REPORT

SERVICE SATISFACTION IN THE IMPLEMENTATION OF THE COMMUNITY SERVICE PROCESS

(Lecturer Respondent)



UNIVERSITAS NEGERI SURABAYA

QUALITY ASSURANCE UNIT

DATA AND INFORMATION SYSTEM CENTER

2020

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Halaman Pengesahan

Menyatakan bahwa Laporan Kepuasan Dosen terhadap Layanan dan Pelaksanaan Proses Pengabdian Kepada Masyarakat (PKM) Universitas Negeri Surabaya dibuat dengan sebenarnya

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CHAPTER I

INTRODUCTION

1.1. Background

The Center for Data Management and Information Systems is one of the centers in the Quality Assurance Sector in charge of assisting the implementation of quality assurance with the PPEPP model (Quality Planning, Quality Implementation, Quality Evaluation, Quality Control, Quality Improvement). 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 Accreditation and Higher Education Accreditation.

Some of the surveys carried out are satisfaction surveys on all activities carried out by BPM 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, the results of which will be used to improve services for further activities.

Along with the increasing need to improve the quality of service at Unesa, it is necessary to have a satisfaction survey for students, lecturers, and staff. It is necessary to know what variables must be improved and maintained in quality. Filling out the questionnaire consists of filling in the expectations and realities of the perceived service in 2020.

1.2. Problem

a. How are the results of the comparison between expectations and the reality of service satisfaction and the implementation of the community service process based on the 2020 Unesa lecturer survey.
b. How is the comparative analysis between expectations and reality of Service Satisfaction and Implementation of the Community Service Process (Survey of Unesa lecturers in 2020) based on the Cartesian Diagram.

1.3. Objective

Analyse the quality of Service Satisfaction in implementation of the Community Service Process (2020 Unesa lecturer survey) based on the Cartesian Diagram.

1.4. Systematics of Report

The systematics in this report is the introduction which consists of the background, problems, objectives, and systematics of the report. Chapter II contains survey methods consisting of survey types and designs, variables, operational definitions, survey instruments, methods used, and data processing. Chapter III contains the results and discussion, 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 carried out with a number of subject variables according to what they are (in nature), without manipulation (Pratiknya, 2001).

This study uses a cross sectional design which is used to study the relationship between the independent variable and the dependent variable 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 operational definitions are as follows:

a. Consumers are all lecturers who use service in the implementation of Service Satisfaction and Implementation of the Community Service Process in 2020.
b. Consumer expectations are lecturers who receive service in the implementation of the Community Service Process in 2020.
c. Consumer satisfaction is the consumer's acknowledgment of service in the implementation the Community Service Process in 2020.
d. The quality of service that will be examined is the expectations and reality of consumers on reliability, responsiveness, assurance (guarantee, empathy), and tangible.

2.3. Survey Instrument

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 (guarantee, empathy), and tangible (tangibility).

2.4. Survey Method

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 means of communication.
2. Reliability, namely the ability to provide the promised service immediately, accurately, and satisfactorily.
3. Responsiveness, that is the desire of the staff to form customers and provide responsive service.
4. Assurance, ncludes the 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 customer needs.

If possible, the next step is to use the 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

- **Gab Analysis**

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

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

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

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

Table 2.1. Gap Classification

Interval	Classsification	Satisfication Level
-3 s.d. -1,5	Very negative	Very dissatisfied with expectations
-1,5 s.d. 0	Negative	Less satisfied than 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 normality test of the data was carried out by statistical analysis. This test is carried out by entering the average reality and expectations of each statement contained in the questionnaire. This test is conducted to determine whether the data 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 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.
- **Wilcoxon Test**
  This test is conducted to determine whether there is a significant difference or not from the reality and expectations studied so that it can be determined whether Ho is rejected or accepted. If the results obtained are significant differences then 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 the Wilcoxon test if at least one of the comparisons was not normally distributed, it could be from reality and expectations.

- **Cartesian diagram**
  The Cartesian diagram describes the level of statements into four parts where with this diagram 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	.471	872	.000	.540	872	.000
Kenyataan	.308	872	.000	.774	872	.000

a. Lilliefors Significance Correction

Figure 3.1. Data normality test results

Based on the results of the normality test using SPSS for windows 25, 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	-18.586[b]
Asymp. Sig. (2-tailed)	.000

a. Wilcoxon Signed Ranks Test

b. Based on positive ranks.

