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Macao Polytechnic Institute
User Satisfaction Survey Report 2015
(April - December)

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 all year round and the results published annually. Based upon users' comments, the Institute can review and continue to optimise service quality. The survey is offered via 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 2015 a total of 1442 questionnaires were received, 12 of which were incomplete, which means that the total number of valid questionnaires was 1430.

2. Results

Service Factors	Sub-factors	Average Satisfaction Level	Score for Sub-factors	Standard Deviation	Correlation Coefficient [#]
Level of Convenience	Service hours	4.42	4.38	.64	.650**
	Service location		4.48	.63	.619**
	Contact methods		4.41	.64	.632**
Staff	Attitude	4.53	4.57	.55	.700**
	Professionalism		4.54	.58	.723**
	Efficiency		4.51	.61	.653**
	Responsiveness		4.48	.64	.669**
Environment	Comfort	4.50	4.51	.62	.657**
	Facilities		4.48	.63	.664**
Internal Process	Waiting time	4.48	4.43	.68	.582**
	Level of simplicity		4.46	.65	.646**
	Fairness		4.55	.59	.689**
Service outcome	Fitness for purpose	4.55	4.55	.58	.686**
E-service	Coverage	4.44	4.44	.67	.645**
	Level of satisfaction		4.43	.67	.654**
Service information	Transparency	4.48	4.44	.67	.712**
	Accuracy		4.51	.61	.701**
Performance Pledge	Coverage	4.51	4.49	.62	.767**
	Level of satisfaction with the indicators		4.52	.59	.762**
	Clarity of the indicators		4.51	.61	.752**
Overall service quality		4.55	4.55	.55	-/-

\# 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	1221	.1	.4	6.7	46.5	46.3
	Service location	1221	0	.5	5.7	38.9	54.9
	Contact methods	1192	0	.3	7.8	42.6	49.3
Staff	Attitude	1221	0	0	2.9	36.9	60.3
	Professionalism	1217	0	.1	4.0	37.6	58.3
	Efficiency	1214	0	.2	5.5	36.8	57.4
	Responsiveness	1213	0	.2	7.7	36.2	56.0
Environment	Comfort	1218	.1	.2	5.4	37.3	57.1
	Facilities	1210	.1	.2	6.2	39.1	54.5
Internal Process	Waiting time	1217	.2	.5	8.1	39.0	52.2
	Level of simplicity	1214	0	.5	7.2	37.6	54.7
	Fairness	1200	0	.2	4.4	35.5	59.9
Service Outcome	Fitness for purpose	1214	0	.2	4.0	36.6	59.2
E-service	Coverage	1184	0	.5	8.6	37.0	53.9
	Level of satisfaction	1186	0	.5	8.5	38.0	53.0
Service information	Transparency	1186	0	.4	8.8	37.7	53.1
	Accuracy	1188	0	.3	5.5	37.5	56.8
Performance Pledge	Coverage	1192	0	.1	6.5	37.5	56.0
	Level of satisfaction with the indicators	1196	0	.1	4.8	38.3	56.9
	Clarity of the indicators	1192	0	.3	5.4	37.7	56.7
Overall service quality		1219	0	.1	2.3	39.8	57.8

The results reveal that the users' average satisfaction level for overall service quality was 4.55, while 97.6% of the respondents were satisfied or highly satisfied with MPI services. Among the other eight service factors, "service outcome" gained the highest score (4.55), while "level of convenience" scored the lowest (4.42). In terms of service sub-factors, "staff - attitude" gained the highest score (4.57) while "level of convenience - service hours" scored the lowest mark (4.38). 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" (97.2%), "staff - professionalism" (95.9%) and "service outcome - fitness for purpose" (95.8%); the three service sub-factors that users are satisfied or highly satisfied with the least are "service information - transparency" (90.8%), "e-service - coverage" (90.9%) and "e-service - level of satisfaction" (91%); the service sub-factors that users are unsatisfied or highly unsatisfied with the most is "internal process - waiting time" (.7%), followed by "level of convenience - service hours", "level of convenience - service location, "internal process - level of simplicity", "e-service - coverage" and "e-service - level of satisfaction" (.5%).

Overall, the Institute's average satisfaction level score was 4.42 and above, while the level of satisfaction for each service sub-factor attained 90% or above.

3. Handling of Users' General Comments regarding Continuous Improvement

Among the 1430 valid questionnaires, 70 (~ 4.9%) provided comments and suggestions. Most of the comments were related to "degree programme related service", "payment services", "venue rentals" and "library circulation service". These comments included a suggestion to extend the service period, increase service locations, simplify the process, increase signage, optimize electronic services and review internal procedures. All the comments have been conveyed to related departments for their reply and follow-up in order to continuously optimize each service.

4. Trend Analysis in User Satisfaction

Service Factors	Sub-factors	Jan – Feb 2015		Apr – Dec 2015		Comparison
		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	+0.22
	Service location	4.22		4.48		
	Contact methods	4.21		4.41		
Staff	Attitude	4.51	4.44	4.57	4.53	+0.09
	Professionalism	4.45		4.54		
	Efficiency	4.44		4.51		
	Responsiveness	4.36		4.48		
Environment	Comfort	4.22	4.20	4.51	4.50	+0.30
	Facilities	4.19		4.48		
Internal Process	Waiting time	4.33	4.36	4.43	4.48	+0.12
	Level of simplicity	4.34		4.46		
	Fairness	4.41		4.55		
Service outcome	Fitness for purpose	4.42	4.42	4.55	4.55	+0.13
E-service	Coverage	4.13	4.11	4.44	4.44	+0.33
	Level of satisfaction	4.10		4.43		
Service information	Transparency	4.20	4.27	4.44	4.48	+0.21
	Accuracy	4.34		4.51		
Performance pledge	Coverage	4.28	4.28	4.49	4.51	+0.23
	Level of satisfaction with the indicators	4.31		4.52		
	Clarity of the indicators	4.26		4.51		
Overall service quality		4.41	4.41	4.55	4.55	+0.14

Compared to last year's report, the scores for all 9 service factors have increased, with the score for overall service quality increasing from 4.41 to 4.55 (+0.14). The "E-service" and "Environment" factors recorded the highest incremental increases, rising 0.33 and 0.3 respectively. Meanwhile, "Staff", "Internal Process" and "Service Outcome" factors recorded the lowest incremental increases, rising 0.09, 0.12 and 0.13 respectively.