



The University of Macau

Public Services and Organizational Performance Review

Service User Satisfaction Survey 2024



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 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 2024 – 31 December 2024.

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

Table 2.1 – Distribution of valid responses by service

No.	Service	No. of valid response	Percentage
1	Application for resumption of study	9	1.04%
2	Application for withdrawal from study	4	0.46%
3	Application for deferment of study	9	1.04%
4	Application for testimonial (for postgraduate programmes)	61	7.03%
5	Application for testimonial (for bachelor's degree programmes)	111	12.79%
6	Application for transcript (for postgraduate programmes)	31	3.57%
7	Application for transcript (for bachelor's degree programmes)	74	8.53%
8	Counselling appointment request and referral	206	23.73%
9	UM Sports Facilities User Card application	40	4.61%
10	Application for indoor venue reservation	10	1.15%
11	Application for outdoor venue reservation	1	0.12%
12	Queuing up for book borrowing services	81	9.33%
13	Handling of “Library Item Lost” Procedure	0	0.00%
14	Application for library orientation	3	0.35%
15	Course application (Centre for Continuing Education, University of Macau)	228	26.27%
Total:		868	100%

2.2 Results and Analysis

Table 2.2 – Scoring of user satisfaction

General Public Services				
No. of valid response		868 units		
Service factor	Sub-factor	Score of service factor	Score of sub-factor	Standard deviation
Service of Staff	Initiative	4.21	4.15	0.73
	Attitude		4.27	0.66
Environment, Equipment and Facility	Convenience	4.10	4.06	0.79
	Hardware and facilities		4.11	0.76
	Disability support		4.13	0.70
Operation Procedure	Efficiency	4.16	4.15	0.77
	Convenience		4.18	0.77
Service Information	Ease of access	4.14	4.09	0.74
	Accuracy		4.18	0.67
	Adequacy and practicality		4.15	0.68
Service Assurance	Comprehensiveness of performance pledge	4.18	4.17	0.73
	Satisfaction with performance pledge indicators		4.19	0.70
Electronic Service	User-friendliness	4.17	4.20	0.75
	Safety		4.16	0.73
	Coverage		4.15	0.70
Information on Performance	Adequacy	4.04	4.04	0.66
	Channels for information dissemination		4.05	0.71
Integration of Service	Optimization of interdepartmental service	4.02	4.02	0.69

Result analysis:

According to the survey results, the University scored the highest point on **Service of Staff** at 4.21 points, which fell between the “Satisfied” and “Very Satisfied” range. Among all the sub-factors, Attitude under **Service of Staff** has the highest score at 4.27 points. It indicated the survey respondents felt “Satisfied” to “Very Satisfied” with the services provided by UM staff.

The service factor with the lowest score was **Integration of Service** at 4.02 points. The level of satisfaction fell between the “Satisfied” and “Very Satisfied” range. The sub-factor with the lowest score was optimization of interdepartmental service under **Integration of Service**, which scored 4.02 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 had scored between 4.02 points and 4.21 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 868 valid survey forms, general comments received were mainly related to **Environment Equipment and Facility, Electronic Service, Operation Procedure, Integration of Service** and **Service Information**. Most comments received include: allow course registration through the “Macao One Account” and using funds from the Continuing Education Development Plan without the need for in-person application; enhance and update teaching equipment (e.g., computers); improve restroom hygiene and replace toilet seats; introduce a wider variety of merchants and dining options to meet students' needs; improve service efficiency; install more self-service kiosks; provide electronic transcripts; offer free parking; share information of new courses timely; simplify online services; reduce the fee for application for testimonial; and introduce electronic versions of academic certificates.

The University has also received compliments on our overall services.

4. Improvement actions and suggestions

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

Common Suggestions Received	Improvement Actions
Allow course registration through the “Macao One Account” and using funds from the Continuing Education Development Plan without the need for in-person application	The request will be conveyed to the concerned government department regarding the simplification of registration procedures for courses funded by the Continuing Education Development Plan and the integration of course registration feature in the "Macao One Account"
Enhance and update teaching equipment (e.g., computers)	The request will be conveyed to the internal departments responsible for environmental issues and facilities
Improve restroom hygiene and replace toilet seats	The request will be conveyed to the internal departments responsible for environmental issues and facilities. Furthermore, any necessary repairs to public facilities in campus will be promptly reported to the relevant departments
Introduce a wider variety of merchants and dining options to meet students' needs	The request will be conveyed to the internal departments responsible for environmental issues and facilities
Improve service efficiency	Continue to simplify application procedures, optimize workflows, and provide more electronic services to deliver higher-quality services to users
Install more self-service kiosks	In addition to the self-service kiosk installed in E4 Lau Siu Wing Building, the university has installed another self-service kiosk in N22 Research and Development Building in 2024, allowing users to print documents themselves
Provide electronic transcripts	Continue to simplify application procedures, optimize workflows, and

