REPORT

SATISFACTION OF FINANCIAL MANAGEMENT AND INFRASTRUCTURE

(Lecturer Respondent)



UNIVERSITAS NEGERI SURABAYA

QUALITY ASSURANCE UNIT

DATA AND INFORMATION SYSTEM CENTER

2021

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(Lecturer Respondent)



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LEGITIMATION SHEET

Declare that the Satisfaction Survey Report on Financial Management Services and Infrastructure at the State University of Surabaya is made truthfully

Surabaya, 29 December 2021

Acknowledge by,
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CHAPTER 1

INTRODUCTION

1.1. Background

Data and Systems Division Information is one of the divisions in the Quality Assurance Unit (SPM) unit at the University, which is tasked with assisting the implementation of quality assurance with Quality Planning, Quality Implementation, Quality Evaluation, Quality Control, and Quality Improvement (PPEPP) models. One of the tasks of this center is to carry out a Customer Service Satisfaction Survey, which is currently a requirement and demand from Study Program Accreditation and Higher Education Accreditation. Some of the surveys carried out are satisfaction surveys for all activities carried out by SPM 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 whose results 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 should be improved and maintained quality. The questionnaire consists of filling out expectations and realities for the services felt in 2021.

1.2. Problems

a. there is differences in the manner of statistics between hope and reality based on data analysis of Unesa lecturer satisfaction survey results on management services Finance and Infrastructure Year 2021.
b. What is the result of the comparison between expectations and reality of satisfaction Management of Finance and Infrastructure based on a survey of Unesa lecturer satisfaction in 2021 using gap analysis
c. How is the comparative analysis between expectations and reality satisfaction Management Finance and Infrastructure based on surveys Unesa lecturer satisfaction in 2021 using *the Importance-Performance Analysis* (IPA) method

1.3. Objective

It knows the satisfaction quality of Financial Management and Infrastructure of Unesa lecturers in 2021 based on a statistical analysis of different tests, gap analysis, and IPA analysis.

1.4. Report Systematics

The systematics of this report is the introduction which consists of the background, problems, objectives, and report systematics. Chapter II contains survey methods consisting of survey types and designs, variables, operational definitions, survey instruments, methods used, and data processing. Chapter III contains Results and Discussion, and Chapter IV has conclusions.

CHAPTER II

SURVEY METHOD

2.1. Type and Design of Survey Implementation

Study This is study descriptive quantitative with method survey. Method survey was chosen Because it can give description or description quantitative trends, attitudes, and opinions from population to variable with learn sample (Johnson & Christensen, 2014) ; (Creswell & Creswell, 2018).

The cross-sectional design is used to study the relationship between the independent variables and the dependent variable by taking measurements at the same time (*point time approach*). At the same time, it means that each subject is only observed once and the subject variables are carried out 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 used Unesa's financial management services and infrastructure in 2021.
b. Consumer expectations are lecturers who will receive Unesa financial management services and infrastructure in 2021.
c. Consumer satisfaction is consumer recognition regarding Unesa's financial management services and infrastructure in 2021.
d. The quality of service that will be examined is the expectations and reality of consumers on *reliability*, *responsiveness*, *assurance*, *empathy*, and *tangible*.

2.3. Survey Instruments

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: reliability, *responsiveness*, *assurance*, *empathy*, and *tangible*.

2.4. Method used

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

1. *Tangibles* (Real) includes physical appearance, equipment, employees, and means of communication.
2. *Reliability*, namely the ability to provide the promised service promptly, accurately, and satisfactorily.
3. *Responsiveness*, namely the desire of staff to shape customers and provide responsive service.
4. *Assurance* (Guarantee) Covers the knowledge, ability, courtesy, and trustworthy nature of the staff free from danger, risk, or doubt.
5. *Empathy* Includes ease in making relationships, good communication, personal attention, and understanding customer needs.

