Report

DATA MANAGEMENT CENTER AND INFORMATION SYSTEM

Management Service Satisfaction

Faculty of Sports Science

(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 satisfaction of Unesa management services based on the survey of Lecturers Unesa Year 2021.
b. How is the comparative analysis between the expectations and the reality of satisfaction of Unesa management services (unesa lecturer survey year 2021) based on Cartesian Diagram.

1.3. purpose

Knowing the quality of satisfaction of Unesa management services (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 service manajemen Unesa year 2021.
b. Consumer expectations are lecturers who obtain services manajemen Unesa year 2021.
c. Consumer satisfaction is the recognition of consumers regarding services manajemen Unesa year 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	.380	81	.000	.635	81	.000
fact	.178	81	.000	.909	81	.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	-6,349[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 2 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 Quality of Management Services unesa Year 2021 are explained in Table 3.1.

Table 3.1. Results of calculation of Reality, Expectations, Gap Analysis, and Quality of Management Services Unesa Year 2021

dimension	No.	Revelation	fact	hope	gap	Tki (%)
Reliability	2	Availability of services in supporting the tridarma activities of higher education, administration and information needs services *on-line* and *offline* accurately and satisfactorily	3.11	3.78	-0.67	82.36864
		Mean	3.12	3.78	-0.67	82.38162
Responsiveness/Fairness (P2)	3	Ease of management services in the implementation of Tridarma Higher Education	3.13	3.77	-0.63	83.18393
		Mean	3.13	3.77	-0.63	83.18393
*Assurance (*Responsibility)	4	Service leaders and or persons in charge of supporting the implementation of Tridarma Higher Education	3.21	3.78	-0.58	84.79064
		Mean	3.21	3.78	-0.58	84.79064
Empathy	5	Excellent management services at PT are carried out in accordance with the	3.16	3.77	-0.61	83.8949
		Mean	3.16	3.77	-0.61	83.8949
*Tangible (*Transparent)	1	Ease in obtaining information in supporting the activities of Tridarma Higher Education	3.15	3.79	-0.63	83.27183
		Mean	3.15	3.79	-0.63	83.27183
		Mean fifth dimension	3.153603	3.776576	-0.62297	83.50458

