



Lecturer Satisfaction with Research And Community Services at Universitas Negeri Surabaya

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Abstract. Customer satisfaction is one of the quality aspects that are highly considered at the Institute of Research and Community Services. This quantitative study uses statistical analysis of differential tests, gap analysis, and analysis using the importance-performance analysis method. Measurement of lecturers' satisfaction with the research and community services process was carried out using a questionnaire. The survey results show that the research process and community services have the largest negative gap in the dimensions of Empathy and Responsiveness. The Empathy dimension is the disclosure of the results of the proposal assessment and implementation to the final report of the Research and Community Services. The Responsiveness dimension is the alertness of the Institute of Research and Community Services administrative services in handling problems in the field of Research and Community Services. From the analysis of science, there is one factor that needs to be prioritized, which is considered urgent and foremost by the respondents, and that is the alertness of Institute of Research and Community Service administrative services in handling problems in the field of Research and community services.

Keywords: Customer Satisfaction, Research, Community Services

1 Introduction

The Institute for Research and Community Service is one of the institutions within the Universitas Negeri Surabaya (Unesa), which has the main task of providing services for research and community service activities at Unesa. One of the missions of the Institute of Research and Community Services Unesa is to improve job satisfaction governance and service productivity, which has an impact on customer satisfaction. The main target of this customer satisfaction survey is lecturers. Customer satisfaction is one of the quality aspects that are highly considered at the Institute of Research and Community Service. Institute of Research and Community Services has a solid commitment to satisfying the needs of all stakeholders. The quality of a service can be measured by comparing consumer perception of the service received with the expected service. If the service is according to expectations, then the quality of service can be perceived well and satisfactorily. On the other hand, if the service is perceived to be lower than expected, then the service is perceived as bad [1]. The purpose of this study is to find out the satisfaction of lecturers with the Institute of Research and Community Service research and community services process in 2022.

2 Method

This study is quantitative research, using statistical analysis of differential tests, gap analysis and analysis using the Importance-Performance Analysis method. The number of respondents involved in this research was 1027 lecturers. The measurement of service quality for research and community service partners is carried out using a questionnaire that the Unesa Quality Assurance Agency has developed. This questionnaire refers to the Service Quality (Servqual) method. The Service Quality Method has the following dimensions of service quality characteristics, namely:

1. Tangibles (Real) includes physical appearance, equipment, employees, and means of communication.
2. Reliability is the ability to provide the promised service promptly, accurately, and satisfactorily.
3. Responsiveness is the desire of the staff to form customers and provide responsive service.
4. Assurance includes the knowledge, ability, courtesy, and trustworthiness of staff that are free from danger, risk or doubt.
5. Empathy Includes ease of relationships, good communication, personal attention, and understanding of customer needs.

The level of consumer satisfaction is explained using a gap analysis. This analysis compares the mean between expectations and reality received by consumers from the service dimensions, namely reliability, responsiveness, assurance, empathy, and 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 formula for calculating the Gap is:

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

Then, the formula for the level of conformity (TKI) between expectations and reality can use the formulation:

$$\text{TKI} = (\text{Reality}/\text{Hope}) \times 100\%$$

The Gap Score shows the gap between reality and expectations [2]. This shows that there is a problem of mismatch between customer expectations and the reality they feel. If the gap score is positive (+), it indicates that reality can meet customer expectations; on the other hand, if the gap value is negative (-), it indicates that customer expectations have not been met [2]. There are criteria for assessing the level of customer suitability [3]:

- a. The level of customer suitability $> 100\%$, meaning that the quality of service provided has exceeded what is considered necessary by customers (Very satisfactory service)
- b. Customer suitability level $= 100\%$, meaning that the quality of service provided meets what is considered necessary by customers (Service has been satisfactory)

- c. The level of conformity $< 100\%$ means that the quality of service provided is lacking/does not meet what is considered necessary by the customer (Service is not satisfactory)

Importance and Performance Analysis is a statistical calculation technique that aims to determine the gap between a variable and the user's expectations of the variable. The results of the measurement of this method will be displayed in the form of a graph divided into four parts, where the X line is the performance and the Y line is the importance [4].

