



澳門理工大學
Universidade Politécnica de Macau
Macao Polytechnic University

Macao Polytechnic University

Service User Satisfaction Survey 2023

Summary Report

Academic Affairs Department

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Table of Contents

1. Introduction	2
2. Results.....	2
2.1. Overall distribution of the number of collected questionnaires	2
2.2. Statistics	3
3. Analysis	4
4. Handling of Users' General Comments regarding Continuous Improvement	5
5. Trend Analysis in User Satisfaction.....	6

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 2023. 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	221	215	6
Electronic questionnaire	4	3	1
Total	225	218	7

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

Type of service items	No. of valid questionnaires	Percentage (%)
Degree Programmmes	82	37.6
Training Courses	-	-
Fee-based Services	76	34.9
Language Proficiency Test	6	2.8
Assistance with Job Postings	-	-
Student Locker	-	-
Student Dormitory	3	1.4
Library Circulation Services	17	7.8
Venue Rental Application	34	15.6
Total	218	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	4.74	4.71	0.521	.763**
	Attitude		4.78	0.480	.751**
Environment	Level of convenience	4.60	4.58	0.691	.711**
	Hardware facilities		4.61	0.645	.737**
	Venue support		4.62	0.644	.791**
Process	Service efficiency	4.66	4.71	0.564	.695**
	Level of convenience		4.61	0.660	.714**
Service information	Level of convenience	4.63	4.59	0.697	.788**
	Accuracy		4.67	0.608	.859**
	Coverage		4.64	0.645	.821**
Performance pledge	Coverage	4.74	4.73	0.488	.713**
	Level of satisfaction with the indicators		4.76	0.472	.775**
e-Service	Ease of use	4.65	4.61	0.674	.692**
	Service security		4.70	0.582	.774**
	Coverage		4.62	0.672	.764**
Performance information	Sufficiency	4.63	4.64	0.605	.792**
	Channels of information dissemination		4.61	0.635	.765**
Service integration	Cross-departmental service optimization	4.63	4.63	0.636	.820**
Overall service quality	Overall level of satisfaction	4.73	4.73	0.507	-

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	218	-	-	-	3.21	22.48	74.31	96.79
	Attitude	218	-	-	-	2.75	16.97	80.28	97.25
Environment	Level of convenience	217	-	-	-	11.52	19.35	69.12	88.48
	Hardware facilities	215	-	-	-	8.84	20.93	70.23	91.16
	Venue support	214	-	0.47	0.47	7.48	21.50	70.56	92.06
Process	Service efficiency	217	-	-	-	5.53	17.97	76.50	94.47
	Level of convenience	216	-	0.46	0.46	8.33	21.30	69.91	91.20
Service information	Level of convenience	216	-	0.93	0.93	9.26	19.91	69.91	89.81
	Accuracy	217	-	0.92	0.92	4.61	20.74	73.73	94.47
	Coverage	217	-	1.38	1.38	5.07	21.66	71.89	93.55
Performance pledge	Coverage	208	-	-	-	1.92	23.56	74.52	98.08
	Level of satisfaction with the indicators	207	-	-	-	1.93	20.29	77.78	98.07
e-Service	Ease of use	205	-	0.49	0.49	9.27	18.54	71.71	90.24
	Service security	204	-	-	-	6.37	17.16	76.47	93.63
	Coverage	205	-	-	-	10.73	16.10	73.17	89.27
Performance information	Sufficiency	208	-	0.48	0.48	5.29	23.56	70.67	94.23
	Channels of information dissemination	208	-	0.48	0.48	6.73	24.04	68.75	92.79
Service integration	Cross-departmental service optimization	200	-	-	-	8.50	20.00	71.50	91.50
Overall service quality	Overall level of satisfaction	212	-	-	-	2.83	21.70	75.47	97.17

3. Analysis

In 2023, a total of 225 questionnaires were received, of which 7 (3.1%) were considered invalid due to incompleteness. No questionnaire was received during the survey period for the “Training Courses”, “Assistance with Job Postings”, and “Student Locker” services.

