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The University of Macau

Public Services and Organizational Performance Review

Service User Satisfaction Survey 2022



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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 / the University) has conducted user satisfaction surveys for the 15 public services provided by UM. The aim is to study public opinion on our services and the level of satisfaction of service users. The surveys also serve as a means to collect suggestions and to review our service quality for continual improvement.

Period of study: 1 January 2022 – 31 December 2022.

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, Government Departments, the general public and readers. The surveys are conducted in the form of questionnaires, they cover a study on 10 service 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



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No.	Service	No. of valid response	Percentage
1	Application for resumption of study	9	0.96%
2	Application for withdrawal from study	18	1.91%
3	Application for deferment of study	15	1.59%
4	Application for testimonial (for postgraduate programmes)	160	17.00%
5	Application for testimonial (for bachelor's degree programmes)	122	12.96%
6	Application for transcript (for postgraduate programmes)	23	2.44%
7	Application for transcript (for bachelor's degree programmes)	65	6.91%
8	Counselling appointment request and referral	134	14.24%
9	UM Sports Facilities User Card application	33	3.51%
10	Application for indoor venue reservation	18	1.91%
11	Application for outdoor venue reservation	0	0.00%
12	Queuing up for book borrowing services	85	9.03%
13	Handling of "Library Item Lost" Procedure	1	0.11%
14	Application for library orientation	5	0.53%
15	Course application (Centre for Continuing Education, University of Macau)	253	26.89%
Total:		941	100%



2.2 Results and Analysis

Table 2.2 – Scoring of user satisfaction

General Public Services				
No. of valid response		941 units		
Service factor	Sub-factor	Score of Service factor	Score of Sub-factor	Standard deviation
Service of Staff	Initiative	4.19	4.17	0.68
	Professionalism		4.14	0.67
	Appearance		4.20	0.61
	Attitude		4.25	0.63
Environment	Convenience	4.13	4.09	0.74
	Comfort		4.17	0.62
Equipment and Facility	Hardware	4.06	4.08	0.74
	Clarity of signage		4.08	0.71
	General facilities		4.02	0.76
	Safety		4.09	0.70
	Disability support		4.04	0.74
Operation Procedure	Smoothness	4.06	3.98	0.77
	Efficiency		4.06	0.73
	Service result		4.12	0.71
	Fairness		4.09	0.73
Service Information	Adequacy	4.09	4.05	0.75
	Ease of access		4.04	0.73
	Accuracy		4.10	0.67
	Practicality		4.11	0.68
	Confidentiality		4.16	0.61
Service Assurance	Comprehensiveness of performance pledge	4.09	4.10	0.65



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General Public Services				
No. of valid response		941 units		
Service factor	Sub-factor	Score of Service factor	Score of Sub-factor	Standard deviation
	Clarity of performance pledge indicators		4.11	0.64
	Satisfaction with performance pledge indicators		4.13	0.65
	Channels for expressing opinion		4.04	0.72
Electronic Service	Practicality	4.08	4.09	0.71
	Convenience		4.06	0.73
	Network safety		4.13	0.66
	Adequacy of electronic services		4.11	0.68
	Adequacy of communication channels		4.04	0.74
Information on Performance	Adequacy	4.03	4.04	0.69
	Transparency		4.02	0.72
Integration of Service	Enhancement of interdepartmental service / “one-window service”	3.99	3.99	0.78
Overall Service	Overall satisfaction level	4.09	4.09	0.67

Result analysis:

According to the survey results, the University scored 4.09 points on **Overall Service**. Among all factors, **Service of Staff** and **Environment** scored the highest points at 4.19 and 4.13 respectively, which fell between the “Satisfied” and “Very Satisfied” range. Attitude was the sub-factor with the highest score under **Service of Staff**, which scored 4.25 points. It indicated service users felt “Satisfied” to “Very Satisfied” with UM staff members.

The service factor with lowest score was **Service Integration** at 3.99 points, followed by **Information on Performance** at 4.03 points. The level of satisfaction of both factors fell between the “Acceptable” and “Satisfied” range. The sub-factor with the lowest score was Smoothness under the **Operation Procedure** factor, which scored 3.98 points. The result indicated that the level of satisfaction on service procedure fell between the “Acceptable” and “Satisfied” range.

In general, all service factors scored between 3.99 points and 4.19 points. Summarizing the responses of service users, they were satisfied with the overall services provided by UM.

