REPORT

SERVICE SATISFACTION IN THE IMPLEMENTATION OF THE COMMUNITY SERVICE PROCESS

(Lecturer Respondent)



UNIVERSITAS NEGERI SURABAYA

QUALITY ASSURANCE UNIT

DATA AND INFORMATION SYSTEM CENTER

2021

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LEGITIMATION SHEET

Declare that the Report of Service Satisfaction in the Implementation of The Community Service Process at Surabaya State University was made truthfully

Surabaya, 29 December 2021

Acknowledge by, Head of Quality Assurance Unit	Unit Head of Data and System Information Center
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CHAPTER I

INTRODUCTION

1.1. Background

Data and Division Information Systems 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 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 undertaken are satisfaction surveys of 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 needed 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 a difference in statistics between hope and reality based on data analysis of the Unesa lecturer satisfaction survey results in 2021 PKM Process Services.
b. What is the result of comparing expectations and reality of satisfaction PKM Process Services based on surveys of Unesa lecturer satisfaction in 2021 using gap analysis
c. What is the comparative analysis between expectations and reality of PKM Process Service satisfaction based on the survey Unesa lecturer satisfaction in 2021 using *the Importance-Performance Analysis* (IPA) method approach

1.3. Objective

PKM Process Service satisfaction for Unesa lecturers in 2021 based on a statistical analysis of different tests, gap analysis, and Natural Science 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 includes Results and Discussion, and Chapter IV contains conclusions.

CHAPTER II

SURVEY METHOD

2.1. Type and Design of Survey Implementation

Study This is study descriptive quantitative with-method survey. Method surveys were chosen because they can describe quantitative trends, attitudes, and opinions from population to variable with a learning sample (Johnson & Christensen, 2014) ; (Creswell & Creswell, 2018).

This study uses a cross-sectional design that 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 PKM process services in 2021.
b. Consumer expectations are for lecturers who will receive PKM Unesa service in 2021.
c. Consumer satisfaction is consumer recognition regarding Unesa's PKM process services 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) include 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, 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 consumers receive from the service dimensions: 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

The 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. Several factors that influence consumer satisfaction can be determined, 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 9 60 respondents. This number of samples has fulfilled the sample adequacy requirements using the Slovin formula. Suppose the total population of Lecturers at Unesa is 1045, and ie tolerated error is assumed to be 5%. In that case, 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 9 60 respondents, the data adequacy requirements have been fulfilled.

Next, a normality assumption test will test 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		960	960
Normal Parameters[a,b]	Mean	3.7565	3.2729
	Std. Deviation	.44532	.58075
Most Extreme Differences	Absolute	.422	.159
	Positive	.292	.159
	Negative	-.422	-.137
Test Statistic		.422	.159
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. In contrast, if the assumption of normality is not met, then the Wilcoxon test can be tested. From the normality test results 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	602[a]	331.47	199545.00
	Positive Ranks	42[b]	193.93	8145.00
	Ties	316[c]		
	Total	960		

a. KENYATAAN < HARAPAN

b. KENYATAAN > HARAPAN

c. KENYATAAN = HARAPAN

Test Statistics[a]

	KENYATAAN - HARAPAN
Z	-20.310[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.

Thereby, there is a significant difference between expectations and reality of lecturer satisfaction with services PKM process at Unesa in 2021.

3.2.Gap Analysis and Conformity Rate

Calculation results of reality, expectations, gap analysis, and service quality of the PKM process at Unesa in 2021 are described in Table 3.1.

Table 3.1. Calculation results of Reality, Expectations, Gap Analysis, and Quality of Service for the 2021 Unesa PKM Process

Dimensions	Code	statement _ _	Reality	Hope	Tki (%)	GAP
Assurance (Responsibility)	P4	Consistency of rules and implementation of submission and evaluation of PKM proposals and reports	3.75	3.27	87.20	-0.48
		Means	**3.75**	**3.27**	**87.20**	**-0.48**
Empathy (Accountability)	P5	Disclosure of the results of the evaluation of PKM proposals and reports	3.76	3.26	86.70	-0.50
	P6	Disclosure of information on the rights and obligations of PKM implementers	3.77	3.34	88.59	-0.43
	Q16	Ease of guidance in achieving PKM output	3.75	3.26	86.93	-0.49
	Q17	Highly useful PKM output application in society	3.75	3.27	87.20	-0.48
		Means	**3.76**	**3.28**	**87.36**	**-0.48**
Reliability (Credibility)	P2	Ease of filing facilities	3.76	3.30	87.77	-0.46
	P10	Consistency of rules and implementation of activities/monev	3.75	3.26	86.93	-0.49

