REPORT

Management Service Satisfaction

Sport Science Faculty

Universitas Negeri Surabaya

(Respondent; Unesa, Sport Science Faculty Students)

UNIVERSITAS NEGERI SURABAYA
QUALITY ASSURANCE BOARD
DATA AND INFORMATION SYSTEM CENTER
2021

Verification Page

State that Report of Student Satisfaction on Management Service Universitas Negeri Surabaya is made in truth.

Surabaya, 29th June 2021

Acknowledged,
Head of Quality Assurance Team



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CHAPTER 1

PRELIMINARY

1.1. Background

Center of Data management and Information System is one of the center in Quality Assurance Field in charge of helping the implementation of quality assurance with PPEPP model (Perencanaan Mutu, Pelaksanaan Mutu, Evaluasi Mutu, Pengendalian Mutu, Peningkatan Mutu – Quality Planning, Quality Implementation, Quality Evaluation, Quality Control, Quality Improving). One of the tasks of this center is to conduct a Customer Service Satisfaction Survey which is currently a need and demand for Study Program and Higher Education Accreditation.

Some of the surveys conducted are satisfaction survey on all activities carried out by BPM (Quality Assurance Board) so that the quality of the activities implementation is evaluated periodically. This survey was conducted online and was carried out after the activity ended. The survey result will be followed up with an evaluation meeting, the result of which will be used to improve services for further activities.

Along with the increasing need to improve the service quality at Unesa, it is necessary to have satisfaction surveys for students, lecturers and staff. It is necessary to know which variables must be improved and maintained in quality. Filling out questionnaire consists of filling in the expectations and realities of the perceived service in 2021.

1.2. Problems

a. How are the results of the comparison between expectations and the reality of Unesa management service satisfaction based on the 2021 Unesa students survey.
b. How is the comparative analysis between the expectation and the reality of Unesa management service satisfaction (Unesa students survey in 2021) based on Cartesian Diagram.

1.3. Purpose

Knowing the quality of Unesa management service satisfaction (Unesa students survey in 2021) based on the Cartesian Diagram.

1.4. Systemic Report

The systemic in this report is the introduction consists of the background, the problems, the purpose, and systemic report. Chapter II contains survey methods, consists of surveys type and design, variables, operational definitions, survey instruments, methods used and data processing. Chapter III contains the results and discussion. Chapter IV contains conclusions.

CHAPTER II

SURVEY METHOD

2.1. Type and Design of Survey Implementation

The type of this survey design uses non-experimental quantitative research. Non-experimental research is the research which its observations are carried out with a number of subjects variables according to the state as it is (in nature), without manipulation (Pratiknya, 2001).

This research used cross sectional design which is used to study the relationship between independent variables and dependent variables by taking measurements at the same time (point time approach). The same time means that each subject is only observed once and the subject variable is observed at the time of observation. The method used in data collection is a questionnaire.

2.2. Operational Definition

Some of the operational definitions are as follows:

a. Consumers are all students who use Unesa management service in 2021.
b. Consumers expectations are students who receive Unesa management service in 2021.
c. Consumers satisfaction is the consumer recognition of Unesa management service in 2021.
d. The service quality that will be examined is the consumers expectations and the consumers realities on reliability, responsiveness, assurance, empathy and tangible.

2.3. Instrumen Survey Instrument

The instrument used was a questionnaire. Questionnaire are used to collect data by providing written questions about consumers expectations and realities to be answered. The questionnaire instrument consists of 5 main aspects; reliability, responsiveness, assurance, empathy and tangible.

2.4. Method Used

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

1. *Tangibles* (Real) that includes physical appearance, equipment, employees, and communication tool.

2. *Reliability*, the ability to provide the promised services with immediate, accurate and satisfactory.
3. *Responsiveness*, the staff desires to establish customers and provide responsive services.
4. *Assurance*, includes knowledge, ability, courtesy and trustworthiness of the staff free from danger, risk or doubt.
5. *Empathy*, includes ease in making relationships, good communication, personal attention and understanding customers need.

   If possible, the next step is to use *Importance Performance Analysis* method which was first introduced by Martilia and James (1977) with the aim of measuring the relationship between consumer/customer perceptions and priorities for improving product/service quality, also known as *Quadrant Analysis*.

2.5. Data Processing

- **Gap Analysis**

The level of consumer satisfaction is explained by using a gap analysis. This analysis compares the mean between expectations and realities received by consumers from the service dimensions; reliability, responsiveness, assurance, empathy and tangible.

The highest satisfaction occurs when the realities exceeds expectations, when the service provided is maximum (4), while the minimum expectation is (1). The intervals is obtained using the formula:

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

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

Table 2.1. Gap Classification

Interval	Classification	Satisfaction Level
-3 s.d. -1,5	Very negative	Very dissatisfied compared to expectations
-1,5 s.d. 0	Negative	Less satisfied compared to expectations
0 s.d. 1,5	Positive	More satisfied than expected
1,5 s.d. 3	Very Positive	Very more satisfied than expectations

- **Data Normality Test**

  The data normality test was carried out by statistical analysis. This test is carried out by entering the average of reality and expectation of each statement contained in the questionnaire. This test was carried out to determine whether the data that has been used is normally distributed or not, so that the next statistical test can be determined.

