澳門理工學院
Instituto Politécnico de Macau
Macao Polytechnic Institute

Macao Polytechnic Institute

Service User Satisfaction Survey 2020

Summary Report

Academic Affairs Department

February 2021

Table of Contents

1. Introduction

In order to gauge the level of satisfaction with services for the purpose of continuous improvement, Macao Polytechnic Institute (hereafter referred to as "the Institute") conducts the user satisfaction survey throughout the year and the results are published annually. Based upon users' comments, the Institute can review and continue to optimise service quality. The survey is administered using both paper-based and electronic approaches. 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 2020, a total of 247 questionnaires were received, 12 of which were incomplete, which means that the total number of valid questionnaire responses was 235.

2. Results

Service Factors	Sub-factors	Average Satisfaction Level	Score for Sub-factors	Standard Deviation	Correlation Coefficient#
Level of convenience	Service hours	4.54	4.57	0.625	.651**
	Service location		4.56	0.698	.681**
	Contact methods		4.50	0.687	.642**
Staff	Attitude	4.71	4.75	0.489	.688**
	Professionalism		4.73	0.491	.693**
	Efficiency		4.67	0.627	.623**
	Responsiveness		4.69	0.600	.677**
Environment	Comfort	4.55	4.57	0.635	.688**
	Facilities		4.53	0.730	.696**
Internal process	Waiting time	4.62	4.58	0.705	.652**
	Level of simplicity		4.61	0.668	.738**
	Fairness		4.67	0.615	.695**
Service outcome	Fitness for purpose	4.66	4.66	0.605	.699**
E-service	Coverage	4.49	4.50	0.700	.635**
	Level of satisfaction		4.47	0.767	.704**
Service information	Transparency	4.59	4.57	0.619	.647**
	Accuracy		4.61	0.598	.686**
Performance pledge	Coverage	4.64	4.65	0.556	.801**
	Level of satisfaction with the indicators		4.65	0.564	.840**
	Clarity of the indicators		4.63	0.561	.762**
Overall service quality		4.66	4.66	0.589	-

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	% of Highly Unsatisfactory	% of Unsatisfactory	% of Unsatisfactory and Highly Unsatisfactory	% of Acceptable	% of Satisfactory	% of Highly Satisfactory	% of Satisfactory and Highly Satisfactory
Level of convenience	Service hours	235	-	0.4	0.4	6.0	29.4	64.3	93.7
	Service location	234	0.9	-	0.9	6.8	26.9	65.4	92.3
	Contact methods	227	-	-	-	11.0	27.8	61.2	89.0
Staff	Attitude	234	-	-	-	2.6	19.7	77.8	97.5
	Professionalism	233	-	-	-	2.1	22.7	75.1	97.8
	Efficiency	235	0.9	-	0.9	3.4	23.0	72.8	95.8
	Responsiveness	235	0.4	0.4	0.8	3.4	21.3	74.5	95.8
Environment	Comfort	230	-	-	-	7.8	27.0	65.2	92.2
	Facilities	228	0.4	0.4	0.8	10.1	24.1	64.9	89.0
Internal process	Waiting time	231	0.9	-	0.9	7.4	23.8	68.0	91.8
	Level of simplicity	231	0.4	-	0.4	7.8	21.2	70.6	91.8
	Fairness	219	0.5	-	0.5	5.0	21.0	73.5	94.5
Service outcome	Fitness for purpose	229	0.4	-	0.4	4.4	23.6	71.6	95.2
E-service	Coverage	210	-	-	-	11.9	26.2	61.9	88.1
	Level of satisfaction	208	0.5	0.5	1.0	12.5	25	61.5	86.5
Service information	Transparency	220	-	-	-	6.8	29.1	64.1	93.2
	Accuracy	221	-	-	-	5.9	27.6	66.5	94.1
Performance pledge	Coverage	220	-	-	-	4.1	26.4	69.5	95.9
	Level of satisfaction with the indicators	223	-	0.4	0.4	3.1	27.4	69.1	96.5
	Clarity of the indicators	221	-	-	-	4.1	28.5	67.4	95.9
Overall service quality		231	0.4	-	0.4	3.5	25.1	71.0	96.1

The results indicate that the users' average satisfaction level for overall service quality was 4.66. Among the eight service factors, "staff" gained the highest mean score (4.71) while "e-service" scored the lowest (4.49). In terms of service sub-factors, "staff – attitude" gained the highest mean score (4.75) while "e-service – level of satisfaction" gained the lowest score (4.47).

