



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

The University of Macau

**Public Services and Organizational
Performance Review**

Service User Satisfaction Survey 2020

(version for web release)



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1. Introduction

Objective: In accordance with Appendix 3 of the Chief Executive Dispatch No. 61/2019 (Public Services and Organizational Performance Review System), the University of Macau (hereinafter referred to as UM) has conducted user satisfaction surveys for the period of 1 August 2020 – 31 December 2020, with the aim to study the public opinion and their level of satisfaction on the 15 public services provided by UM. The surveys serve as a means to collect feedback from service users to review service quality and for continual improvement of our services.

Period of study: 1 August 2020 – 31 December 2020.

Survey plan: To conduct independent user satisfaction surveys for the 15 public services of UM. The surveys target users of the 15 UM services, including UM students, Organizations/Groups and the general public. The surveys are conducted through questionnaires. It covers a total of 10 factors, including **Service of Staff, Environment, Equipment and Facility, Operation Procedure, Service Information, Service Assurance, Electronic Service, Information on performance, Integration of service and Overall Service.**

Questionnaire setting: Likert Scale with a scale of 1 to 5 is adopted in the survey.

Levels of satisfaction	Very Unsatisfied	Unsatisfied	Acceptable	Satisfied	Very Satisfied
Scale	1	2	3	4	5

2. Survey Results

2.1 General statistics

2.1.1 General distribution of survey responses



Table 2.1 – Distribution of valid responses by service

No.	Service	No. of valid response	Percentage
1	Application for resumption of study	12	1.32%
2	Application for withdrawal from study	11	1.21%
3	Application for deferment of study	14	1.54%
4	Application for testimonial (for postgraduate programmes)	341	37.60%
5	Application for testimonial (for bachelor's degree programmes)	242	26.68%
6	Application for transcript (for postgraduate programmes)	21	2.32%
7	Application for transcript (for bachelor's degree programmes)	76	8.38%
8	Counselling appointment request and referral	41	4.52%
9	UM Sports Facilities User Card application	11	1.21%
10	Application for indoor venue reservation	12	1.32%
11	Application for outdoor venue reservation	2	0.22%
12	Queuing up for book borrowing services	4	0.44%
13	Handling of "Library Item Lost" Procedure	0	0.00%
14	Application for library orientation	0	0.00%
15	Course application (Centre for Continuing Education, University of Macau)	120	13.23%
Total:		907	100%

2.2 Results and Analysis



Table 2.2 – Scoring of user satisfaction

Service factor	Sub-factor	Score of Service factor	Score of Sub-factor	Standard deviation
No. of valid response		907 units		
Service of Staff	Initiative	4.21	4.20	0.76
	Professionalism		4.20	0.73
	Appearance		4.21	0.66
	Attitude		4.24	0.70
Environment	Convenience	4.03	3.96	0.90
	Comfort		4.10	0.79
Equipment and Facility	Hardware	4.04	4.00	0.90
	Clarity of signage		4.04	0.74
	General facilities		3.96	0.93
	Safety		4.14	0.75
	Disability support		4.04	0.70
Operation Procedure	Smoothness	4.00	3.78	0.96
	Efficiency		4.04	0.83
	Service result		4.09	0.81
	Fairness		4.10	0.82
Service Information	Adequacy	4.10	4.06	0.79
	Ease of access		4.03	0.83
	Accuracy		4.12	0.74
	Practicality		4.08	0.75
	Confidentiality		4.18	0.70
Service Assurance	Comprehensiveness of performance pledge	4.10	4.12	0.75
	Clarity of performance pledge indicators		4.11	0.74
	Satisfaction with performance pledge indicators		4.14	0.72
	Channels for expressing opinion		4.03	0.77



Service factor	Sub-factor	Score of Service factor	Score of Sub-factor	Standard deviation
Electronic Service	Practicality	4.07	4.04	0.79
	Convenience		4.04	0.79
	Network safety		4.12	0.73
	Adequacy of electronic services		4.07	0.78
	Adequacy of communication channels		4.06	0.78
Information on Performance	Adequacy	4.01	4.01	0.77
	Transparency		4.02	0.77
Integration of Service	Enhancement of interdepartmental service / “one-window service”	3.92	3.92	0.87
Overall Service	Overall satisfaction level	4.04	4.04	0.74

Result analysis:

According to the survey results, the University scored 4.04 points in Overall Service, which translates to a “Satisfied” level. Among all factors, **Service of staff** scored the highest point at 4.21, which falls between “Satisfied” and “Very Satisfied”. Staff Attitude was the sub-factor with the highest score under the factor **Service of staff**, scoring 4.24 points, which shows that users feel satisfied with the University staff members.

The service factors with relatively lower scorings are **Integration of service** at 3.92 points, followed by **Operation procedure** at 4 points. The sub-factor under Operation procedure with the lowest score is **Smoothness**, scoring 3.78 points. The result indicates that the service users feel that Operation procedures are between “Acceptable” to “Satisfied” levels.

In general, all service factors scored between 3.92 points and 4.21 points. Except for **Integration of service**, all other factors scored 4 points and above. Summarizing the responses of service users, they are satisfied with the services provided by UM.



3. Analysis and handling of the general comments received

From the 907 valid surveys, general comments collected are mainly comments on the **Operation procedure**, followed by comments on **Service information** and **Equipment and Facility**. The comments received were mainly about simplifying operation procedures, enhancing service efficiency, improving facilities and equipment and improving the clarity of signage.

After analysis were conducted by the Units concerned, feasible comments were handled accordingly for continual improvement of service quality.

4. Improvement actions and suggestions

For suggestions concerning **Operation procedure** and application time, related unit has employed electronic methods to automate the procedure. For instance, deploying self-service kiosks.

5. Trend analysis on user satisfaction

This report is the first service user satisfaction survey of UM conducted for the Public Services and Organizational Performance Review. Upon completion of the user satisfaction survey 2021, a trend analysis will be available by comparing the survey results of 2020 and 2021.