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The University of Macau

Public Services and Organizational Performance Review

Service User Satisfaction Survey 2023



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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 conducts 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 2023 – 31 December 2023.

Survey plan: To conduct independent user satisfaction surveys for the 15 public services of UM. The surveys target users of the 15 UM services, which include UM students, Organizations/Groups, the general public and readers. The surveys are conducted in the form of questionnaires, they cover a study on 8 service factors, including **Service of Staff, Environment Equipment and Facility, Operation Procedure, Service Information, Service Assurance, Electronic Service, Information on Performance and Integration of 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



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Table 2.1 – Distribution of valid responses by service

No.	Service	No. of valid response	Percentage
1	Application for resumption of study	27	2.36%
2	Application for withdrawal from study	4	0.35%
3	Application for deferment of study	2	0.17%
4	Application for testimonial (for postgraduate programmes)	164	14.31%
5	Application for testimonial (for bachelor's degree programmes)	140	12.22%
6	Application for transcript (for postgraduate programmes)	37	3.23%
7	Application for transcript (for bachelor's degree programmes)	72	6.28%
8	Counselling appointment request and referral	197	17.19%
9	UM Sports Facilities User Card application	37	3.23%
10	Application for indoor venue reservation	14	1.22%
11	Application for outdoor venue reservation	1	0.09%
12	Queuing up for book borrowing services	103	8.99%
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)	348	30.37%
Total:		1146	100%



2.2 Results and Analysis

Table 2.2 – Scoring of user satisfaction

General Public Services				
No. of valid response		1146 units		
Service factor	Sub-factor	Score of service factor	Score of sub-factor	Standard deviation
Service of Staff	Initiative	4.19	4.18	0.67
	Attitude		4.19	0.64
Environment, Equipment and Facility	Convenience	4.11	4.11	0.67
	Hardware and facilities		4.12	0.67
	Disability support		4.11	0.69
Operation Procedure	Efficiency	4.10	4.11	0.68
	Convenience		4.10	0.71
Service Information	Ease of access	4.11	4.09	0.71
	Accuracy		4.13	0.61
	Adequacy and practicality		4.12	0.58
Service Assurance	Comprehensiveness of performance pledge	4.16	4.14	0.66
	Satisfaction with performance pledge indicators		4.18	0.63
Electronic Service	User-friendliness	4.07	4.09	0.62
	Safety		4.08	0.57
	Coverage		4.04	0.64
Information on Performance	Adequacy	4.07	4.09	0.69
	Channels for information dissemination		4.05	0.64
Integration of Service	Optimization of interdepartmental service	4.07	4.07	0.65

Result analysis:

According to the survey results, the University scored the highest points on the two factors **Service of Staff** and **Service Assurance** at 4.19 points and 4.13 points respectively, which fell between the “Satisfied” and “Very Satisfied” range. Among all the sub-factors, Attitude has the highest score at 4.19 points under **Service of Staff**. It indicated the survey respondents felt “Satisfied” to “Very Satisfied” with the services provided by UM staff.

The service factors with lowest scores were **Electronic Service**, **Information on Performance** and **Integration of Service**, each scored 4.07 points. The level of satisfaction of the three factors fell between the “Satisfied” and “Very Satisfied” range. The sub-factor with the lowest score was Coverage under **Electronic Service**, which scored 4.04 points. The result indicated that the level of satisfaction on service procedure fell between the “Satisfied” and “Very Satisfied” range.

In general, all service factors scored between 4.07 points and 4.19 points. Summarizing the responses of service users, they were satisfied with the overall services provided by UM.

3. Analysis of the general comments received

From the 1146 valid survey forms, general comments received were mainly related to **Environment Equipment and Facility**, **Operation Procedure**, **Electronic Service**, **Service Information**, **Service of Staff** and **Integration of Service**. Most comments received include: the handling department could send an electronic document of the testimonial to the applicant; allow applicants to pay for the courses online with the Government Subsidy for Continuing Education; to improve the clarity of directional signage in campus, to lower the application fees for testimonial and transcript; to increase the acceptance of different online payment methods; to deploy more self-service kiosks; to expand the scope of online services; to improve the attitude of front-desk staff; to avoid changing of lecture rooms; speed up processing time; to provide more information related to the services and procedures.

The University has also received compliments on our overall services.

4. Improvement actions and suggestions



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The units concerned had analyzed the comments received and had taken appropriate follow-up actions:

Common Suggestions Received	Improvement Actions
The handling department could send an electronic document of the testimonial to the applicant	Will study the feasibility of delivering electronic testimonials
Lower the application fees for testimonial and transcript	The fees will be reviewed periodically, fee adjustments will be considered if necessary
Allow applicants to pay for the courses online with the Government Subsidy for Continuing Education	Will convey this suggestion to the responsible Government Bureau
Deploy more self-service kiosks	One more self-service kiosk will be put in service in 2024. The University is also actively arranging more self-service kiosks to be deployed at appropriate locations of the campus
Provide more information related to the services and procedures	Will consider utilizing more channels to publicize information about courses for continuing education, for instance, via University websites, e-mail notifications, mobile applications
Speed up processing time	Will consider further moving some service procedures online to expedite processing and approval time
Improve the clarity of directional signage in campus	Will provide more information to external course applicants about the directions to lecture rooms before the course begins
Increase acceptance of different online payment methods	Since mid of 2023, we expanded the accepted payment methods that service users have requested (ICBC e-Payment and MPay)
Expand the scope of online services	Launched an online platform in August 2023 for applicants to apply for Deferment of Study. As for the Resumption of Study, it can be applied in person at the University Registry or via e-mail.



