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Macao Polytechnic University

Service User Satisfaction Survey 2024

Summary Report

Academic Affairs Department

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1. Introduction

According to the reference guideline of the "Public Services and Organizational Performance Assessment Scheme" of the Macao SAR Government, the public departments should establish a mechanism to collect the opinions of service recipients for the services implemented, so as to collect the opinions of service recipients and achieve continuous improvement. Macao Polytechnic University (hereafter referred to as "the University") conducts the service user satisfaction survey on 9 services in 2024. Based upon users' comments, the University can review and continue to optimise service quality.

The survey is administered using both paper-based and electronic approaches. The questionnaires were distributed to users at each service location throughout the year to invite users to participate in the survey. For non-in-person services, questionnaires were sent by email to users. 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, with a "not applicable" option to avoid respondents responding to irrelevant or unclear items.

2. Results

2.1. Overall distribution of the number of collected questionnaires

Table 2-1-1: Number of questionnaires by survey methods

Survey methods	No. of collected questionnaires	No. of valid questionnaires	No. of invalid questionnaires
Paper-based questionnaire	152	146	6
Electronic questionnaire	9	6	3
Total	161	152	9

Table 2-1-3: Number of questionnaires by service items

Type of service items	No. of valid questionnaires	Percentage (%)
Degree Programmmes	43	28.3
Training Courses	-	-
Fee-based Services	42	27.6
Language Proficiency Test	7	4.6
Assistance with Job Postings	1	0.7
Student Locker	-	-
Student Dormitory	5	3.3
Library Circulation Services	17	11.2
Venue Rental Application	37	24.3
Total	152	100.0

2.2. Statistics

Table 2-2-1: Average Satisfaction Levels

Service Factors	Sub-factors	Average Satisfaction Level	Score for Sub-factors	Standard Deviation	Correlation Coefficient#
Staff	Responsiveness	4.78	4.76	0.471	.803**
	Attitude		4.79	0.425	.781**
Environment	Level of convenience	4.65	4.65	0.579	.713**
	Hardware facilities		4.64	0.595	.654**
	Venue support		4.65	0.604	.768**
Process	Service efficiency	4.69	4.70	0.598	.821**
	Level of convenience		4.69	0.589	.713**
Service information	Level of convenience	4.70	4.66	0.565	.807**
	Accuracy		4.71	0.496	.829**
	Coverage		4.72	0.480	.793**
Performance pledge	Coverage	4.75	4.74	0.467	.808**
	Level of satisfaction with the indicators		4.75	0.464	.797**
e-Service	Ease of use	4.71	4.70	0.517	.651**
	Service security		4.73	0.517	.729**
	Coverage		4.70	0.530	.701**
Performance information	Sufficiency	4.68	4.66	0.554	.835**
	Channels of information dissemination		4.70	0.503	.831**
Service integration	Cross-departmental service optimization	4.70	4.70	0.546	.887**
Overall service quality	Overall level of satisfaction	4.76	4.76	0.459	-

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).

Table 2-2-2: Distribution of service satisfaction

Service Factors	Sub-factors	No. of Respondents	% of Highly Unsatisfactory	% of Unsatisfactory	% of Unsatisfactory and Highly	% of Acceptable	% of Satisfactory	% of Highly Satisfactory	% of Satisfactory and Highly Satisfactory
Staff	Responsiveness	152	-	0.66	0.66	0.00	21.71	77.63	99.34
	Attitude	152	-	-	-	0.66	19.74	79.61	99.34
Environment	Level of convenience	150	-	0.67	0.67	3.33	26.00	70.00	96.00
	Hardware facilities	148	-	-	-	6.08	23.65	70.27	93.92
	Venue support	147	-	0.68	0.68	4.76	23.13	71.43	94.56
Process	Service efficiency	152	-	1.32	1.32	3.29	19.74	75.66	95.39
	Level of convenience	152	-	1.32	1.32	2.63	21.71	74.34	96.05
Service information	Level of convenience	149	-	-	-	4.70	24.16	71.14	95.30
	Accuracy	150	-	-	-	2.00	24.67	73.33	98.00
	Coverage	149	-	-	-	1.34	25.50	73.15	98.66
Performance pledge	Coverage	149	-	-	-	1.34	22.82	75.84	98.66
	Level of satisfaction with the indicators	149	-	-	-	1.34	22.15	76.51	98.66
e-Service	Ease of use	144	-	-	-	2.78	24.31	72.92	97.22
	Service security	143	-	-	-	3.50	19.58	76.92	96.50
	Coverage	144	-	-	-	3.47	22.92	73.61	96.53
Performance information	Sufficiency	146	-	-	-	4.11	25.34	70.55	95.89
	Channels of information dissemination	146	-	-	-	2.05	26.03	71.92	97.95
Service integration	Cross-departmental service optimization	142	-	-	-	4.23	21.83	73.94	95.77
Overall service quality	Overall level of satisfaction	150	-	-	-	1.33	21.33	77.33	98.67

3. Analysis

In 2024, a total of 161 questionnaires were received, of which 9 (5.6%) were considered invalid due to incompletion. No questionnaire was received during the survey period for the "Training Courses" and "Student Locker" services.