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 then the data is normally distributed (parametric data) and can be analyzed using 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 Wilcoxon test.

- **Wilcoxon Test**
  This test is conducted to determine whether there is a significant difference or not from the reality and expectation that has been studied, so that it can be determined whether Ho is rejected or accepted. If the result obtained are significant difference the Ho is rejected, but if the differences are not significant then Ho is accepted. The paired t-test was carried out if the two data being compared were normally distributed, or Wilcoxon test if at least one of the comparisons was not normally distributed, could be from reality and expectation.
- **Cartesian Diagram**
  The Cartesian diagram describes the level of statement into four parts where with this diagram it can be determined several factors that affect customer satisfaction, which can then be prioritized for the company to be further improved.

CHAPTER III

RESULTS AND DISCUSSION

3.1. Data Normality Test

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
HARAPAN	.211	2205	.000	.827	2205	.000
KENYATAAN	.220	2205	.000	.893	2205	.000

a. Lilliefors Significance Correction

Figure 3.1. Data Normality Test Result

Based on normality test result using SPSS for windows 21, the results obtained a significance value of 0,000 < 0,05 so that the data is declared not normally distributed.

3.2. Wilcoxon Test

Test Statistics[a]

	KENYATAAN - HARAPAN
Z	-21.239[b]
Asymp. Sig. (2-tailed)	.000

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

Figure 3.2. Wilcoxon Test Result

Based on Wilcoxon test result using SPSS for windows 21, the Asymp. Sig. (2-tailed) result was obtained of 0,000 < 0,05 so it can be stated that there is a significant difference between expectation and realities of students satisfaction on Unesa management services.

3.3. The Result of Reality and Expectation Calculation

The calculation results of reality, expectation, gap analysis and Unesa management service quality in 2021 with students respondents, described in Table 3.1.

Tabel 3.1. The Calculation Result of Reality, Expectation, Gap Analysis, and The quality of Students Satisfaction on Unesa Management Services in 2021

Dimension	P	Statement	Reality	Expectation	GAP	TKI (%)
Reliability (Credibility)	P2	Academic services, administration and services for academic and non-academic information needs are available on-line and offline accurately and satisfactorily (*Reliability*: Credibility)	3.144	3.520	-0.38	89.3186
		Mean	3.144	3.520	-0.38	89.32
Responsiveness/Fair (P2)	P3	Ease of management service in solving academic and non-academic problems (*Responsiveness*: Fair)	3.123	3.501	-0.38	89.19293
		Mean	3.123	3.501	-0.38	89.19
Assurance *(*Responsibility)	P4	Educational/laboratory staff serve students according to working days (Assurance: Responsibility)	3.200	3.522	-0.32	90.84951
		Mean	3.200	3.522	-0.32	90.85
Empathy (Accountability)	P5	Excellent management service is carried out in accordance with procedures (Empathy: Accountability)	3.195	3.513	-0.32	90.95667
		Mean	3.195	3.513	-0.32	90.96
Tangible *(*Transparent)	P1	Ease of accessing the Unesa website (Tangible: Transparent)	3.146	3.544	-0.40	88.76835
		T	3.146	3.544	-0.40	88.77
	M	The mean of five dimensions	3.162	3.520	-0.36	89.82