The results indicate that the users’ average satisfaction level for overall service quality was 4.73. Among the service factors, “staff” and “performance pledge” gained the

highest mean score (4.74) while “environment” scored the lowest (4.60). In terms of service sub-factors, “staff – attitude” gained the highest mean score (4.78) while “level of convenience” gained the lowest score (4.58).

In terms of the distribution of service satisfaction (Table 2-2-2), it shows that 97.17% of the respondents were satisfied or highly satisfied with the overall service quality; 2.83% 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 “performance pledge - coverage” (98.08%), “performance pledge – level of satisfaction with the indicators” (98.07%) and “staff – attitude” (97.25%); the three service sub-factors that users were satisfied or highly satisfied with the least were “environment - level of convenience” (88.48%) , “e-service - coverage” (89.27%) and “service information – level of convenience” (89.81%). The service sub-factors that users were unsatisfied or highly unsatisfied with the most were “service information – coverage” (1.38%), “service information – level of convenience” (0.93%) as well as “service information – accuracy” (0.92%).

In general, among the service factors, the average satisfaction level score was 4.58 or above, while the level of satisfaction for each service sub-factor attained 88.48% or above.

4. Handling of Users’ General Comments regarding Continuous Improvement

Among the 218 valid questionnaires, 34 comments and suggestions were provided. Most of the comments were related to “degree programme related service”, “receipt of fees”, “library services” and “venue rental application”. Suggestions include document requests, the level of convenience of e-service of chargeable services, library services 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 2023		Service Factors	Sub-factors	Year 2022		Year 2021	
		Mean Score for Sub-factors	Average Satisfaction Level			Mean Score for Sub-factors	Average Satisfaction Level	Mean Score for Sub-factors	Average Satisfaction Level
Staff	Responsiveness Attitude	4.71	4.74	Staff	Efficiency	4.59	4.64	4.69	4.70
					Responsiveness	4.55		4.67	
	Responsiveness	4.78			Attitude	4.72		4.74	
					Professionalism	4.69		4.69	
Environment	Level of convenience	4.58	4.60	Environment	Comfort	4.62	4.57	4.63	4.61
	Hardware facilities	4.61			Facilities	4.52		4.58	
	Venue support	4.62							
Process	Service efficiency	4.71	4.66	Internal process	Waiting time	4.45	4.5	4.59	4.62
	Level of convenience	4.61			Level of simplicity	4.46		4.59	
					Fairness	4.59		4.67	
Service information	Level of convenience	4.59	4.63	Service information	Transparency	4.51	4.55	4.58	4.61
	Accuracy	4.67			Accuracy	4.59		4.64	
	Coverage	4.64							
Performance pledge	Coverage	4.73	4.74	Performance pledge	Coverage	4.56	4.54	4.65	4.66
	Level of satisfaction with the indicators	4.76			Level of satisfaction with the indicators	4.54		4.67	
					Clarity of the indicators	4.51		4.66	
E-Service	Ease of use	4.61	4.65	E-service	Coverage	4.41	4.42	4.50	4.49
	Service security	4.7			Level of satisfaction	4.43		4.48	
	Coverage	4.62							
Performance information	Sufficiency	4.64	4.63	Level of convenience	Service hours	4.53	4.50	4.53	4.53
	Channels of information dissemination	4.61			Service location	4.53		4.56	
					Contact methods	4.43		4.51	

Service integration	Cross-departmental service optimization	4.63	4.63						
				Service outcome	Fitness for purpose	4.64	4.64	4.71	4.71
Overall service quality	Overall level of satisfaction	4.73	4.58	Overall service quality		4.58	4.58	4.70	4.70

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 “e-service” which increased 0.23, “Performance pledge” which increased 0.2 respectively, as well as “Staff” which increased 0.1. The score for overall service quality slightly increased by 0.15 to 4.73, still at the level of satisfactory.