The stage is to use the *Importance Performance Analysis method,* which was first introduced by (Martilla & James, 1977) to measure the relationship between consumer/customer perceptions and product/service quality improvement priorities, also known as *Quadrant Analysis.*

2.5. Data processing

a. Gap Analysis and Conformity Level (Tki)

The level of consumer satisfaction is explained by using gap analysis (gap). This analysis compares the mean between expectations and the reality received by consumers from the service dimensions, namely *reliability* , *responsiveness* , *assurance* , *empathy* , and *tangible* . The highest satisfaction occurs when reality exceeds expectations, namely when the service provided is maximum (4) while the minimum expectation is (1). The formula for calculating the gap is:

$$\text{Gap} = \text{Reality} - \text{Expectations}$$

As for the level of conformity (Tki) between Expectations and Reality, you can use the formulation:

$$\text{Tki} = (\text{Reality}/\text{Expectation}) \times 100\%$$

Gap Score shows the gap between reality and expectations (Parasuraman et al., 1985) . This shows that there is a problem of mismatch between customer expectations and the reality they feel. If *the gap score* is positive (+) indicates that reality can meet customer

expectations. Conversely if the gap value is negative (-) indicates that customer expectations have not been met (Parasuraman et al., 1988) .

b. Normality test

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

c. Wilcoxon test

This test was conducted to find out whether there were significant differences or not from the reality and expectations studied so that it could be determined whether Ho was rejected or accepted. If the results obtained are significant differences, then Ho is rejected, but if the differences that occur are not significant, then Ho is accepted. The paired t-test is performed if the two data being compared are normally distributed or the Wilcoxon test if at least one of the compared is not normally distributed, which can be from reality and expectations.

d . Cartesian diagram

The Cartesian diagram describes the level of statements into four parts where with this diagram it can be determined several factors that influence consumer satisfaction which can then be prioritized for the company to improve further.

CHAPTER III

RESULTS AND DISCUSSION

3.1. Statistic analysis

The survey was conducted by taking respondents who were Lecturers at Surabaya State University who were conducted randomly through *Single Sign On* (SSO). The data obtained amounted to 95 2 respondents. This number of samples has fulfilled the sample adequacy requirements using the Slovin formula. If the total population of Lecturers at Unesa is 1045 and it is assumed that the tolerated error is 5%, then the minimum sample that must be fulfilled is:

$$n = \frac{N}{1+Ne^2} = \frac{1045}{1+(10450)(0.05^2)} = 289,27 \approx 289$$

With a total sample of 95 2 respondents, the data adequacy requirements have been fulfilled.

Next, a normality assumption test will be carried out as a prerequisite for testing the mean difference between Expectations and Reality. The hypothesis is defined as follows:

H_0 : The data follows the Normal Distribution

H_1 : The data does not follow the Normal Distribution

One-Sample Kolmogorov-Smirnov Test

		HARAPAN	KENYATAAN
N		952	952
Normal Parameters[a,b]	Mean	3.7792	3.2952
	Std. Deviation	.42097	.55953
Most Extreme Differences	Absolute	.427	.109
	Positive	.300	.104
	Negative	-.427	-.109
Test Statistic		.427	.109
Asymp. Sig. (2-tailed)		.000[c]	.000[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 3.1. Data Normality Test Results

By using a significance value of 5%, from Figure 3.1 it can be seen that the asymptotic value or p-value is less than 0.05, so it can be concluded that the results of hypothesis testing are Reject H_0, which means the data does not follow the Normal distribution.

The Wilcoxon test is an alternative method of testing 2 paired samples in addition to testing with the paired t-test. If the sample meets the normal distribution assumption, the parametric statistical test approach can be used with the paired sample t-test, whereas if the assumption of normality is not met, then the Wilcoxon test can be tested. From the results of the normality test, it was concluded that the survey data did not meet the normal distribution assumptions. Therefore the non-parametric approach to the Wilcoxon sign test was used.

Ranks

		N	Mean Rank	Sum of Ranks
KENYATAAN - HARAPAN	Negative Ranks	603[a]	348.73	210286.50
	Positive Ranks	63[b]	187.69	11824.50
	Ties	286[c]		
	Total	952		

a. KENYATAAN < HARAPAN

b. KENYATAAN > HARAPAN

c. KENYATAAN = HARAPAN

Test Statistics[a]

	KENYATAAN - HARAPAN
Z	-19.997[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 26, the Asymp results were obtained. Sig. (2-tailed) < 0.05 so that it can be stated Reject H_0 with the following hypothesis:

H_0 : There is no difference between the value of Expectations and Reality

H_1 : There is a difference between the value of Expectations and Reality

With thereby can conclude that there is a significant difference between expectations and reality of lecturer satisfaction with services Management Finance and Infrastructure in Unesa in 2021.