The University will remain open to valuable suggestions from our service users and will implement improvement actions for suggestions that are considered feasible.

5. Trend analysis on user satisfaction

Table 5A – Trend of satisfaction scoring from 2021 to 2023

Service Factor	Sub-factor	2021		2022		2023 ¹	
		Score of sub-factor	Score of service factor	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	4.18	4.19
	Professionalism	4.18		4.14		--	
	Appearance	4.18		4.20		--	
	Attitude	4.21		4.25		4.19	
Environment, Equipment and Facility	Convenience	4.08	4.05 ²	4.09	4.08 ²	4.11	4.11
	Comfort	4.06		4.17		--	
	Hardware	4.07		4.08		--	
	Hardware and facilities	--		--		4.12	
	Clarity of signage	3.99		4.08		--	
	General facilities	4.03		4.02		--	
	Safety	4.13		4.09		--	
	Disability support	4.01		4.04		4.11	

¹ The Public Services and Organizational Performance Review Committee made adjustments to the mechanism for conducting user satisfaction surveys in 2022. Since 2023, the service factors of the questionnaire had been adjusted from 10 to 8 items, and the survey sub-items had been adjusted from 33 to 18 items.

² The Public Services and Organizational Performance Review Committee made adjustments to the mechanism for conducting user satisfaction surveys in 2022, the "environment" and "supporting facilities" in the original survey factors were integrated into "environment and supporting facilities." Therefore, based on the recommendations of the committee, the average scores of relevant survey factors in 2020 and 2021 had been recalculated.



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Service Factor	Sub-factor	2021		2022		2023 ¹	
		Score of sub-factor	Score of service factor	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	--	4.10
	Efficiency	4.05		4.06		4.11	
	Service result	4.13		4.12		--	
	Fairness	4.07		4.09		--	
	Convenience	--		--		4.10	
Service Information	Adequacy	4.09	4.09	4.05	4.09	--	4.11
	Ease of access	4.03		4.04		4.09	
	Accuracy	4.12		4.10		4.13	
	Practicality	4.09		4.11		--	
	Adequacy and practicality	--		--		4.12	
	Confidentiality	4.14		4.16		--	
Service Assurance	Comprehensiveness of performance pledge	4.10	4.03	4.10	4.10	4.14	4.16
	Clarity of performance pledge indicators	4.05		4.11		--	
	Satisfaction with performance pledge indicators	4.08		4.13		4.18	
	Channels for expressing opinion	3.88		4.04		--	
Electronic Service	Practicality	3.97	4.00	4.09	4.09	--	4.07
	Convenience	4.03		4.06		--	
	User-friendliness	--		--		4.09	
	Safety	4.03		4.13		4.08	
	Adequacy of electronic services	3.98		4.11		--	
	Adequacy of communication channels	4.00		4.04		--	
	Coverage	--		--		4.04	



Service Factor	Sub-factor	2021		2022		2023 ¹	
		Score of sub-factor	Score of service factor	Score of sub-factor	Score of service factor	Score of sub-factor	Score of service factor
Information on Performance	Adequacy	4.04	4.04	4.04	4.03	4.09	4.07
	Channels for information dissemination	4.03		4.02		4.05	
Integration of Service	Optimization of interdepartmental service	4.01	4.01	3.99	3.99	4.07	4.07
Overall Service	Overall satisfaction level	4.07	4.07	4.09	4.09	--	--

Table 5B – Comparison of satisfaction scoring from 2021 to 2023

Service Factor	2021	2022	2023	Comparison with previous year
Service of Staff	4.20	4.19	4.19	0.00
Environment, Equipment and Facility	4.05 ³	4.08 ³	4.11	0.03
Operation Procedure	4.04	4.06	4.10	0.04
Service Information	4.09	4.09	4.11	0.02
Service Assurance	4.03	4.10	4.16	0.07
Electronic Service	4.00	4.09	4.07	-0.01
Information on Performance	4.04	4.03	4.07	0.04

³ The Public Services and Organizational Performance Review Committee made adjustments to the mechanism for conducting user satisfaction surveys in 2022, the "environment" and "supporting facilities" in the original survey factors were integrated into "environment and supporting facilities." Therefore, based on the recommendations of the committee, the average scores of relevant survey factors in 2020 and 2021 had been recalculated.



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Service Factor	2021	2022	2023	Comparison with previous year
Integration of Service	4.01	3.99	4.07	0.08
Overall Service	4.07	4.09	--	--

Compared with 2022, the overall satisfaction level had slightly increased in 2023. **Environment Equipment and Facility, Operation Procedure, Service Information, Service Assurance, Information on Performance and Integration of Service** had recorded a slight increase in the range of 0.02 points to 0.08 points. **Service of Staff** had the same score as in 2022 while **Electronic Service** had recorded a minor decrease of 0.01 point. Overall, the quality of UM services was at a “Satisfied” level.