



# **The University of Macau**

## **Public Services and Organizational Performance Review**

### **Service User Satisfaction Survey 2021**



澳門大學  
UNIVERSIDADE DE MACAU  
UNIVERSITY OF MACAU

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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 January 2021 – 31 December 2021, 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 January 2021 – 31 December 2021.

**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, the general public and readers. The surveys are conducted through questionnaires. They cover 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	22	1.64%
2	Application for withdrawal from study	16	1.19%
3	Application for deferment of study	24	1.78%
4	Application for testimonial (for postgraduate programmes)	410	30.48%
5	Application for testimonial (for bachelor's degree programmes)	191	14.20%
6	Application for transcript (for postgraduate programmes)	58	4.31%
7	Application for transcript (for bachelor's degree programmes)	98	7.29%
8	Counselling appointment request and referral	84	6.25%
9	UM Sports Facilities User Card application	2	0.15%
10	Application for indoor venue reservation	21	1.56%
11	Application for outdoor venue reservation	2	0.15%
12	Queuing up for book borrowing services	115	8.55%
13	Handling of "Library Item Lost" Procedure	5	0.37%
14	Application for library orientation	9	0.67%
15	Course application (Centre for Continuing Education, University of Macau)	288	21.41%
<b>Total:</b>		<b>1345</b>	<b>100%</b>

## 2.2 Results and Analysis

Table 2.2 – Scoring of user satisfaction

General Public Services				
No. of valid response		1345 units		
Service factor	Sub-factor	Score of Service factor	Score of Sub-factor	Standard deviation
Service of Staff	Initiative	4.20	4.23	0.64
	Professionalism		4.18	0.60
	Appearance		4.18	0.69
	Attitude		4.21	0.71
Environment	Convenience	4.07	4.08	0.67
	Comfort		4.06	0.76
Equipment and Facility	Hardware	4.05	4.07	0.68
	Clarity of signage		3.99	0.77
	General facilities		4.03	0.67
	Safety		4.13	0.59
	Disability support		4.01	0.67
Operation Procedure	Smoothness	4.04	3.92	0.83
	Efficiency		4.05	0.75
	Service result		4.13	0.75
	Fairness		4.07	0.80
Service Information	Adequacy	4.09	4.09	0.70
	Ease of access		4.03	0.68
	Accuracy		4.12	0.66
	Practicality		4.09	0.72
	Confidentiality		4.14	0.66



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General Public Services				
No. of valid response		1345 units		
Service factor	Sub-factor	Score of Service factor	Score of Sub-factor	Standard deviation
Service Assurance	Comprehensiveness of performance pledge	4.03	4.10	0.71
	Clarity of performance pledge indicators		4.05	0.69
	Satisfaction with performance pledge indicators		4.08	0.66
	Channels for expressing opinion		3.88	0.83
Electronic Service	Practicality	4.00	3.97	0.76
	Convenience		4.03	0.81
	Network safety		4.03	0.82
	Adequacy of electronic services		3.98	0.74
	Adequacy of communication channels		4.00	0.84
Information on Performance	Adequacy	4.04	4.04	0.70
	Transparency		4.03	0.69
Integration of Service	Enhancement of interdepartmental service / “one-window service”	4.01	4.01	0.82
Overall Service	Overall satisfaction level	4.07	4.07	0.66

## Result analysis:

According to the survey results, the University scored 4.07 points in **Overall Service**, which translates to a “Satisfied” level. Among all factors, **Service of Staff** scored the highest point at 4.20, which falls between “Satisfied” and “Very Satisfied”. Initiative was the sub-factor with the highest score under **Service of Staff**, scoring 4.23 points, which shows that users were satisfied with the University staff members.

The service factor with lowest score was **Electronic Service** at 4.00 points, followed by **Integration of Service** at 4.01 points. The level of satisfaction of both factors fall between “Satisfied” and “Very Satisfied”. The sub-factor with the lowest score was Channels for expressing opinion under **Service Assurance**, scoring 3.88 points. The result indicates that the level of satisfaction of Service assurance falls between “Acceptable” and “Satisfied”.

In general, all service factors scored between 4.00 points and 4.20 points. Summarizing the responses of service users, they were satisfied with the services provided by UM.

## 3. Analysis and handling of the general comments received

From the 1345 valid questionnaires, general comments received were mainly related to **Equipment and Facility**, followed by **Environment** and **Operation Procedure**. The comments mainly included requests on improving campus facilities, equipment maintenance, cleanliness, shortening service waiting time and improving clarity of signage.

Units concerned have analyzed the comments received and some feasible suggestions have been handled for continual improvement on service quality.

## 4. Improvement actions and suggestions

For suggestions concerning **Equipment and Facility**, the unit concerned will place more signage to help visitors on directions, and increase inspection and maintenance of classroom equipment. The number of self-service kiosks will also be increased in the future. As for comments related to **Environment**, the University has communicated with the unit concerned for follow-up actions.



For comments related to **Operation Procedure**, the unit concerned has employed electronic methods to automate the related service, reducing over-the-counter service and waiting time for students. Online payment service is also launched simultaneously to support various payment systems used by students.

The University will continue to simplify its application and work procedures and introduce more electronic services. Feasible suggestions will also be handled timely.

## 5. Trend analysis on user satisfaction

The University has conducted its first “Public Service and Organizational Performance Review” user satisfaction survey in August 2020, considering the difference in the period surveyed in 2020 and 2021, the University will provide a trend analysis on user satisfaction in the report of 2022.