3.2.Gap Analysis and Conformity Rate

Calculation results of reality, expectations, gap analysis, and quality of Financial Management and Infrastructure services at Unesa in 2021 is described in Table 3.1.

Table 3.1. Calculation results of Reality, Expectations, Gap Analysis, and Quality of Financial Management Services and Unesa Infrastructure in 2021

Dimensions	Code	statement _ _	Reality	Hope	GAP	Tki (%)
Reliability (Credibility)	P1	Ease of accessing the internet and speed of access on campus	3.80	3.34	-0.46	87.89
	P2	Ease of use and fulfillment in SSO	3.80	3.44	-0.36	90.53
		Means	**3.80**	**3.39**	**-0.41**	**89.21**
Tangible (Transparent)	P 3	Adequate classrooms	3.77	3.23	-0.54	85.68
	P4	Learning media facilities in class	3.78	3.18	-0.60	84.13
	P 5	Complete facilities and infrastructure in the practice room/laboratory/workshop/etc	3.77	3.12	-0.65	82.76
	P6	Complete reference textbooks/module books/subscribed journals in the reading room/library	3.77	3.24	-0.53	85.94
	P 7	Completeness of polyclinic facilities and infrastructure	3.77	3.20	-0.57	84.88
	Q8	Completeness of parking facilities and infrastructure	3.78	3.32	-0.46	87.83
		Means	**3.77**	**3.22**	**-0.56**	**85.20**
Assurance (Responsibility)	Q9	Transparent in all kinds of salary deductions and remuneration	3.78	3.39	-0.39	89.68

Dimensions	Code	statement _ _	Reality	Hope	GAP	Tki (%)
	P10	Accurate disbursement of salaries, lecturer certification and remuneration every month	3.80	3.52	-0.28	92.63
	P11	Clarity of guidelines and regulations related to finance stipulated	3.77	3.34	-0.43	88.59
		Means	**3.78**	**3.42**	**-0.37**	**90.30**
Empathy (Accountability)	Q12	Involvement of lecturers and students in the preparation of the Budget Business Plan	3.76	3.20	-0.56	85.11
		Means	**3.76**	**3.20**	**-0.56**	**85.11**
Responsiveness (Fair)	P13	Promptness in processing promotions	3.78	3.26	-0.52	86.24
	P14	Accuracy in giving remuneration incentives according to performance	3.78	3.36	-0.42	88.89
		Means	**3.78**	**3.31**	**-0.47**	**87.57**
		Grand Mean	**3.78**	**3.31**	**-0.47**	**87.48**

Gap Score calculation in table 3.1. It shows that all the dimension is negative, this means that the results of the service performance value have not met user expectations. The dimension with the biggest negative gap is dimension transparency (*tangible*) . On dimensions transparency, there is three variable with the three biggest gaps, namely P5 , P4, and P7, which respectively have a gap value of -0.65 , -0, 60, and -0.57 . Factor First is the completeness of facilities and infrastructure in the room practice/laboratory/workshop / etc., and factor second is learning media facilities in the classroom, whereas factor third is the Completeness of facilities and infrastructure polyclinic . According to respondents, the level of conformity with perceived expectations is 82.76 % and 84.13 %, and 84.88%. But overall,

the total correspondence between reality and expectations felt by respondents for the 2021 Unesa Financial and Infrastructure Management service process is 87.48 %.

3.3.Quadrant Analysis (IPA)

Quadrant analysis or *Importance Performance Analysis* (IPA) is a descriptive analysis technique used to identify what important performance factors an organization must demonstrate to meet the satisfaction of their service users (consumers). In general, the quadrant diagram model can be shown in Figure 3.3.