Quadrant analysis can be viewed as:

(1) Quadrant I: High interest results and low site performance. In the analysis of this quadrant, it is the one that must be prioritized because the factors included in this quadrant are important factors but have not been able to provide satisfaction with the service because the performance level is low, therefore the management can allocate resources to this quadrant.

(2) Quadrant II: The results of interest and the results of their performance both have a high level. The factors contained in this quadrant are expected by the management to maintain them because the level of importance and performance is high

(3) Quadrant III: The level of importance and performance of this factor has a low level. Therefore, there is no need to pay too much attention to this quadrant because users are also not too concerned about it.

(4) Quadrant IV: Small level of importance but large performance. The management is expected to be able to allocate the factors included in this quadrant to other quadrants because the level of performance in this quadrant is too excessive [5].

3. Results and Discussion

The results of the calculation of reality, expectations, gap analysis, and the level of suitability of the Unesa Research and Community Services process in 2022 are explained in Table 1.

Table 1. Results of the calculation of Reality, Expectations, Gaps

Dimension	Code	Statement	Fact	Expectations	Tki (%)	GAP
Assurance	P20	The accuracy of research output and community services is in accordance with the guidelines and SOPs according to the scheme	3,44	3,63	94,63	-0,19
		Mean	3,44	3,63	94,63	-0,19
Empathy	P17	Disclosure of the results of the proposal assessment, implementation, to the final report of the research and community services	3,30	3,57	92,44	-0,27
		Mean	3,30	3,57	92,44	-0,27

Dimension	Code	Statement	Fact	Expectations	Tki (%)	GAP
<i>Reliability</i>	P19	Consistency of rules in the implementation and activities of research monitoring and community services	3,34	3,61	92,65	-0,27
	P21	Suitability of community services output to the needs of the community	3,45	3,63	94,95	-0,18
		Mean	3,40	3,62	93,80	-0,23
<i>Responsiveness</i>	P16	The agility of Institute of Research and Community Services administrative services in dealing with problems in the field of research and community services	3,36	3,63	92,64	-0,27
		Mean	3,36	3,63	92,64	-0,27
<i>Tangible</i>	P18	Accuracy of disbursement of research and community services funds	3,44	3,64	94,28	-0,21
		Mean	3,44	3,64	94,28	-0,21
		Grand Mean	3,39	3,62	93,60	-0,23

Based on the results of the Gap Score calculation in Table 1, it shows that most of the dimensions have negative values. A negative gap value indicates that the expectation value is higher than the value of consumer perception, which means that the quality of service has not been able to meet the expectations of partners [6]. The dimensions with the most significant negative gap are the dimensions of Empathy (Accountability) and Responsiveness (Fair). The Empathy (Accountability) dimension is the disclosure of the results of the assessment of proposals and implementation to the final report of research and community services with a gap value of -0.27. According to the respondents, the level of compatibility between expectations and reality of this variable is 92.44%. The Responsiveness (Fair) dimension is the alertness of the Institute of Research and Community Service administrative services in handling problems in the field of research and community services with a gap value of -0.27. The level of compatibility between expectations and reality of this variable is 92.64%. Overall, the total conformity between reality and expectations felt by respondents for the research process and community services in 2022 was 93.60%.

By identifying this gap between expectations and reality, the chairman of the Institute of Research and Community Service, as the highest leader, can respond to the results of these findings and can communicate to all elements of the Institute of Research and Community Services.

The results of calculating the average expectation and reality in Table 1, which are then plotted in the Cartesian diagram, produce a figure as shown in Figure 1.