3.4. Comparison Results between Expectations and Reality

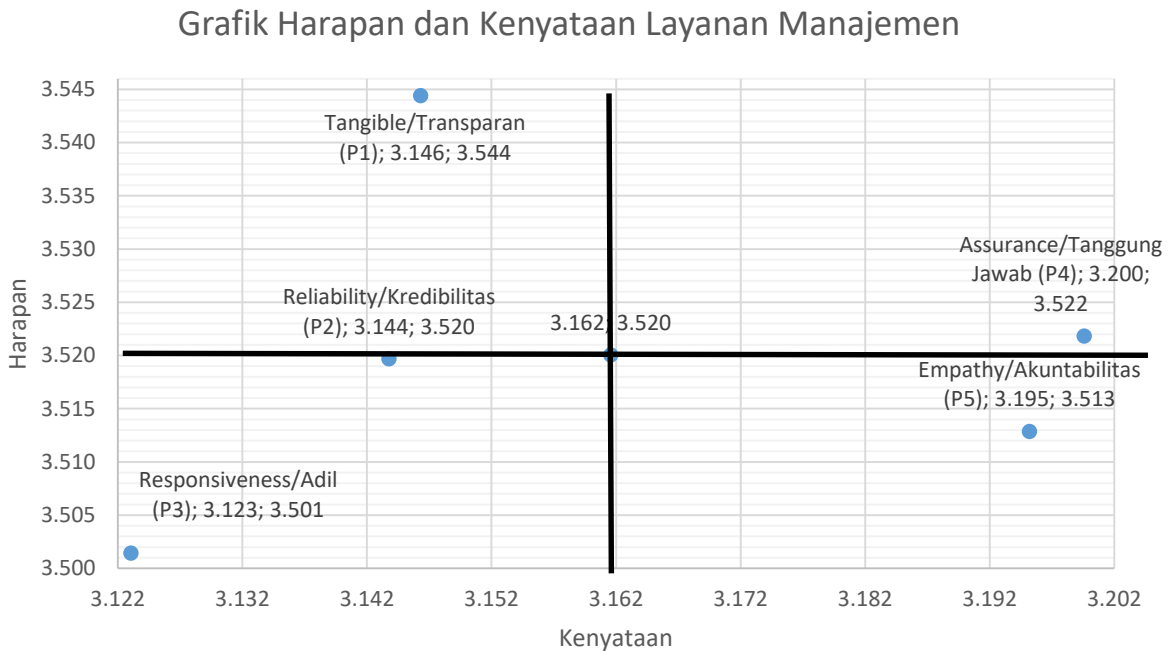


Figure 3.3. Cartesian Diagram Student Satisfaction Survey on Management Services in 2021

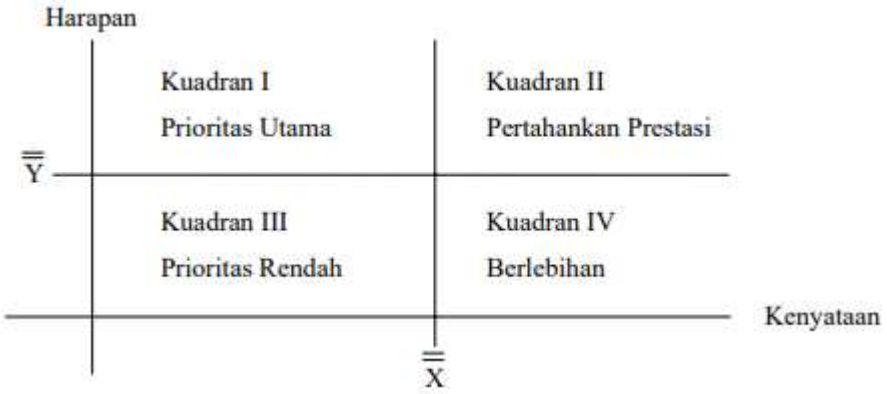


Figure 3.4. Cartesian Diagram (Supranto, 2001)

Information:

Quadrant I (Top Priority)

This quadrant shows the factors that are considered to affect customer satisfaction and include service elements that are considered very important for customers. However, service providers have not implemented it in accordance with the consumers wishes yet, resulting in disappointment/dissatisfaction. Variables in this quadrant need to be taken seriously.

Quadrant II (Maintain Achievement)

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

Quadrant III (Low Priority)

This quadrant shows the factors that are considered less important by consumers and the implementation 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 the factors that are considered less important by consumers but have been carried out very well by service providers.

Analysis of Each Dimension

- *Reliability*
  Based on the analysis results, reliability dimension is in quadrant I. This shows that the availability of services in supporting the activities of Higher Education Tridharma, administration and service of information needs on-line and offline has not been carried out in accordance yet with the consumer wishes, causing disappointment/dissatisfaction. So the variables in this quadrant need to be taken seriously by University.
- *Tangible*
  The tangible dimension is in quadrant I. This shows that this dimension is considered important by consumers and has not implemented it in accordance with the consumers wishes yet, causing disappointment/dissatisfaction. So the variables in this quadrant need to be taken seriously by the University.
- *Assurance*
  The assurance dimension is in quadrant II. This suggest that this dimension is considered important by consumers and has been carried out properly and can satisfy consumers, so Unesa should maintain the service quality of leadership and/or the responsible authority in supporting the implementation of Higher Education Tridharma.
- *Responsiveness*
  Ease of management services in the implementation of Higher Education Tridharma, the implementation according to respondents, have a normal (standard) of services quality. Need to improve the services quality.
- *Empathy*
  Empathy is in quadrant III, this shows that excellent management services at University are carried out according to procedures, according to the respondents the

implementation has a mediocre (standard) services quality. Services quality need to be improved.

CHAPTER IV

CLOSING

Based on the analysis results, it can be concluded that the level of students satisfaction on Unesa management service in 2021 is in good category with a satisfaction index level of 89,41%.

Attachment

I. Management Service Satisfaction Instrument (2nd Criterion)

INSTRUCTION

Please filled in by a check mark (V) on "Expectation for an answer" and "Existing Fact" as reality in the spot.

No	Statement	Expectation for an answer				Existing Fact			
		Very Good	Good	Enough	Less	Very Good	Good	Enough	Less
1.	Ease of accessing the Unesa website (*Tangible*:Transparent)	✓					✓		
2.	Academic services, administration and services for academic and non-academic information needs are available on-line and offline accurately and satisfactorily (*Reliability*: Credibility)	✓					✓		
3	Ease of management service in solving academic and non-academic problems (*Responsiveness*: Fair)	✓					✓		
4	Educational/laboratory staff serve students according to working days (*Assurance*: Responsible)	✓					✓		
5.	Excellent management service is carried out in accordance with procedures (*Empathy*: Accountability)	✓					✓		