Research and Community Service Partner Satisfaction Survey

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Abstract. LPPM Universitas Negeri Surabaya's main responsibility is providing services for research and community service at Universitas Negeri Surabaya. The program has a strong commitment to satisfying all stakeholders, one of which is a Research and Community Service (PKM) partner. The present study aimed to determine the quality of partner satisfaction with LPPM Research and PKM services in 2021. This study used a quantitative method with a cross-sectional survey. There were 81 respondents who were willing to fill out the questionnaire. The service quality was measured using a Servqual questionnaire with a four-point Likert scaling method developed by Universitas Negeri Surabaya Quality Assurance Unit. The data obtained were analysed using gap analysis, level of conformity, and Importance Performance Analysis (IPA). In the research partner satisfaction survey, the dimension with the largest negative gap was Tangible (transparent), namely the ease of obtaining information on research collaboration with Universitas Negeri Surabaya with a gap value of -0.24. With a suitability rate of 93.55%. From the IPA analysis, there are three factors that need to be prioritized which are considered urgent and main, namely (1) Easing of obtaining information on research collaboration with Universitas Negeri Surabaya; (2) Availability of services to support collaborative research, administration, and information needs services on-line and offline accurately and satisfactorily; and (3) Easing of management services in research collaboration. In the PKM partner satisfaction survey, the dimension with the largest negative gap is Tangible, namely the ease of obtaining information on PKM cooperation with Universitas Negeri Surabaya with a gap value of –0.18 with a conformity level of 98.65%. From the IPA analysis, the factors required to be more prioritized included the potential for the implementation sustainability of the PKM collaboration with Universitas Negeri Surabaya and the benefits of implementing PKM cooperation with Universitas Negeri Surabaya.

Keywords: LPPM Universitas Negeri Surabaya · Partner satisfaction · Servqual · Community service

1 Introduction

The Institute for Research and Community Service (LPPM) is one of the institutions in Universitas Negeri Surabaya (Universitas Negeri Surabaya), which has to provide services for research activities and community service at Universitas Negeri Surabaya.

One of the missions of LPPM Universitas Negeri Surabaya is to improve the governance of job satisfaction and service productivity which has an impact on customer satisfaction. This customer satisfaction is not only for lecturers, staff, and students but also for partners in conducting research and community service.

Customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the expected performance against the expected performance [1]. Service quality must start with customer needs and end with customer satisfaction and positive perceptions of service quality [2]. Kodu explains that service quality has a significant effect on one's purchasing decisions [2]. It affects satisfaction; thus, satisfaction affects customer loyalty [3].

Customer satisfaction will be achieved if the service quality provided is good and in accordance with the customer's expectations and needs. On the contrary, if the service quality is low, it will result in customer dissatisfaction. Customer satisfaction will form a positive perception of the company and the service can be improved by elevating its quality [4].

Customer satisfaction is one of the most important quality aspects at LPPM. The LPPM 2021 policy states that LPPM Universitas Negeri Surabaya has a strong commitment to satisfying the needs of all stakeholders. One of these stakeholders is a partner in research and PKM activities. Customer satisfaction of the research partners and PKM is also one of the assessment aspects of the Higher Education accreditation form. Currently, service quality is understood as one way to achieve competitive advantage because the success of a university is largely determined by the quality of services provided, which can be identified by customer satisfaction [5].

The present study aimed to determine the quality of partner satisfaction with LPPM Research and PKM services in 2021 based on the gap analysis, level of conformity, and Importance Performance Analysis (IPA).

2 Method

This study used a quantitative research approach with a cross-sectional survey research design. The respondents voluntarily filled out the questionnaire and there were 25 respondents from Universitas Negeri Surabaya's research partners and 56 respondents from Universitas Negeri Surabaya's PKM partners. The measurement of service quality for Research and PKM partners was carried out using a questionnaire that was developed by Universitas Negeri Surabaya Quality Assurance Unit. This questionnaire referred to the Service Quality (Servqual) method [6]. The Service Quality method has dimensions of service quality characteristics, namely:

1. Tangibles, including physical appearance, equipment, employees, and means of communication
2. Reliability, covering the ability to provide the agreed service promptly, accurately, and satisfactorily
3. Responsiveness, including the staff's desire to serve customers and provide responsive service
4. Assurance, including the knowledge, ability, courtesy, and trustworthiness of the staff as well as free from danger, risk, or doubt.
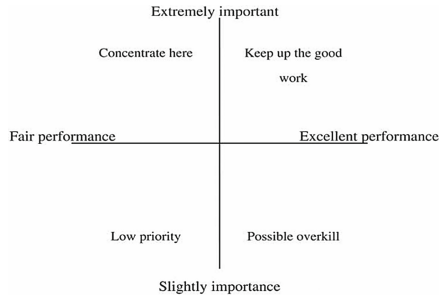
Fig. 1. *Importance Performance Analysis* (IPA)

5. Empathy, including the ease of doing relationships, good communication, personal attention, and understanding of customer needs.

The measurement for revealing the satisfaction level used a four-point Likert scale from 1 (insufficient), 2 (sufficient), 3 (good), to 4 (very good). The obtained data were then analyzed by gap analysis, level of conformity, and Importance Performance Analysis.

A gap analysis was an instrument to identify the presence and the expected conditions. Through this gap analysis, in the end, an organization could try to achieve the desired situation by improving the current situation [7]. A gap analysis was also one of the most important steps in the planning and job evaluation stages. This method was one of the most commonly used methods in managing an institution's internal management [8].

The level of conformity (Tki) was the comparison of reality and expectations. Importance Performance Analysis (IPA) was an instrument developed by Martilla and James in 1977 which was very popular for the development of an organization's performance. This instrument helped organizations understand customer satisfaction, by detecting and prioritizing services that needed to be improved. The IPA method was basically a graphical method, which displayed the value of the average difference between the importance (expectations) and performance (real) of the organization's services, which were then presented in areas in four quadrants [9]. In general, Fig. 1 shows the quadrant diagram model.

3   Results and Discussion

3.1   Research Partner Satisfaction Survey

The results of the calculation of reality, expectations, gap analysis, and the level of conformity of the research process for research partners at Universitas Negeri Surabaya in 2021 were described in Table 2.

Based on the results of the Gap Score calculation in Table 2, most of the dimensions were negative. The negative gap value indicated that the expectation value was higher than the consumer perceived value which meant the service quality had not been able to meet the partners' expectations [10]. The dimension with the largest negative gap was the
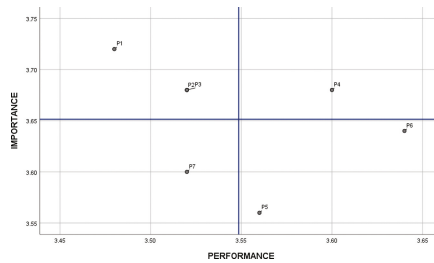
Fig. 2. Cartesian Diagram of Service Satisfaction Survey Research Process for Universitas Negeri Surabaya Partners in 2021

Tangible (Transparent) dimension, precisely the P1 variable, namely Ease of obtaining information on research collaboration with Universitas Negeri Surabaya with a gap value of –0.24. According to respondents, the level of conformity between expectations and reality of this variable was 93.55%. The second largest gap was in the reliability (credibility) dimension, namely the availability of services in supporting collaborative research, administration and information needed on-line and offline services accurately and satisfactorily with a gap value of −0.16 and a level of conformity with expectations of 95.65%.

Overall, the total correspondence between reality and expectations felt by the respondents for the research process service in 2021 was 97.018%. By identifying this gap between expectations and reality, the head of LPPM as the highest leader in LPPM could respond to these findings and communicate them to all elements of LPPM. Based on the results of the calculation of the average expectation and reality in Table 2, which was then plotted in a Cartesian diagram, Fig. 2 confirms the service satisfaction survey research process.

Based on the visualization of the Cartesian diagram of the relationship between the expectation and reality indicators that had been assessed by partner respondents, it was found that the variables in the quadrant I area were P1, P2, and P3. This meant that there were three factors that needed to be prioritized which were considered urgent and important by the respondents. The three factors were (1) the ease of obtaining information on research collaboration with Universitas Negeri Surabaya; (2) Availability of services to support collaborative research, administration, and information needs services online and offline accurately and satisfactorily; and (3) Ease of management services in the implementation of research collaboration.