Common Suggestions Received	Improvement Actions
	provide more electronic services to deliver higher-quality services to users
Offer free parking	The request will be conveyed to the internal departments responsible for environmental issues and facilities
Share information of new courses timely	Additional promotional channels have been provided to better inform the public about the University's continuing education courses, such as the University website, the Macao Daily News, and mobile applications
Simplify online services	Will review whether the online registration process can be further simplified
Reduce the fee for application for testimonial	Will review the current fees
Introduce electronic versions of academic certificates	Will explore the feasibility of issuing electronic versions of academic certificates

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 2022 to 2024

Service Factor	Sub-factor	2022		2023 ¹		2024	
		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	4.17	4.19	4.18	4.19	4.15	4.21
	Professionalism	4.14		--		--	

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.



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Service Factor	Sub-factor	2022		2023 ¹		2024	
		Score of sub-factor	Score of service factor	Score of sub-factor	Score of service factor	Score of sub-factor	Score of service factor
	Appearance	4.20		--		--	
	Attitude	4.25		4.19		4.27	
Environment, Equipment and Facility	Convenience	4.09	4.08	4.11	4.11	4.06	4.10
	Comfort	4.17		--		--	
	Hardware	4.08		--		--	
	Hardware and facilities	--		4.12		4.11	
	Clarity of signage	4.08		--		--	
	General facilities	4.02		--		--	
	Safety	4.09		--		--	
	Disability support	4.04		4.11		4.13	
Operation Procedure	Smoothness	3.98	4.06	--	4.10	--	4.16
	Efficiency	4.06		4.11		4.15	
	Service result	4.12		--		--	
	Fairness	4.09		--		--	
	Convenience	--		4.10		4.18	
Service Information	Adequacy	4.05	4.09	--	4.11	--	4.14
	Ease of access	4.04		4.09		4.09	
	Accuracy	4.10		4.13		4.18	
	Practicality	4.11		--		--	
	Adequacy and practicality	--		4.12		4.15	
	Confidentiality	4.16		--		--	
Service Assurance	Comprehensiveness of performance pledge	4.10	4.10	4.14	4.16	4.17	4.18
	Clarity of performance pledge indicators	4.11		--		--	
	Satisfaction with performance pledge indicators	4.13		4.18		4.19	

Service Factor	Sub-factor	2022		2023 ¹		2024	
		Score of sub-factor	Score of service factor	Score of sub-factor	Score of service factor	Score of sub-factor	Score of service factor
	Channels for expressing opinion	4.04		--		--	
Electronic Service	Practicality	4.09	4.09	--	4.07	--	4.17
	Convenience	4.06		--		--	
	User-friendliness	--		4.09		4.20	
	Safety	4.13		4.08		4.16	
	Adequacy of electronic services	4.11		--		--	
	Adequacy of communication channels	4.04		--		--	
	Coverage	--		4.04		4.15	
Information on Performance	Adequacy	4.04	4.03	4.09	4.07	4.04	4.04
	Channels for information dissemination	4.02		4.05		4.05	
Integration of Service	Optimization of interdepartmental service	3.99	3.99	4.07	4.07	4.02	4.02
Overall Service	Overall satisfaction level	4.09	4.09	--	--	--	--

Table 5B – Comparison of satisfaction scoring from 2022 to 2024

Service Factor	2022	2023	2024	Comparison with previous year
Service of Staff	4.19	4.19	4.21	0.02
Environment, Equipment and Facility	4.08	4.11	4.10	-0.01
Operation Procedure	4.06	4.10	4.16	0.06

Service Factor	2022	2023	2024	Comparison with previous year
Service Information	4.09	4.11	4.14	0.03
Service Assurance	4.10	4.16	4.18	0.02
Electronic Service	4.09	4.07	4.17	0.10
Information on Performance	4.03	4.07	4.04	-0.03
Integration of Service	3.99	4.07	4.02	-0.05
Overall Service	4.09	--	--	--

Compared with 2023, the overall satisfaction level had slightly increased in 2024. **Electronic Service, Operation Procedure, Service Information, Service Assurance and Service of Staff** had recorded a slight increase in the range of 0.02 to 0.10 points. **Integration of Service, Information on Performance and Environment, Equipment and Facility** had recorded a minor decrease in the range of 0.05 to 0.01 points. Overall, the quality of UM services was at a “Satisfied” level.