – HOPE
Z	-6,099[b]
Asymp. Sig. (2-tailed)	.000

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

Figure 3. 2. Wilcoxon test results

Based on wilcoxon test results using SPSS for windows 21 obtained Asymp results. Sig. (2-tailed) 0.000 < 0.05 so that it can be stated that there is a significant difference between the expectations and the reality of lecturer satisfaction with Unesa's management services.

3.3.Results of Calculation of Reality and Expectations

The results of the calculation of Reality, Expectations, Gap Analysis, and Service Quality and Implementation of Unesa Research Process in 2021 are described in Table 3.1.

Table 3.1. Results of calculation of Reality, Expectations, Gap Analysis, and Quality of Service Satisfaction and Implementation of PKM Unesa Process in 2021

dimension	p	Revelation	fact	hope	gap	Tki (%)
Reliability	P2	Ease of application facilities (*Reliability*)	3.184	3.755	-0.57	84.80271
	P10	Consistency of rules and implementation of activities / monev (*Reliability*)	3.177	3.751	-0.57	84.69608
	P13	Guidelines and SOP are clear about the obligation of pkm activity output (*Reliability)*	3.237	3.756	-0.52	86.19414
	P14	Ease of facilitation in realizing the output of PKM activities (*Reliability)*	3.185	3.745	-0.56	85.04326
	Mean Re	Mean	3.196	3.752	-0.56	85.18
Responsiveness/ Fair (P2)	P3	Lppm administration services in troubleshooting (*Responsiveness*)	3.160	3.749	-0.59	84.28527
	P8	Speed of LPPM administration services during PKM activities (*Responsiveness*)	3.181	3.743	-0.56	84.97217
	P12	Accuracy of collection procedure (*Responsiveness*)	3.191	3.760	-0.57	84.85688
	P15	Accuracy of pkm activity output (*Responsiveness*)	3.200	3.749	-0.55	85.36585
	Mean Res	Mean	3.183	3.750	-0.57	84.87
*Assurance (*Responsibility)	P4	Consistency of rules and implementation of submission and assessment of proposals and reports PKM (*Assurance*)	3.181	3.749	-0.57	84.841
	Mean As	Mean	3.181	3.749	-0.57	84.84
Empathy	P5	Disclosure of the results of the assessment of proposals and reports PKM (*Empathy*)	3.122	3.749	-0.63	83.26644
	P6	Disclosure of information on the rights and obligations of pkm implementers (*Empathy*)	3.231	3.757	-0.53	86.01356
	P16	Ease of guidance in achieving PKM output (*Empathy)*	3.163	3.749	-0.59	84.37789

dimension	p	Revelation	fact	hope	gap	Tki (%)
	P17	Application of high-use PKM output in the community (*Empathy)*	3.174	3.755	-0.58	84.52528
	Mean Em	Mean	3.172	3.752	-0.58	84.55
Tangible (Transparent)	P1	Disclosure of grant information in the field of PKM (*Tangibles*)	3.150	3.760	-0.61	83.77962
	P7	Ease of activity facilities (*Tangibles*)	3.182	3.751	-0.57	84.8195
	P9	Accuracy of disbursement of funds (*Tangibles*)	3.079	3.740	-0.66	82.32745
	P11	Efficiency of administration report (*Tangibles*)	3.159	3.747	-0.59	84.30646
	Mean Tan	Mean	3.142	3.749	-0.61	83.81
	Mean	Mean fifth dimension	3.175	3.751	-0.58	84.65