In terms of the user distribution across the satisfactory spectrum, it shows that 96.1% of the respondents were satisfied or highly satisfied with the overall service quality of the Institute; 3.5% of the respondents found the service of the Institute acceptable and 0.4% of the respondents were unsatisfied or highly unsatisfied with the services. According to the distribution of users' level of satisfaction, the three service sub-factors that users were satisfied or highly satisfied with the most were "staff – professionalism" (97.8%),

"staff – attitude" (97.5%) and "performance pledge – level of satisfaction with the indicators" (96.5%); the three service sub-factors that users were satisfied or highly satisfied with the least were "e-service – level of satisfaction" (86.5%), "e-service – coverage" (88.1%), as well as "level of convenience – contact methods" (89.0%) / "environment – facilities" (89.0%). The service sub-factors that users were unsatisfied or highly unsatisfied with the most were "e-service – level of satisfaction" (1%), "level of convenience – service location" (0.9%) / "staff – efficiency" (0.9%) / "internal process - waiting time" (0.9%), as well as "staff – responsiveness" (0.8%) / "environment – facilities" (0.8%)

In general, among the eight service factors, the average satisfaction level score of the Institute was 4.49 or above, while the level of satisfaction for each service sub-factor attained 86.5% or above.

3. Handling of Users' General Comments regarding Continuous Improvement

Among the 235 valid questionnaires, 4 (1.7%) provided comments and suggestions. Most of the comments were related to "student locker application", "student hostel application" and "venue rental application". Suggestions include optimisation of the student locker service, student hostel service and facilities.

All comments have been conveyed to the relevant departments for their responses and follow-up actions so as to optimise each of the services continuously.

4. Trend Analysis in User Satisfaction

Service Factors	Sub-factors	Year 2018		Year 2019		Year 2020	
		Mean Score for Sub-factors	Average Satisfaction Level	Mean Score for Sub-factors	Average Satisfaction Level	Mean Score for Sub-factors	Average Satisfaction Level
Level of convenience	Service hours	4.51	4.50	4.46	4.43	4.57	4.54
	Service location	4.50		4.40		4.56	
	Contact methods	4.48		4.42		4.50	
Staff	Attitude	4.71	4.66	4.64	4.60	4.75	4.71
	Professionalism	4.67		4.61		4.73	
	Efficiency	4.66		4.60		4.67	
	Responsiveness	4.60		4.56		4.69	
Environment	Comfort	4.60	4.57	4.52	4.49	4.57	4.55
	Facilities	4.54		4.46		4.53	
Internal process	Waiting time	4.54	4.58	4.51	4.54	4.58	4.62
	Level of simplicity	4.57		4.52		4.61	
	Fairness	4.62		4.59		4.67	
Service outcome	Fitness for purpose	4.65	4.65	4.60	4.60	4.66	4.66
E-service	Coverage	4.48	4.50	4.41	4.41	4.50	4.49
	Level of satisfaction	4.52		4.41		4.47	
Service information	Transparency	4.51	4.56	4.44	4.49	4.57	4.59
	Accuracy	4.60		4.53		4.61	
Performance pledge	Coverage	4.59	4.59	4.53	4.54	4.65	4.64
	Level of satisfaction with the indicators	4.59		4.55		4.65	
	Clarity of the indicators	4.59		4.54		4.63	
Overall service quality		4.61	4.61	4.57	4.57	4.66	4.66

Compared to last year, the score for overall service quality increased by 0.09 to 4.66, at the level of satisfactory. The largest increases were recorded in "level of convenience" and "staff" which increased 0.11 respectively; "service information" and "performance pledge" which increased 0.1 respectively, as well as "Internal process" and "e-service", which increased 0.08 respectively.