3.4.Comparison Results Between Hope and Reality

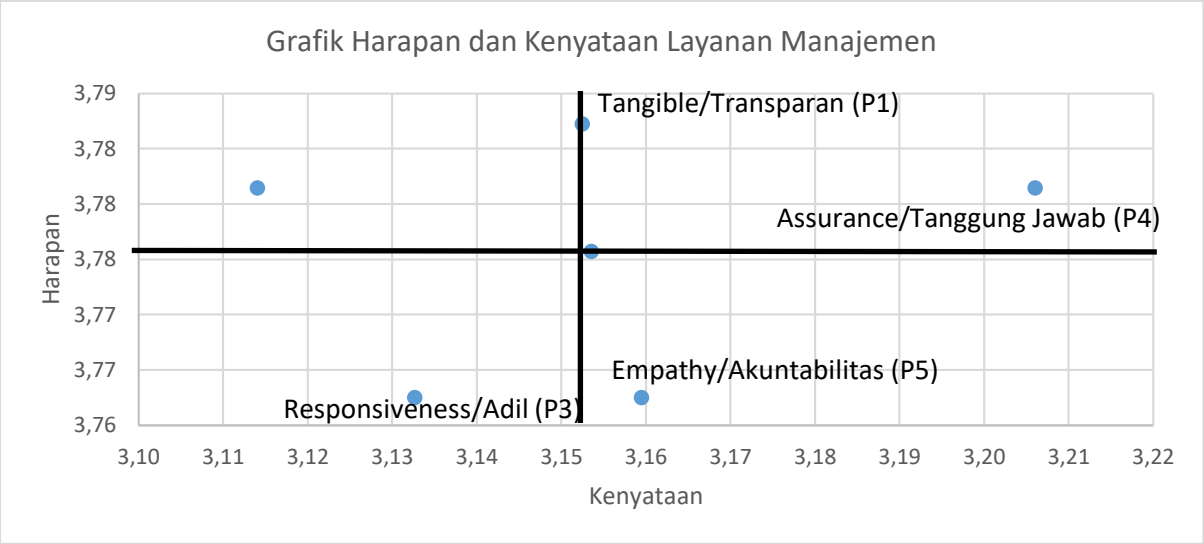

Figure 3. 3. Cartesian Diagram of Management Service Satisfaction Survey 2021

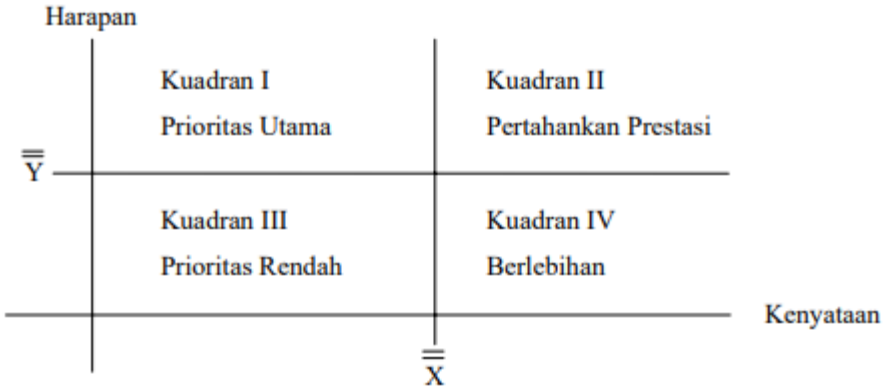

Figure 3. 4. Cartesian Diagram (Supranto, 2001)

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 I. This shows ketersedan service in supporting the activities of tridarma Higher Education, administration and information needs services *on-line* and *offline* accurately and satisfactorily have not implemented it in accordance with the wishes of consumers, thus causing disappointment / dissatisfaction. So variabel in this quadrant needs to be taken seriously by the University.

2. Tangible

   The tangible dimension is in quadrant II. This shows that this dimension is considered important by consumers and has been implemented well and can satisfy consumers, so Unesa must maintain the qualityof easyness in obtaining information in supporting the activities of Tridarma Higher Education.

3. Assurance

   The assurance dimension is in quadrant II. This shows that this dimension is considered important by consumers and has been implemented well and can satisfy consumers, so Unesa must maintain the quality of leadership and or responsible people in chargeof supporting the implementation of Tridarma Higher Education.

4. Responsiveness

   Ease of management services in the implementation of Tridarma Higher Education implementation according to respondents have a quality of service is mediocre (standard). Need to improve the quality of service.

5. Empaty

Empaty is in quadrant IV this shows that excellent service management at PT is carried out in accordance with the procedures have been carried out well, and must be maintained quality.

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 asfollows:

- Reliability aspect or ketersedan service in supporting the activities of tridarma Higher Education, administration and information needs services *on-line* and *offline* accurately and satisfactorily have not implemented it in accordance with the wishes of consumers, so it needs to be taken seriously by the University.

- Tangible aspects are considered important by consumers and have been implemented well and can satisfy consumers, so Unesa must maintain the quality of ease in obtaining information in supporting the activities of Tridarma Higher Education.

- The dimension of assurance is considered important by consumers and has been implemented well and can satisfy consumers, so Unesa must maintain the quality of service leaders and or persons in charge of supporting the implementation of Tridarma Higher Education.

- Responsiveness dimension is theease of management services in the implementation of Tridarma Higher Education implementation according to respondents have a quality of service mediocre (standard) and per need to improve the quality of service.

- Empaty dimension that is layanan prima management in PT is done in accordance with the procedure has been carried out well, and must be maintained quality.

Attachment

I. Management Service Satisfaction Instrument (Criteria 2)

Instructions

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

No.	statement	Hope for answers				The reality			
		Excellent	good	enough	less	Excellent	good	enough	less
1.	Ease in obtaining information in supporting the activities of Tridarma Higher Education (~~(~~*Tangible*:Transparent~~)~~)	✓					✓		
2.	Availability of services in supporting the tridarma activities of higher education, administration and information needs services *on-line* and *offline* accurately and satisfactorily (*Reliability*:Credibility)	✓					✓		
3	Ease of management services in the implementation of Tridarma Higher Education (*Responsiveness*:Fair)	✓					✓		
4	Service leaders and or persons in charge of the authority in supporting the implementation of Tridarma Higher Education (*Assurance*: Responsibility)	✓					✓		
5.	Excellent management services at PT are carried out in								

No.	statement	Hope for answers				The reality			
		Excellent	good	enough	less	Excellent	good	enough	less
	accordance with the procedure (*empathy*: Accountability)	✓					✓		