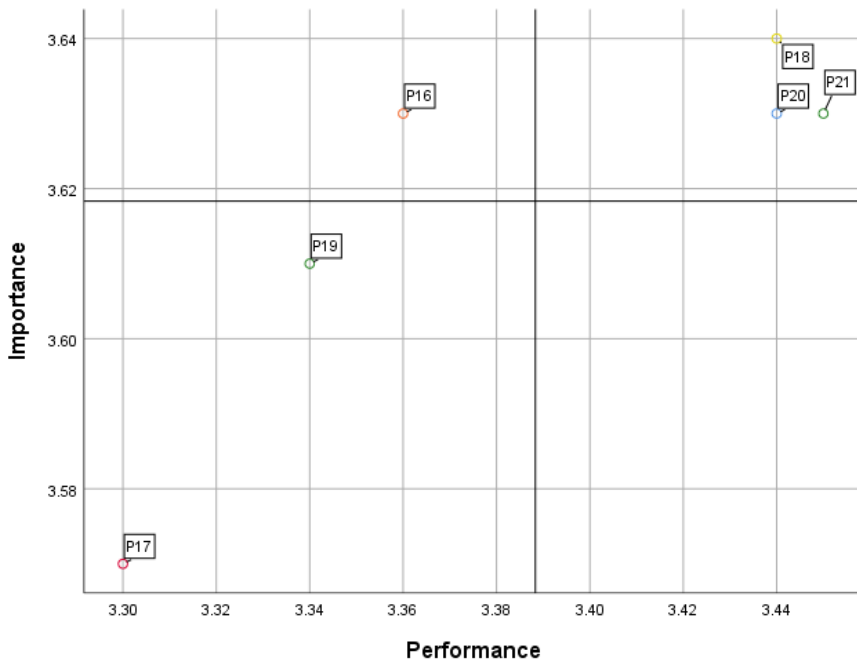


Fig. 1. Cartesian Diagram of Unesa's 2022 Research Process and Community Services Satisfaction Survey

Based on the visualization of the cartesian diagram, the relationship between the expectation and reality indicators that has been assessed by the respondent found that the variable in the first quadrant area is P16. This means that there is one factor that needs to be prioritized and considered urgent and foremost by the respondents, namely the alertness of the Institute of Research and Community Service Administrative Services in handling problems in the research and community services fields.

Meanwhile, in quadrant II, there are variables P18, P20, and P21. These variables are factors that are considered important by users and have been implemented well so that they can satisfy consumers. Therefore, the obligation of higher education management is to maintain the performance that has been running. These variables are the accuracy of the disbursement of research and community services funds, the accuracy of research and community services outputs in accordance with guidelines and SOPs according to the scheme, and the suitability of community services output with the needs of the community.

Meanwhile, for other variables, namely P17, P19 are found in quadrant III, meaning that there is no need to question and is in accordance with consumer expectations so that it is not too much of a focus of attention in the improvement of the next management service, namely the disclosure of the results of the assessment of proposals, implementation, to the final report of research and community services, and the consistency of rules in the implementation and activities of research monitoring and community services.

4. Conclusion

In the satisfaction survey with the research process and, the dimensions with the most significant negative gap are the dimensions of Empathy (Accountability) and Responsiveness (Fair). The Empathy (Accountability) dimension is the openness of the results of the assessment of proposals and implementation to the final report of research and community services with a gap value of -0.27, with the level of compatibility between expectations and reality of this variable being 92.44%. The Responsiveness (Fair) dimension is the alertness of the Institute of Research and Community Services administrative services in handling problems in the field of research and community services with a gap value of -0.27. The level of compatibility between expectations and reality of this variable is 92.64%. Overall, the total conformity between reality and expectations felt by respondents for research process and community services in 2022 was 93.60%.

From the analysis of science, there is one factor that needs to be prioritized, which is considered urgent and main by the respondents, namely the alertness of Institute of Research and Community Service administrative services in handling problems in the field of Research and community services

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