Figure 3.2. Wilcoxon test results

Based on the results of the Wilcoxon test using SPSS for Windows 25, the Asymp results were obtained. Sig. (2-tailed) of 0.000 <0.05 so it can be stated that there is a significant difference between the expectations and the reality of lecturer satisfaction with services and the implementation of the Unesa community service process.

3.3.Result of Calculation of Reality and Expectations

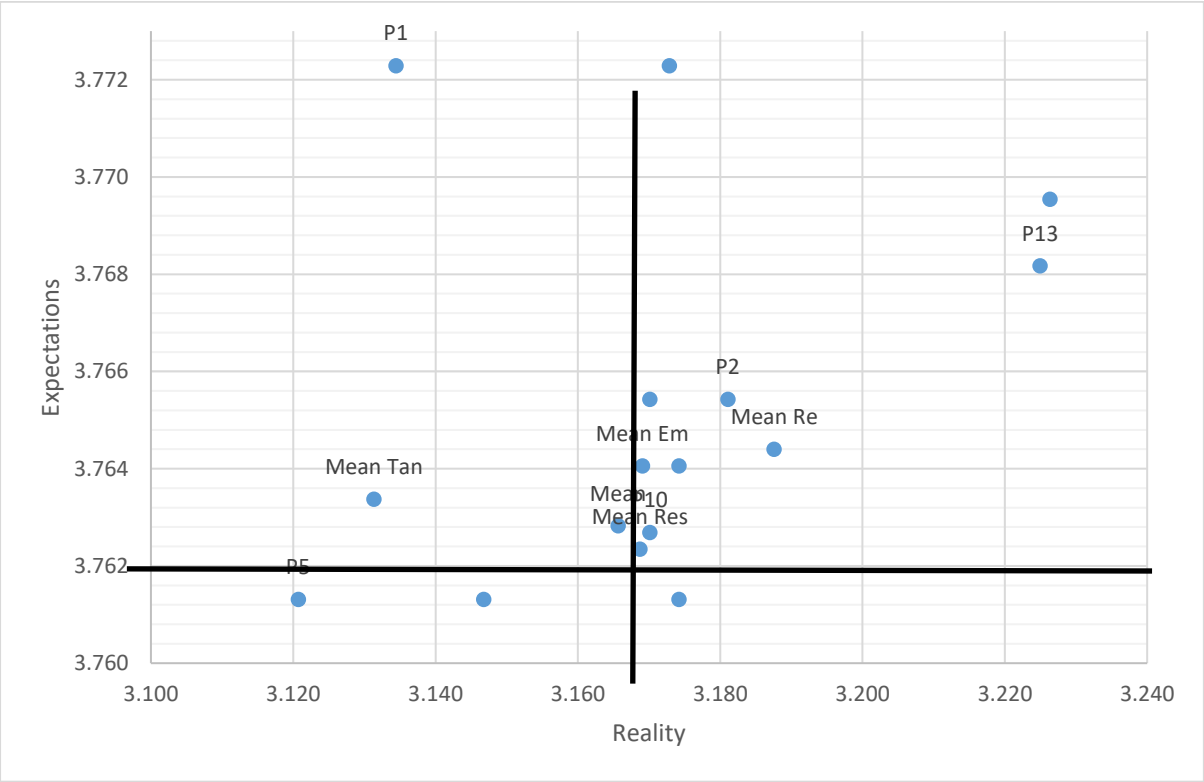
The results of the calculation of Reality, Expectations, Gap Analysis, and Service Quality and Implementation of community Process are described in Table 3.1.