3.4.Comparison Results Between Hope and Reality

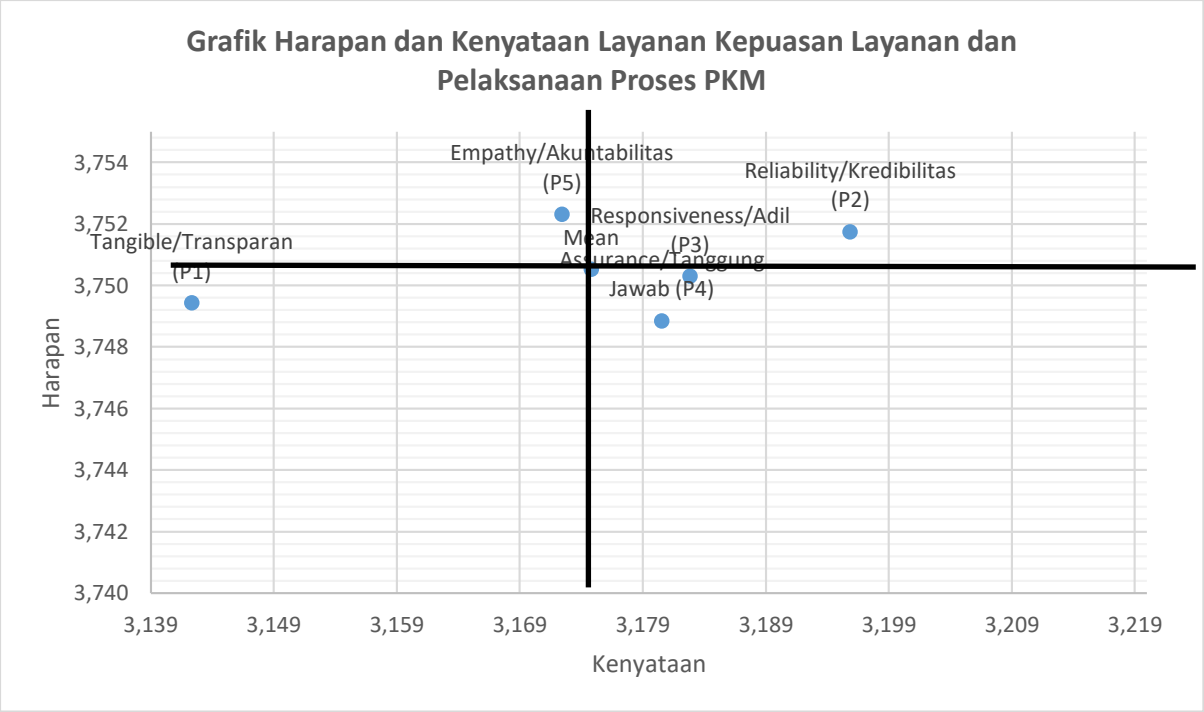

Figure 3. 3. Cartesian Diagram of Service Satisfaction Survey and Implementation of Unesa Research Process in 2021

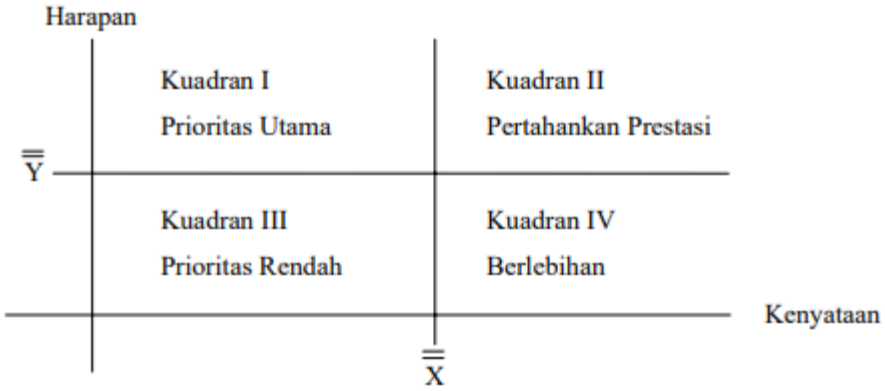

Figure 3. 4. Cartesian Diagram (Supranto, 2001)

information:

Quadrant I (First Priority)

This quadrant shows factors that are considered to affect consumer satisfaction and include elements of services that are considered very important for consumers. However, the service provider has not implemented it in accordance with the wishes of consumers, causing disappointment / dissatisfaction. Variables in this quadrant need to be taken seriously.