Dimensions	Code	statement _ _	Reality	Hope	Tki (%)	GAP
	P13	Clear guidelines and SOPs regarding the obligation to have output of PKM activities	3.76	3.33	88.56	-0.43
	P14	Ease of facilitation in realizing the output of PKM activities	3.75	3.26	86.93	-0.49
		Means	**3.76**	**3.29**	**87.55**	**-0.47**
Responsiveness (Fair)	P3	The alertness of LPPM administrative services in solving problems	3.75	3.25	86.67	-0.50
	Q8	Speed of LPPM administrative services during PKM activities	3.76	3.27	86.97	-0.49
	Q12	Accuracy of collection procedures	3.77	3.28	87.00	-0.49
	P15	The accuracy of the output of PKM activities	3.75	3.29	87.73	-0.46
		Means	**3.76**	**3.27**	**87.09**	**-0.49**
Tangible (Transparent)	P1	Disclosure of grant information in the field of PKM	3.77	3.29	87.27	-0.48
	Q7	Ease of activity facilities	3.76	3.27	86.97	-0.49
	Q9	Accuracy of disbursement of funds	3.75	3.19	85.07	-0.56
	P11	Report administrative efficiency	3.75	3.25	86.67	-0.50
		Means	**3.76**	**3.25**	**86.50**	**-0.51**
		Grand Mean	**3.76**	**3.27**	**87.14**	**-0.48**

The gap Score calculation in Table 3.1, shows that all the dimension is negative, which means that the results of the service performance value have not met user expectations. The dimension with the biggest negative gap is dimension *Tangible* (Transparent), which is variable P9, i.e., accuracy disbursement of funds with a gap value of -0.56. According to the respondent, the level of suitability between the hope And reality variable is 85.07%. The biggest gap, second on tangible dimension (transparency) . is the problem efficiency administration report with a gap value of -0.50 and level suitability with hope of 86.97%. Then followed with responsiveness factor in particular indicator P3, i.e., alertness service LPPM administration in solving problem same match with aspect accountability related with openness results evaluation of proposals and PKM report, respectively has a gap of -0.50 with level suitability with hope each as big 86.67 %. As for the whole, the total correspondence between reality and expectations felt by respondents for the service process research process In 2021 is 87.14 %.

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.

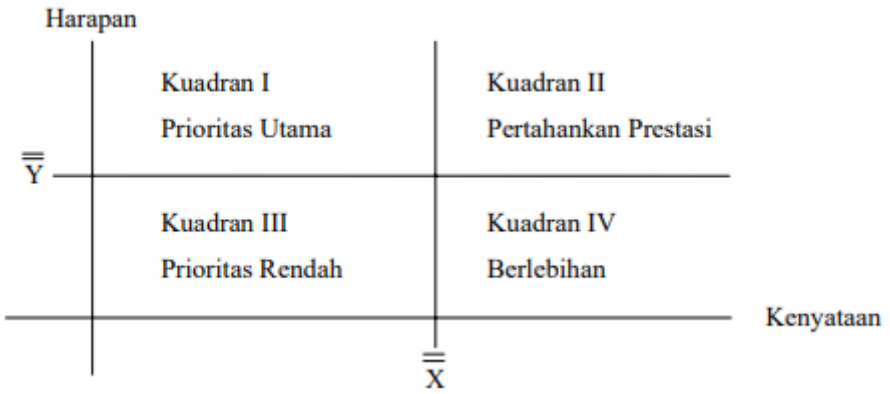


Figure 3.3. Cartesian Diagram (Supranto, 2001)

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 still need to implement it by 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 considered necessary by consumers have been implemented properly and can satisfy consumers. Service providers should maintain their performance.

c. Quadrant III (Low Priority)

This quadrant shows the factors 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.