3. Analysis and handling of the general comments received

From the 941 valid survey forms, general comments received were mainly related to **Equipment and Facility, Environment, Operation Procedure, Service of Staff, Electronic Service** and **Service Information** factors. Most comments requested to enhance equipment and facilities; visitors are unfamiliar with the campus environment; to arrange all procedures to be completed at one place/one counter; to enhance the knowledge on service procedures of frontline staff; to enhance the convenient use of electronic services; and to improve the accuracy of service information.

The University has also received compliments on our overall services and the service attitude of our staff.

The units concerned had analyzed the comments received and had taken appropriate follow-up actions for continual improvement on service quality.

4. Improvement actions and suggestions

For suggestions related to **Equipment and Facility**, the University will take prompt actions for any necessary maintenance work of the public facilities. For suggestions related to **Environment**, the University will provide incoming students with directions to their respective classrooms before class time. For suggestions related to **Operation Procedure**, the University will study the feasibility of integrating and optimizing work procedures of cross-department services to improve efficiency. For suggestions related to **Service of Staff**, the University will enhance trainings provided to new frontline staff. For suggestions related to **Electronic Service**, the University will encourage users to bind UM’s physical sports facilities card to the “Macao One Account” Application, as a way to make related electronic services more convenient. As for suggestions related to **Service Information**, the University has improved the information provided on related service for greater clarity.

The University will remain open to valuable suggestions from our service users and carry out timely improvement actions to suggestions that are feasible.

5. Trend analysis on user satisfaction

Table 5A – Trend of satisfaction scoring of 2021 and 2022

Service factor	Sub-factor	2021		2022	
		Score of sub-factor	Score of service factor	Score of sub-factor	Score of service factor
Service of Staff	Initiative	4.23	4.20	4.17	4.19
	Professionalism	4.18		4.14	
	Appearance	4.18		4.20	
	Attitude	4.21		4.25	
Environment	Convenience	4.08	4.07	4.09	4.13
	Comfort	4.06		4.17	
Equipment and Facility	Hardware	4.07	4.05	4.08	4.06
	Clarity of signage	3.99		4.08	
	General facilities	4.03		4.02	
	Safety	4.13		4.09	
	Disability support	4.01		4.04	



Service factor	Sub-factor	2021		2022	
		Score of sub-factor	Score of service factor	Score of sub-factor	Score of service factor
Operation Procedure	Smoothness	3.92	4.04	3.98	4.06
	Efficiency	4.05		4.06	
	Service result	4.13		4.12	
	Fairness	4.07		4.09	
Service Information	Adequacy	4.09	4.09	4.05	4.09
	Ease of access	4.03		4.04	
	Accuracy	4.12		4.10	
	Practicality	4.09		4.11	
	Confidentiality	4.14		4.16	
Service Assurance	Comprehensiveness of performance pledge	4.10	4.03	4.10	4.09
	Clarity of performance pledge indicators	4.05		4.11	
	Satisfaction with performance pledge indicators	4.08		4.13	
	Channels for expressing opinion	3.88		4.04	
Electronic Service	Practicality	3.97	4.00	4.09	4.08
	Convenience	4.03		4.06	
	Network safety	4.03		4.13	
	Adequacy of electronic services	3.98		4.11	
	Adequacy of communication channels	4.00		4.04	
Information on Performance	Adequacy	4.04	4.04	4.04	4.03
	Transparency	4.03		4.02	
Integration of Service	Enhancement of interdepartmental service / “one-window service”	4.01	4.01	3.99	3.99



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Service factor	Sub-factor	2021		2022	
		Score of sub-factor	Score of service factor	Score of sub-factor	Score of service factor
Overall Service	Overall satisfaction level	4.07	4.07	4.09	4.09

Table 5B – Comparison of satisfaction scoring of 2021 and 2022

Service factor	2021	2022	Comparison with previous year
Service of Staff	4.20	4.19	-0.01
Environment	4.07	4.13	0.06
Equipment and Facility	4.05	4.06	0.01
Operation Procedure	4.04	4.06	0.02
Service Information	4.09	4.09	0.00
Service Assurance	4.03	4.09	0.06
Electronic Service	4.00	4.08	0.08
Information on Performance	4.04	4.03	-0.01
Integration of Service	4.01	3.99	-0.02
Overall Service	4.07	4.09	0.02

Compared with 2021, the score of **Overall Service** had slightly increased by 0.02 points in 2022. **Equipment and Facility**, **Operation Procedure**, **Environment**, **Service Assurance** and **Electronic Service** had recorded a slight increase in the range of 0.01 points to 0.08 points. While **Integration of Service**, **Service of Staff** and **Information on Performance** had recorded a minor decrease of 0.02 points and 0.01 point. Overall, the satisfaction level of our services were similar to that of 2021, having achieved a “Satisfied” level.