Quadrant II (Maintain Achievement)

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

Quadrant III (Low priority)

This quadrant shows factors that are considered less important by consumers and implementation by mediocre service providers. Variables included in this quadrant do not need to be questioned even if it does not satisfy consumers because consumers do not consider it very important

Quadrant IV (Redundant)

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

Analyze each dimension

1. Reliability

   Based on the results of reliability dimension analysis is in quadrant II. This shows that the dimension of reliability that is considered important by consumers has been implemented well and can satisfy consumers, then the obligation of service providers must maintain their performance.

2. Tangible

   Dimensi tangible is in quadrant I. This indicates that this dimension is considered to affect consumer satisfaction and includes elements of services that are considered very important to consumers. However, the service provider has not implemented it in accordance with the wishes of consumers, causing disappointment / dissatisfaction. Variables in this quadrant need to be taken seriously.

3. Assurance

   The assurance dimension is in quadrant IV. This kuandran shows factor assurance that is considered less important by consumers but has been run very well.

4. Responsiveness

   The assurance dimension is in quadrant IV. This kuandran shows factor assurance that is considered less important by consumers but has been run very well.

5. Empaty

   Based on the results of reliability dimension analysis is in quadrant II. This shows that the empathetic dimension that is considered important by consumers has been implemented well and can satisfy consumers, then the obligation of service providers must maintain their performance.

CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

Based on the results of the analysis, it can be concluded that Unesa management services to the perspective of lecturers are as follows:

- Tangible dimensions are factors that affect consumer satisfaction and include elements of services that are considered very important for consumers. However, the service provider has not implemented it in accordance with the wishes of consumers, causing disappointment / dissatisfaction. Variables in this quadrant need to be taken seriously.
- The dimension of assurance and responsiveness is considered less important by consumers but has been executed verywell.
- Empathetic dimensions and reliability are considered important by consumers have been implemented well and can satisfy consumers, then the obligation of service providers must maintain their performance.

Attachment

I. Instrument of Service Satisfaction and Implementation of PKM Process (Criterion 8)

Instructions

Please fill in by checking (√) on "Expectations for answers" and " existing " in the field in realtime .

No.	question	Hope for answers				The reality			
		Excellent	good	enough	less	Excellent	good	enough	less
a	**Proposal Submission**								
1. P1	Disclosure of grant information in the field of PKM (*Tangibles*)	√					√		
2. P2	Ease of application facilities (*Reliability*)	√					√		
3. P3	Lppm administration services in troubleshooting (*Responsiveness*)	√					√		
4. P4	Consistency of rules and implementation of submission and assessment of proposals and reports PKM (*Assurance*)	√					√		
5. P5	Disclosure of the results of the assessment of proposals and reports PKM (*Empathy*)	√					√		
b	**Implementation of PKM**								
1. P6	Disclosure of information on the rights and obligations of pkm implementers (*Empathy*)	√					√		
2. P7	Ease of activity facilities(*Tangibles*)	√					√		
3. P8	Speed of LPPM administration services during PKM activities (*Responsiveness*)	√					√		
4. P9	Accuracy of disbursement of funds (*Tangibles*)	√					√		

No.	question	Hope for answers				The reality			
		Excellent	good	enough	less	Excellent	good	enough	less
5. P10	Consistency of rules and implementation of activities /monev (*Reliability)*	✓					✓		
6. P11	Efficiency of administration report (*Tangibles*)	✓					✓		
7. P12	Accuracy of collection procedure (*Responsiveness*)	✓					✓		
C	**PKM** Output								
1 P13	Guidelines and SOP are clear about the obligation of pkm activity output (*Reliability)*	✓					✓		
2 P14	Ease of facilitation in realizing the output of PKM activities (*Reliability)*	✓					✓		
3 P15	Accuracy of pkm activity output (*Responsiveness*)	✓					✓		
4 P16	Ease of guidance in achieving PKM output (*Empathy)*	✓					✓		
5 P17	Application of high-use PKM output in the community (*Empathy)*	✓					✓		