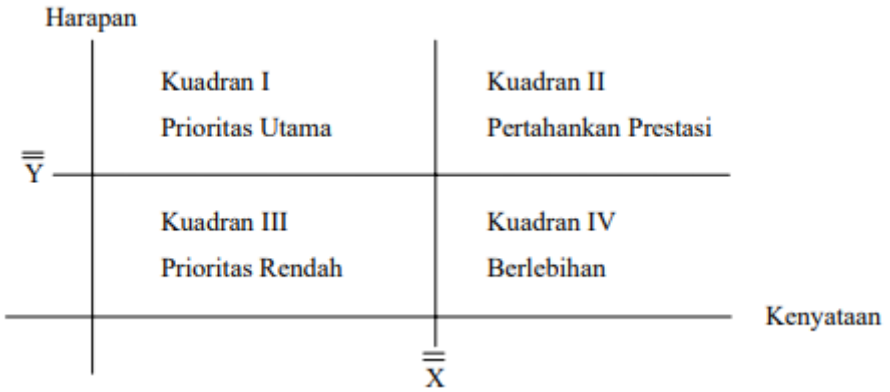

Figure 3.3. Cartesian Diagram (Supranto, 2001)

The interpretation of each quadrant in Figure 3.3 can be explained as follows:

a. Quadrant I (Top Priority)

   This quadrant shows the factors that are considered to affect customer satisfaction and includes service elements that are considered very important to consumers. However, service providers have not implemented it in accordance with the wishes of consumers, causing disappointment/dissatisfaction. Variables in this quadrant need serious attention.

b. Quadrant II (Maintain Achievement)

   This quadrant shows that the factors that are considered important by consumers have been implemented properly and can satisfy consumers. It is the obligation of service providers to maintain their performance.

c. Quadrant III (Low Priority)

   This quadrant shows the factors that are considered less important by consumers, and the performance 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

d. Quadrant IV (Excessive)

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

Based on the interpretation of each of these quadrants, the results of calculating the average Expectations and Reality in Table 3.1 are plotted in a Cartesian diagram, as shown in Figure 3.4.

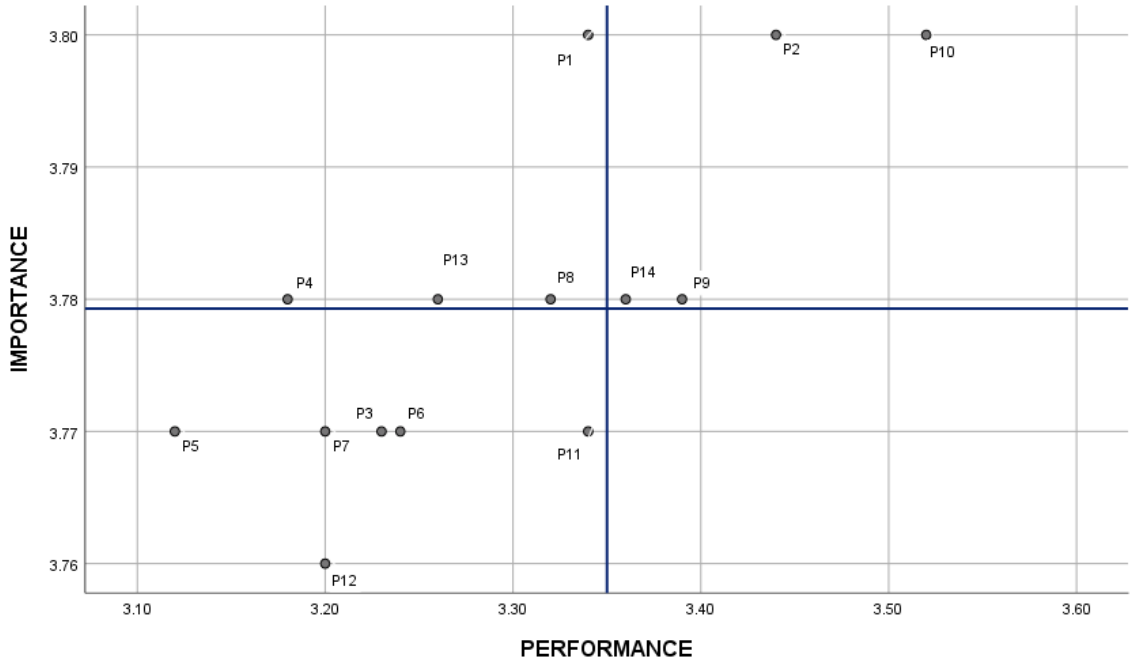

Figure 3.4.