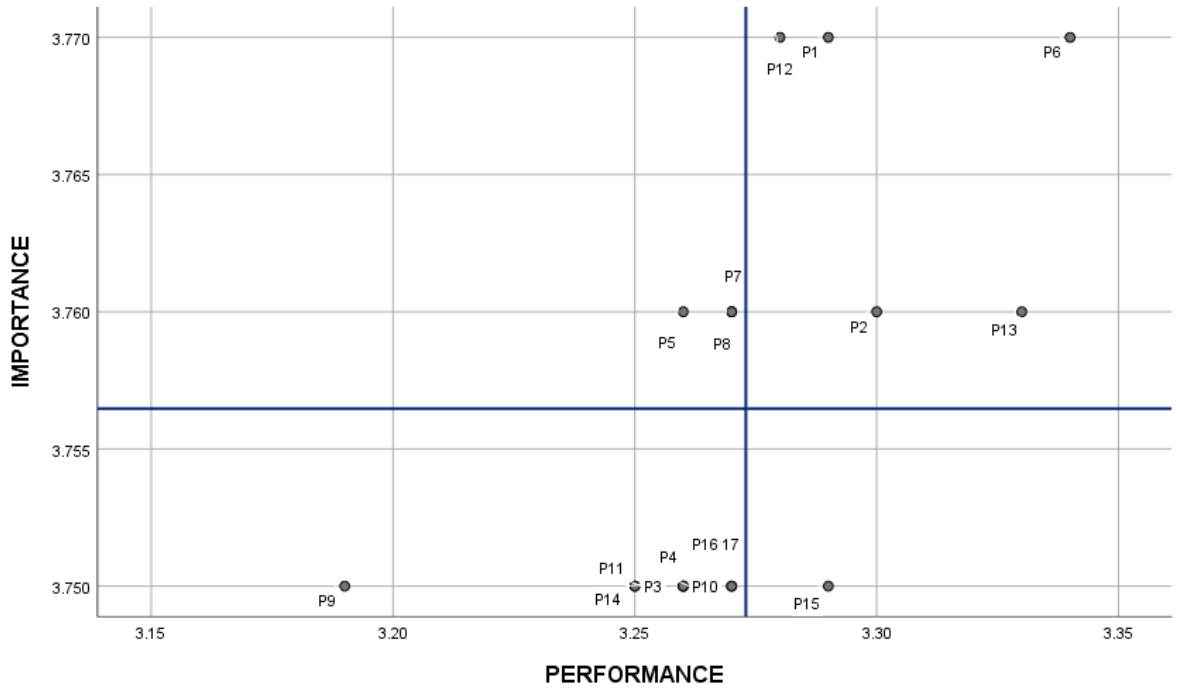


Figure 3.4.

Satisfaction Survey Cartesian Diagram PKM Process Service to Lecturer Unesa in 2021

Based on visualization from the Cartesian diagram connection between indicator hope And already reality _ rated by the respondent lecturer, found that existing variables on area quadrant I are P5, P7, and P8. This means there are three necessary factors priority is considered, urge, and main by the respondent. The third factor is (1) Openness results evaluation of proposals and PKM report ; (2) Convenience facility activity, and (3) Speed service LPPM administration during PCM activities.

Whereas in quadrant II, it was found that there were variables P1, P2, P6, P12, and P13. These variables are factors that are considered important by users and have been implemented properly to satisfy consumers. The higher education management should maintain the performance running so far. As for the fifth variable, they are (1) Disclosure information grants in the field of PKM ; (2) Ease of filing facilities (3) Transparency information right And obligation PKM executor ; (4) Accuracy procedure collection and (5) Guidelines and clear SOPs about obligation the output of PKM activities.

Meanwhile, other variables, namely P3, P4, P9, P10, P11, P14, P16, and P17, 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 further improving the PKM process service. Temporary it. From perspective, the respondent only located variable P15 on

quadrant IV as the service already run with very well, which is the aspect of the accuracy of the output of PKM activities.

CHAPTER IV

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data analysis, it can be concluded that the service of the "PKM" process at Unesa in 2021 from the perspective of lecturers is 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 Tangible (Transparent)* dimension, precisely the P9 variable, namely the accuracy of disbursing funds with a gap value of -0.56. According to the respondents, the level of conformity between expectations and the reality of this variable is 85.07%.
c. Found existing variables of quadrant I are P5, P7, and P8. This means there is three necessary factor priority is considered urge And main by the respondent. The factors are (1) Disclosure results evaluation of proposals and PKM report, (2) Convenience facility activity, and (3) Speed service LPPM administration during PCM activities.

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Attachment

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

INSTRUCTION

Please fill with a give sign tick (√) on " Hope on answer " And "The reality that exists " in the field in a manner real.

No	Question	Hope for an answer				Existing facts			
		Very good	Good	Enough	Not enough	Very good	Good	Enough	Not enough
A	**Submission of Proposals**								
1. P1	Disclosure of grant information in the field of PKM (*Tangibles*)								
2. P2	Ease of filing facilities (*Reliability*)								
3. P3	Readiness of LPPM administrative services in problem-solving (*Responsiveness*)								
4. P4	Consistency of rules and implementation of submission and evaluation of PKM (*Assurance*) proposals and reports								
5. P5	*Empathy*) proposal evaluation results and reports								
B	**Implementation of PKM**								
1. P6	Disclosure of information on the rights and obligations of PKM implementers (*Empathy*)								
2. Q7	Ease of activity facilities (*Tangibles*)								
3. Q8	Speed of LPPM administrative services during PKM activities (*Responsiveness*)								
4. Q9	Accuracy of disbursement of funds (*Tangibles*)								
5. P10	Consistency of rules and implementation of								

No	Question	Hope for an answer				Existing facts			
		Very good	Good	Enough	Not enough	Very good	Good	Enough	Not enough
	activities/monev (*Reliability*)								
6. P11	Report administrative efficiency (*Tangibles*)								
7. Q12	Accuracy procedure collection (*Responsiveness*)								
C	**PKM output**								
1 P13	Clear guidelines and SOPs regarding the obligation to have the output of PKM (*Reliability*) activities								
2 P14	Ease of facilitation in realizing the output of PKM (*Reliability*) activities								
3 P15	The accuracy of the output of PKM activities (*Responsiveness*)								
4 Q16	Ease of guidance in achieving PKM output (*Empathy)*								
5 Q17	Highly useful PKM output application in the community (*Empathy)*								