The results indicate that the users' average satisfaction level for overall service quality was 4.76. Among the service factors, "staff" gained the highest mean score (4.78) while

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"environment" scored the lowest (4.65). In terms of service sub-factors, "staff – attitude" gained the highest mean score (4.79) while "hardware facilities" gained the lowest score (4.64).

In terms of the distribution of service satisfaction (Table 2-2-2), it shows that 98.67% of the respondents were satisfied or highly satisfied with the overall service quality; 1.33% of the respondents found the service acceptable and no 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 – responsiveness" (99.34%), "staff – attitude" (99.34%), as well as "service information – coverage", "performance pledge – coverage" "performance pledge – level of satisfaction with the indicators" (98.66%); the three service sub-factors that users were satisfied or highly satisfied with the least were "environment – hardware facilities" (93.92%) , "environment – venue support" (94.56%) and "service information – level of convenience" (95.30%). The service sub-factors that users were unsatisfied or highly unsatisfied with the most were "process – service efficiency" (1.32%), "process – level of convenience" (1.32%) as well as "environment – venue support" (0.68%).

In general, among the service factors, the average satisfaction level score was 4.65 or above, while the level of satisfaction for each service sub-factor attained 93.92% or above.

4. Handling of Users' General Comments regarding Continuous Improvement

Among the 152 valid questionnaires, 20 comments and suggestions were provided. Most of the comments were related to "language proficiency test", "student dormitory" and "venue rental application". Suggestions include service efficiency, hardware facilities and venue rental services.

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

5. Trend Analysis in User Satisfaction

Table 5-1: Average satisfaction level trend analysis

Service Factors	Sub-factors	Year 2024		Year 2023		Service Factors	Sub-factors	Year 2022	
		Mean Score for Sub-factors	Mean Score for Sub-factors	Mean Score for Sub-factors	Average Satisfaction Level			Mean Score for Sub-factors	Average Satisfaction Level
Staff	Responsiveness Attitude	4.76	4.78	4.71	4.74	Staff	Efficiency	4.59	4.64
							Responsiveness	4.55	
	Responsiveness	4.79		4.78			Attitude	4.72	
							Professionalism	4.69	
Environment	Level of convenience	4.65	4.65	4.58	4.60	Environment	Comfort	4.62	4.57
	Hardware facilities	4.64		4.61			Facilities	4.52	
	Venue support	4.65		4.62					
Process	Service efficiency	4.70	4.69	4.71	4.66	Internal process	Waiting time	4.45	4.5
	Level of convenience	4.69		4.61			Level of simplicity	4.46	
							Fairness	4.59	
Service information	Level of convenience	4.66	4.70	4.59	4.63	Service information	Transparency	4.51	4.55
	Accuracy	4.71		4.67			Accuracy	4.59	
	Coverage	4.72		4.64					
Performance pledge	Coverage	4.74	4.75	4.73	4.74	Performance pledge	Coverage	4.56	4.54
	Level of satisfaction with the indicators	4.75		4.76			Level of satisfaction with the indicators	4.54	
							Clarity of the indicators	4.51	
E-Service	Ease of use	4.70	4.71	4.61	4.65	E-service	Coverage	4.41	4.42
	Service security	4.73		4.7			Level of satisfaction	4.43	
	Coverage	4.70		4.62					
Performance information	Sufficiency	4.66	4.68	4.64	4.63	Level of convenience	Service hours	4.53	4.50
	Channels of information dissemination	4.70		4.61			Service location	4.53	
							Contact methods	4.43	

Service integration	Cross-departmental service optimization	4.70	4.70	4.63	4.63				
						Service outcome	Fitness for purpose	4.64	4.64
Overall service quality	Overall level of satisfaction	4.76	4.76	4.73	4.73	Overall service quality		4.58	4.58

Compared to last year, the scores of all the service factors were similar, all reaching the level of satisfactory. The largest increases were recorded in "Service information" and "Service integration" which increased 0.07 respectively, as well as "E-Service" which. The score for overall service quality slightly increased by 0.03 to 4.76, still at the level of satisfactory.