While in quadrant II, there was a variable P4. This variable was the factor considered important by users and had been implemented properly so as to satisfy consumers, then the obligation of higher education management was to maintain the performance that had been running so far. The variable was the potential for the sustainability of the implementation of research collaboration with Universitas Negeri Surabaya. Meanwhile, for other variables, namely P7, which was in quadrant III, it meant that it did not need to be questioned and was in accordance with consumer expectations so that it would not be the focus of attention in further improvement of management services. Meanwhile, from the respondent's perspective, there were variables P5 and P6 which were located in quadrant IV, meaning that the service had been carried out very well, namely the

service of the leadership and or person in charge who was authorized to support the implementation of research collaborations and the benefits of implementing research collaborations with Universitas Negeri Surabaya.

3.2 Community Service Partner Satisfaction Survey

The results of the calculation of reality, expectations, gap analysis, and the level of conformity of the PKM process at Universitas Negeri Surabaya in 2021 are described in Table 2. Based on Table 2, most of the dimensions were negative. This meant that the results of service performance scores had not met user expectations. The dimension with the largest negative gap was the Tangible (Transparent) dimension, precisely the P1 variable, namely ease of obtaining information on community service collaboration with Universitas Negeri Surabaya with a gap value of −0.18. According to respondents, this variable's level of conformity between expectations and reality was 94.96%.

The second largest gap was in the Assurance (responsibility) dimension, namely the usefulness of implementing community service collaboration with Universitas Negeri Surabaya with a gap value of -0.08 and the level of conformity with expectations of 97.68%. Overall, the total match between reality and expectations perceived by partners for the PKM process was 98.65%. The results of the average calculation of Expectations and Realities in Table 3 were then plotted in a Cartesian diagram (see Fig. 3).

Figure 3 shows that the variables in the quadrant I area were P4 and P6. This meant that two factors needed to be prioritized, which were considered urgent and main, by the respondents. The two factors covered (1) the potential for sustainable implementation of community service collaboration with Universitas Negeri Surabaya and (2) the usefulness of implementing community service collaboration with Universitas Negeri Surabaya. While in quadrant II, there was a P1 variable. These variables were factors considered important by users and had been implemented properly so that they could satisfy consumers, then the obligation of LPPM's top management was to maintain the performance that had been running so far. The variable was the ease of obtaining information on community service collaboration with Universitas Negeri Surabaya.

Meanwhile, other variables namely P2 and P3 were in quadrant III. Meaning that it was in accordance with consumer expectations so that it did not become the focus of attention in further improvement of management services. Meanwhile, from the respondent's perspective, there were variables P5 and P7 which were located in quadrant IV,
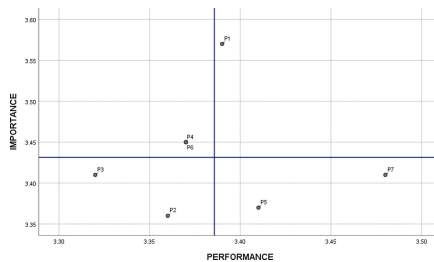

Fig. 3. Cartesian Diagram of the PKM Process Service Satisfaction Survey for Universitas Negeri Surabaya Partners in 2021

Table 1. The results of the calculation of reality, expectations, gaps, and the level of conformity of Universitas Negeri Surabaya Research Partners in 2021

Dimension	Code	Items	Reality	Expectation	Tki (%)
Assurance (Responsibility)	P5	The service of the leadership and/or person in charge who was authorized to support the implementation of research collaborations	3.56	3.56	100%
	P6	The benefits of implementing research collaboration with Universitas Negeri Surabaya	3.64	3.64	100%
		Mean	**3.60**	**3.60**	**100%**
Empathy (Accountability)	P7	Excellent management services in the research collaboration process at Universitas Negeri Surabaya were carried out in accordance with procedures	3.52	3.60	97.78%
		Mean	**3.52**	**3.60**	**97.78%**
Reliability (Credibility)	P2	Availability of services to support collaborative research, administration and information needed on-line and offline services accurately and satisfactorily	3.52	3.68	95.65%
		Mean	**3.52**	**3.68**	**95.65%**
Responsiveness (Fair)	P3	Ease of management services in the implementation of research collaboration	3.52	3.68	95.65%
	P4	Potential for sustainability of research collaboration with Universitas Negeri Surabaya	3.60	3.68	97.83%
		Mean	3.56	3.68	96.74%
Tangible (Transparent)	P1	Ease of getting information on research collaboration with Universitas Negeri Surabaya	3.48	3.72	93.55%