Table 3.1. The results of the calculation of Reality, Expectations, Gap Analysis, and Quality of Service Satisfaction and Implementation of the Unesa community service Process in 2020

Dimension	No	Statements	Realization	Expectation	GAP	Satisfaction Index (%)
Reliability	P2	Ease of accessing the proposal submission facility (*Reliability*)	3,181	3,765	-0,58	84,48087
	P10	Consistency of rules and implementation of monitoring and evaluation activities and processes (*Reliability*)	3,170	3,763	-0,59	84,25082
	P13	Clarity of guidelines and SOPs regarding the obligation to realize the output of community service activities (*Reliability*)	3,225	3,768	-0,54	85,58427
	P14	Ease of facilitation in realizing the output of community service activities (*Reliability*)	3,174	3,761	-0,59	84,39096
	Mean Re	Mean	3,188	3,764	-0,58	84,68
Responsiveness	P3	The readiness of LPPM administration services in solving problems (*Responsiveness*)	3,141	3,757	-0,62	83,60716
	P8	Speed of LPPM administration services during community service activities (*Responsiveness*)	3,170	3,760	-0,59	84,31229
	P12	The accuracy of the procedures for collecting reports and research results (*Responsiveness*)	3,173	3,772	-0,60	84,10909
	P15	The accuracy of the output of community service activities (*Responsiveness*)	3,191	3,760	-0,57	84,85954
	Mean Res	Mean	3,169	3,762	-0,59	84,22
Assurance	P4	Consistency of rules and implementation of submission and evaluation of proposals and reports of community service (*Assurance*)	3,171	3,760	-0,59	84,34878
	Mean As	Mean	3,171	3,760	-0,59	84,35

Dimension	No	Statements	Realization	Expectation	GAP	Satisfaction Index (%)
Empathy	P5	Disclosure of the results of the assessment of proposals and reports of community service (*Empathy*)	3,121	3,761	-0,64	82,96864
	P6	Disclosure of information on the rights and obligations of implementing community service (*Empathy*)	3,226	3,770	-0,54	85,58952
	P16	Ease of guidance in achieving community service output (*Empathy)*	3,159	3,760	-0,60	84,02043
	P17	Application of high efficiency community service output in the community (*Empathy)*	3,170	3,765	-0,60	84,18944
	Mean Em	Mean	3,169	3,764	-0,59	84,19
Tangible	P1	Disclosure of information on community service grants (*Tangibles*)	3,134	3,772	-0,64	83,09091
	P7	Ease of accessing facilities in community service activities (*Tangibles*)	3,174	3,764	-0,59	84,32945
	P9	Accuracy of disbursement of funds (*Tangibles*)	3,070	3,756	-0,69	81,7385
	P11	Efficiency in report administration (*Tangibles*)	3,147	3,761	-0,61	83,66156
	Mean Tan	Mean	3,131	3,763	-0,63	83,21
	Mean	The mean of the five dimensions	3,166	3,763	-0,60	84,13

