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User Satisfaction Survey Report 2016

Academic Affairs Department

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1. Introduction

In order to gauge the level of satisfaction with MPI services for the purpose of continuous improvement, the user satisfaction survey is conducted throughout the year in 2016 and the results published annually. Based upon users' comments, MPI can review and continue to optimise service quality. The survey is offered through both paper and electronic formats. The questionnaire makes use of a 5-point Likert scale with the following five options available for respondents: 1-Highly unsatisfactory; 2-Unsatisfactory; 3-Acceptable; 4-Satisfactory; 5-Highly Satisfactory. The survey covers 9 main service areas: level of convenience, staff, environment, internal process, service outcome, e-service, service information, performance pledge and overall service quality. In 2016, a total of 1,274 questionnaires were received, 13 of which were incomplete, which means that the total number of valid questionnaire responses was 1,261.

2. Results

Service Factors	Sub-factors	Average Satisfaction Level	Score for Sub-factors	Standard Deviation	Correlation Coefficient [#]
Level of convenience	Service hours	4.40	4.39	.67	.664**
	Service location		4.45	.66	.647**
	Contact methods		4.35	.71	.634**
Staff	Attitude	4.54	4.60	.56	.673**
	Professionalism		4.53	.61	.689**
	Efficiency		4.53	.64	.684**
	Responsiveness		4.51	.67	.675**
Environment	Comfort	4.50	4.52	.64	.646**
	Facilities		4.47	.66	.700**
Internal process	Waiting time	4.48	4.43	.72	.637**
	Level of simplicity		4.46	.70	.680**
	Fairness		4.54	.63	.719**
Service outcome	Fitness for purpose	4.58	4.58	.60	.695**
E-service	Coverage	4.39	4.40	.73	.672**
	Level of satisfaction		4.38	.75	.664**
Service information	Transparency	4.44	4.39	.71	.688**
	Accuracy		4.48	.66	.715**
Performance pledge	Coverage	4.50	4.48	.64	.742**
	Level of satisfaction		4.51	.63	.772**
	Clarity of the indicators		4.50	.65	.786**
Overall service quality		4.53	4.53	.60	-/-

The Spearman correlation coefficient between the scores for sub-factors and overall service quality

** The correlation is significant at the 0.01 level (2-tailed).

Service Factors	Sub-factors	No. of Respondents	Highly unsatisfactory	Unsatisfactory	Acceptable	Satisfactory	Highly satisfactory
Level of convenience	Service hours	1,258	.3	.2	7.7	43.2	48.6
	Service locations	1,258	.2	.6	6.4	39.8	53.0
	Contact methods	1,212	.2	.9	10.2	40.9	47.8
Staff	Attitude	1,253	.1	.1	2.9	33.2	63.8
	Professionalism	1,247	.2	0	5.1	35.8	58.9
	Efficiency	1,254	.2	.2	6.5	32.9	60.4
	Responsiveness	1,252	.1	.3	8.3	31.0	60.3
Environment	Comfort	1,240	.2	.5	5.6	34.9	58.9
	Facilities	1,229	.2	.6	6.6	37.4	55.2
Internal process	Waiting time	1,239	.2	1.0	9.8	33.6	55.4
	Level of simplicity	1,247	.1	.8	8.8	33.7	56.6
	Fairness	1,217	.2	.2	5.6	33.0	61.0
Service outcome	Fitness for purpose	1,251	.1	.3	4.2	32.1	63.3
E-service	Coverage	1,190	.2	1.0	10.8	35.0	52.9
	Level of satisfaction	1,186	.2	.9	12.1	34.1	52.7
Service information	Transparency	1,226	.2	.9	9.9	38.3	50.8
	Accuracy	1,223	.2	.3	7.6	35.2	56.7
Performance pledge	Coverage	1,227	.1	.4	6.4	37.2	55.8
	Level of satisfaction with the indicators	1,225	.1	.2	6.0	36.2	57.4
	Clarity of the indicators	1,224	.2	.4	6.5	35.0	58.0
Overall service quality		1,253	.1	.3	4.2	37.0	58.4