Table 1. (*continued*)

Dimension	Code	Items	Reality	Expectation	Tki (%)
		Mean	**3.48**	**3.72**	**93.55%**
		Grand Mean	**3.54**	**3.65**	**97.018%**

Table 2. Calculation Results of Reality, Expectations, Gap Analysis, and Level of Conformity of Universitas Negeri Surabaya PKM Partners in 2021

Dimension	Code	Items	Reality	Expectation	Tki (%)	GAP
Assurance (Responsibility)	P5	The service of the leadership and or person in charge who was authorized to support the implementation of community service collaboration	3.41	3.37	101.19%	0.04
	P6	The benefits of implementing community service collaboration with Universitas Negeri Surabaya	3.37	3.45	97.68%	−0.08
		Mean	**3.39**	**3.41**	**99.44%**	**−0.02**
Empathy (Accountability)	P7	Excellent service management in the collaborative process of community service at Universitas Negeri Surabaya was carried out in accordance with procedures	3.48	3.41	102.05%	0.07

Table 2. (*continued*)

Dimension	Code	Items	Reality	Expectation	Tki (%)	GAP
		Mean	**3.48**	**3.41**	**102.05%**	**0.07**
Reliability (Credibility)	P2	Availability of services to support collaborative community service activities, administration and information needed on-line and offline services accurately and satisfactorily	3.36	3/36	100%	0,00
		Mean	**3.36**	**3.36**	**100%**	**0.00**
Responsiveness	P3	Availability of services to support collaborative community service activities, administration and information needed on-line and offline services accurately and satisfactorily	3.32	3.36	98.81%	−0.04
	P4	The potential for sustainable implementation of community service collaboration with Universitas Negeri Surabaya	3.37	3.41	98.83%	−0.04

Table 2. (*continued*)

Dimension	Code	Items	Reality	Expectation	Tki (%)	GAP
		Mean	**3.345**	**3.385**	**98.82%**	**−0.04**
*Tangible (*Transparent)	P1	Ease of getting information on cooperation in community service with Universitas Negeri Surabaya	3.39	3.57	**94.96%**	−0.18
		Mean	**3.39**	**3.57**	**94.96%**	**−0.18**
		Grand Mean	**3.393**	**3.427**	**98.65%**	**−0.034**

meaning that the service had been carried out very well. Th variables included the service of the leader and or person in charge who was authorized to support the implementation of community service collaboration and excellent management services in the process of a community service collaboration at Universitas Negeri Surabaya carried out according to the procedure Table 1.

4 Conclusion

In accordance with the visualization of the Cartesian diagram of the relationship between the expectation and reality indicators assessed by the PKM partner respondents, the variables in the quadrant I area are P4 and P6. This means that two factors need to be prioritized, which are considered urgent and main, by the respondents. The two factors are (1) the potential for sustainable implementation of community service collaboration with Universitas Negeri Surabaya and (2) the usefulness of implementing community service collaboration with Universitas Negeri Surabaya.

While in quadrant II, there is a P1 variable. These variables are factors considered important by users and have been implemented properly so that they can satisfy consumers. The obligation of LPPM's top management is to maintain the performance that has been running so far. The dimension with the largest negative gap is the Tangible (Transparent) dimension, namely the ease of obtaining information on community service collaboration with Universitas Negeri Surabaya with a gap value of −0.18 with a level the conformity between expectations and reality of this variable is 98.65%. From the IPA analysis, two factors need to be prioritized which are considered urgent and main by respondents, namely (1) the potential for sustainable implementation of community service collaboration with Universitas Negeri Surabaya and (2) the usefulness of implementing community service collaboration with Universitas Negeri Surabaya.

Authors' Contributions.   AR and IATR conceived the original idea. All authors discussed and agreed with the main focus and ideas of this paper.

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