3.4.Comparison Results Between Expectations and Reality



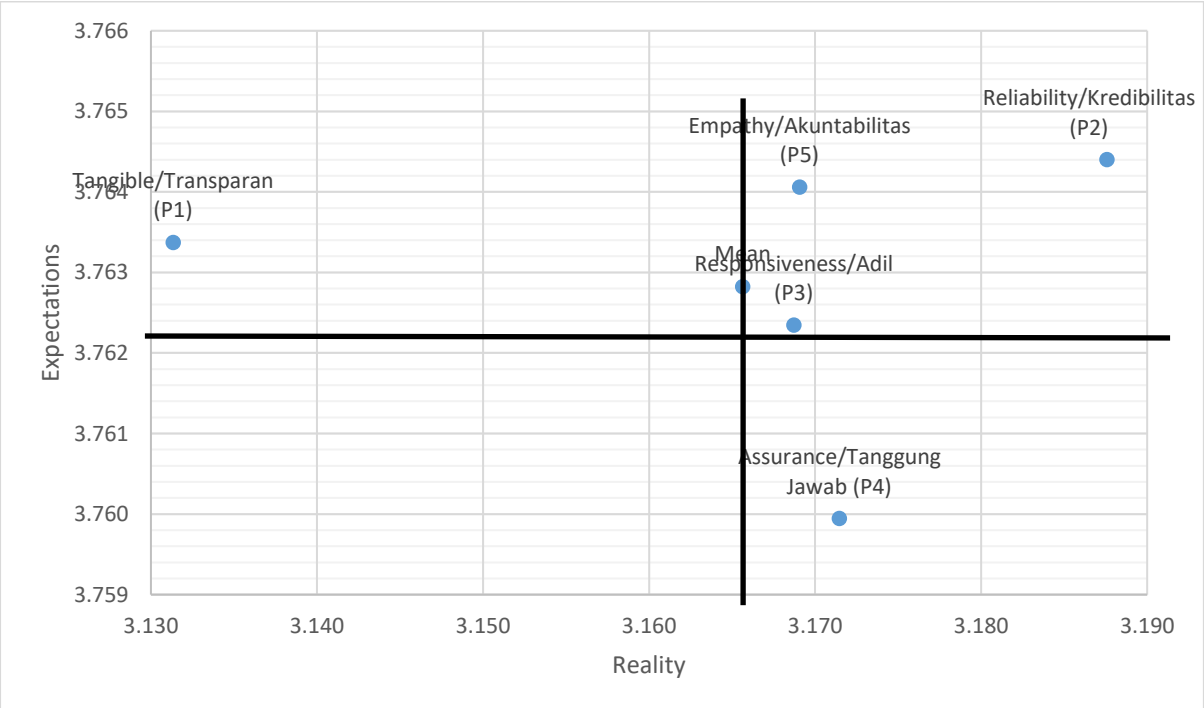


Figure 3.3. Cartesian Diagram of Service Satisfaction Survey Service Satisfaction in the Implementation of the Unesa Community Service Process in 2020



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 consumers. However, service providers have 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 the factors that are considered important by consumers have been implemented properly 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

1. Reliability

Based on the results of the analysis of the reliability dimension, it is in quadrant II. This shows that the dimensions of reliability that are considered important by consumers have been implemented properly and can satisfy consumers, so the obligation of service providers must maintain their performance.

2. Tangible

The tangible dimension is in quadrant I. This shows that this dimension is considered to affect consumer satisfaction and includes service elements that are considered very important for consumers. However, service providers have 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 quadrant shows assurance factors that are considered less important by consumers but have been carried out very well.

4. Responsiveness

The assurance dimension is in quadrant IV. This quadrant shows assurance factors that are considered less important by consumers but have been carried out very well.

5. Empathy

Based on the results of the analysis of the reliability dimension, it is in quadrant II. This shows that the dimensions of empathy that are considered important by consumers have been implemented properly and can satisfy consumers, so it is the obligation of service providers to maintain their performance.

CHAPTER IV

CONCLUSIONS

Based on the results of the analysis, it can be concluded that Unesa's management services from the lecturer's perspective are as follows:

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

Appendix

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

INSTRUCTION
Please fill in by putting a tick (√) on the "Expectation" and "The reality" in the field in real terms.

No	Statement	Expectation				Reality			
		Very Good	Good	Cukup	Kurang	Very Good	Good	Cukup	Kurang
A	**Proposal Submission**								
1. P1	Disclosure of information on community service grants (*Tangibles*)								
2. P2	Ease of proposal submission facility (*Reliability*)								
3. P3	The readiness of LPPM administration services in solving problems (*Responsiveness*)								
4. P4	Consistency of rules and implementation of submission and evaluation of proposals and reports of community service (*Assurance*)								
5. P5	Disclosure of the results of the assessment of proposals and reports of community service (*Empathy*)								
B	**Implementation of community service**								
1. P6	Disclosure of information on the rights and obligations of implementing community service (*Empathy*)								
2. P7	Ease of accessing community service								

No	Statement	Expectation				Reality			
		Very Good	Good	Cukup	Kurang	Very Good	Good	Cukup	Kurang
	activity facilities (*Tangibles*)								
3. P8	Speed of LPPM administration services during community service activities (*Responsiveness*)								
4. P9	Accuracy of disbursement of funds (*Tangibles*)								
5. P10	Consistency of rules and implementation of monitoring and evaluation activities and processes (*Reliability*)								
6. P11	Efficiency in report administration (*Tangibles*)								
7. P12	The accuracy of the procedures for collecting reports and the results of community service (*Responsiveness*)								
C	**Output PKM**								
1 P13	Clarity of guidelines and SOPs regarding the obligation to realize the output of community service activities (*Reliability*)								
2 P14	Ease of facilitation in realizing the output of community service activities (*Reliability*)								
3 P15	The accuracy of the output of community service activities (*Responsiveness*)								
4 P16	Ease of guidance in achieving community service output (*Empathy)*								
5 P17	Application of high efficiency community								

No	Statement	Expectation				Reality			
		Very Good	Good	Cukup	Kurang	Very Good	Good	Cukup	Kurang
	service output in the community (*Empathy)*								