The results reveal that the users' average satisfaction level for overall service quality was 4.53. From the users' level of satisfaction, it shows that 95.4% of the respondents were satisfied or highly satisfied with MPI overall services quality, around 4% of the respondents found MPI services acceptable and only 0.4% of the respondents were dissatisfied or highly dissatisfied with MPI services. Among the eight service factors, "service outcome" gained the highest score (4.58) while "e-service" scored the lowest (4.39). In terms of service sub-factors, "staff-attitude" gained the highest score (4.60) while "level of convenience-contact methods" gained the lowest mark (4.35). According to the distribution of users' level of satisfaction, it was found that the three service sub-factors that users are satisfied or highly satisfied with the most are "staff-attitude" (97%), "service outcome-fitness for purpose" (95.4%), "staff-professionalism" (94.7%); the three sub-factors that users are satisfied or highly satisfied with the least are "e-service – level of satisfaction" (86.8%), "e-service – coverage" (87.9%) and "level of convenience – contact methods" (88.7%); the service sub-factors that users are unsatisfied or highly unsatisfied with the most are

“internal process – waiting time” and “e-service – coverage” (1.2%), followed by “level of convenience – contact methods”, “e-service – level of satisfaction” and “service information – transparency” (1.1%).

In general, among the eight service factors, MPI’s average satisfaction level score was 4.39 and above, while the level of satisfaction for each service sub-factor attained 86% or above.

3. Handling of Users’ General Comments regarding Continuous Improvement

Among the 1,261 valid questionnaires, 73 (approximately 5.8%) provided comments and suggestions. Most of the comments were related to “degree programme related service”, “payment services”, “venue rentals”, “library circulation service” and “student locker application”. Comments include suggestions to extend service period, simplify process and review internal procedures. All the comments have been conveyed to the related departments for their reply and follow-up so as to optimise each service continuously.

4. Trend Analysis in User Satisfaction

Service Factors	Sub-factors	Jan – Feb 2015		Apr – Dec 2015		2016	
		Score for Sub-factors	Average Satisfaction Level	Score for Sub-factors	Average Satisfaction Level	Score for Sub-factors	Average Satisfaction Level
Level of convenience	Service hours	4.19	4.20	4.38	4.42	4.39	4.40
	Service location	4.22		4.48		4.45	
	Contact methods	4.21		4.41		4.35	
Staff	Attitude	4.51	4.44	4.57	4.53	4.60	4.54
	Professionalism	4.45		4.54		4.53	
	Efficiency	4.44		4.51		4.53	
	Responsiveness	4.36		4.48		4.51	
Environment	Comfort	4.22	4.20	4.51	4.50	4.52	4.50
	Facilities	4.19		4.48		4.47	
Internal process	Waiting time	4.33	4.36	4.43	4.48	4.43	4.48
	Level of simplicity	4.34		4.46		4.46	
	Fairness	4.41		4.55		4.54	
Service outcome	Fitness for purpose	4.42	4.42	4.55	4.55	4.58	4.58
E-service	Coverage	4.13	4.11	4.44	4.44	4.40	4.39
	Level of satisfaction	4.10		4.43		4.38	
Service information	Transparency	4.20	4.27	4.44	4.48	4.39	4.44
	Accuracy	4.34		4.51		4.48	
Performance pledge	Coverage	4.28	4.28	4.49	4.51	4.48	4.50
	Level of satisfaction with the indicators	4.31		4.52		4.51	
	Clarity of the indicators	4.26		4.51		4.50	
Overall service quality		4.41	4.41	4.55	4.55	4.53	4.53

Compared to last year's report (April – December 2015), the scores of the eight service factors were similar, with the score for overall service quality having slightly decreased by 0.02 to 4.53 but still being at a satisfactory level. "Staff" and "service outcome" recorded an increase of 0.01 and 0.3 respectively. The score of "environment" and "internal process" remains the same. The remaining four service factors recorded a slight decrease of which "e-services" dropped the most, by 0.05.

5. Conclusion

The survey report for 2016 shows that the users' satisfaction level with MPI services was 4.3 and above which is at the satisfactory level and the scores of the service factors were similar with the survey of last year. The respondents gave positive comments about the quality of MPI services. According to the distribution of users' level of satisfaction, over 95% of the respondents were satisfied or highly satisfied with MPI services. With the spirit of being "people-oriented" as always, MPI will continue to integrate comments and suggestions received from users and adopt targeted measures to improve the quality of MPI service for achieving the goal of continuous optimisation.