Satisfaction Survey Cartesian Diagram Response to Unesa's Financial Management and Infrastructure in 2021

Based on visualization from the Cartesian diagram connection between indicator expectations and realities _ _ rated by respondents lecturer , found existing variables _ pda area the I quadrants are P1, P4, P8, and P13 means , there are four necessary factors _ priority is considered urgent and foremost by the response . Fourth factors are (1) Ease of accessing the internet and speed of access on campus ; (2) Learning media facilities in class ; (3) Completeness of parking facilities and infrastructure, and (4) Alertness in process increase rank.

While in quadrant II, it was found that there were variables P2, P9, P10, and P14. These variables are factors that are considered important by users and have been implemented properly so as to satisfy consumers. The higher education management's obligation is to maintain the performance that has been running so far. A fourth variable is (1) Ease of use and fulfillment of needs in SSO ; (2) transparent in all kinds of salary deductions and remuneration ; (3) Accuracy in disbursing salaries, lecturer certification, and remuneration every month, and (4) Accuracy in giving remuneration incentives according to performance, Already good and must maintained performance the service.

Meanwhile for, other variables, namely P3, P5, P6, P7, P11, and P12, are in quadrant III, meaning that there is no need to question, and it is in accordance with consumer expectations so that it is not too much of a focus of attention in improving financial management services and subsequent infrastructure temporary. From the perspective of the respondent, there aren’t variables located in quadrant IV.

CHAPTER IV

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data analysis, it can be concluded that the service Financial Management and Infrastructure at Unesa in 2021 from the perspective of lecturers are as follows:

a. There is a significant difference between Expectations and Reality based on the results of the Wilcoxon test with a significance value of <5% and concluding that Ho is rejected.
b. The dimension with the largest negative gap is the transparency (tangible) dimension. In the transparency dimension, there are three variables with the three biggest gaps, namely P5 , P4, and P7, which respectively have gap values of -0.65 , -0.60, and -0.57. The first factor is the completeness of facilities and infrastructure in the practice room/laboratory/workshop/etc. And the second factor is the learning media facilities in the classroom, while the third factor is the completeness of the polyclinic facilities and infrastructure.
c. Found variables that are in the area Quadrant I are P1 , P4, P8, and P13 means , there are four necessary factors _ priority is considered urgent and foremost by the response . The fourth factor is (1) Convenience For access to the internet and speed access on campus ; (2) Learning media facilities in class ; (3) Completeness of facilities and infrastructure place parking and (4) Alertness in process increase rank.

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Attachment

Satisfaction Instrument for Financial Management Services and Infrastructure (Criterion 5)

INSTRUCTION

Please fill in with give sign tick (√) on " Expectation above answers ” and “ existing facts ” in the field in a manner real .

No	Statement	Hope for an answer				Existing facts			
		Very good	Good	Enough	Not enough	Very good	Good	Enough	Not enough
1	Ease of accessing the internet and speed of access on campus (*Reliability*)								
2	Ease of use and fulfillment in SSO (*Reliability*)								
3	Adequate classrooms (*Tangibles*)								
4	Learning media facilities (LCD, LCD screen, sound system) in class (*Tangibles*)								
5	Complete facilities and infrastructure in the practice room/laboratory/work shop/etc (*Tangibles*)								
6	Text book references/module books/subscribed journals in the reading room/library (*Tangibles*)								
7	Completeness of polyclinic facilities and infrastructure (*Tangibles*)								
8	Completeness of parking facilities and infrastructure (*Tangibles*)								
9	Transparent in all types of salary deductions and remuneration (*Assurance*)								

No	Statement	Hope for an answer				Existing facts			
		Very good	Good	Enough	Not enough	Very good	Good	Enough	Not enough
10	Accurate disbursement of salaries, lecturer certification and 30% remuneration every month (*Assurance*)								
11	Clarity of guidelines and regulations related to finance stipulated (*Assurance*)								
12	Involvement of lecturers and students in the preparation of a Budget Business Plan (*Empaty*)								
13	Readiness in processing promotions (*Responsiveness*)								
14	Accuracy in providing remuneration incentives according to performance (*Responsiveness*)								