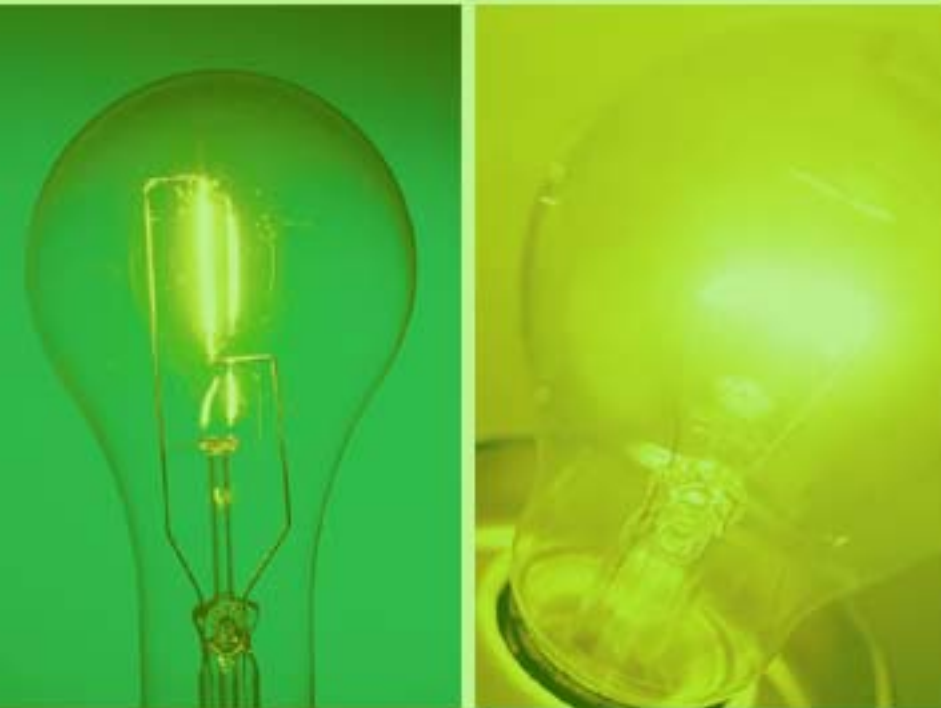


# UM User Satisfaction Survey 2009 Survey Results



**Dr. Angus Cheong**  
**Oct 06, 2009**

The top-left corner of the slide features a vertical strip with two images: a glowing yellow lightbulb on the left and a glowing yellow orb on the right. The rest of the top banner is a solid light green color.

# Objectives

- The University of Macau conducted bi-annual user satisfaction surveys in order to collect opinions about the facilities and services provided by various administrative units from the entire University community.
- Identifying the problems, weakness, strength and importance in these services will help the University management to set a direction for future development and to provide better services for the University community.



# Research Questions

1. How much are the respondents satisfied with the overall performance by the administrative units?
2. How do the respondents rate the performance by each of the administrative unit?
3. What are the concerns by the respondents?
4. What are the users' suggestions to or opinions about the services?
5. How does the users' satisfaction change over times?

A decorative header image on the left side of the slide, featuring a glowing lightbulb and a glass filled with a golden liquid, possibly beer, set against a green background.

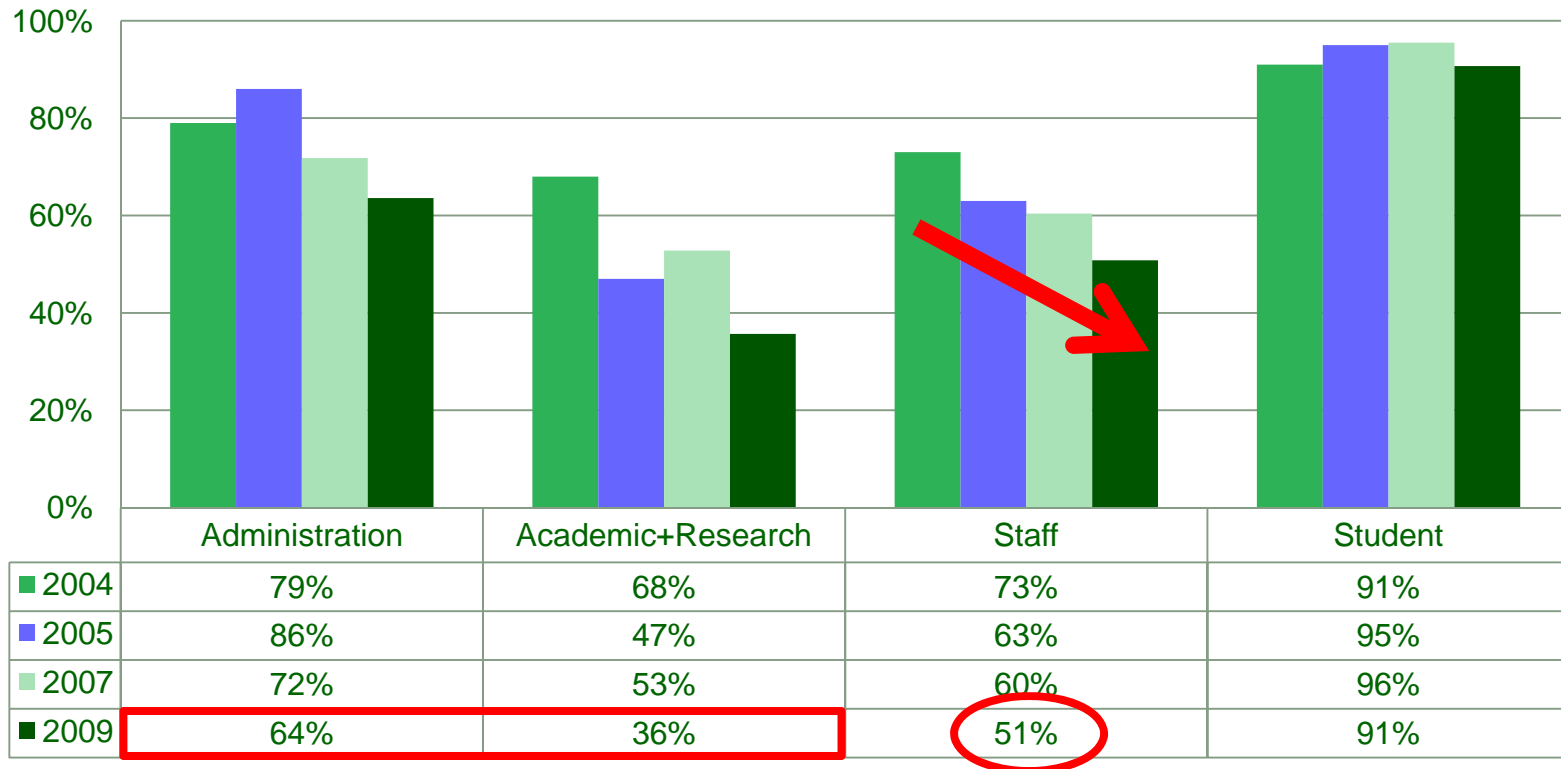
# Survey Methodology

- The 2009 survey adopted three kinds of data collection methods: Online survey, paper-pencil, and CATI.

<b>Staff</b>	<b>Students</b>
Online survey and supplemented by paper-pencil questionnaire	CATI (Computer-assisted telephone interviewing)
Conducted between April 27 and June 21, 2009	Conducted between April 27 and April 30, 2009

# Return/Response Rate

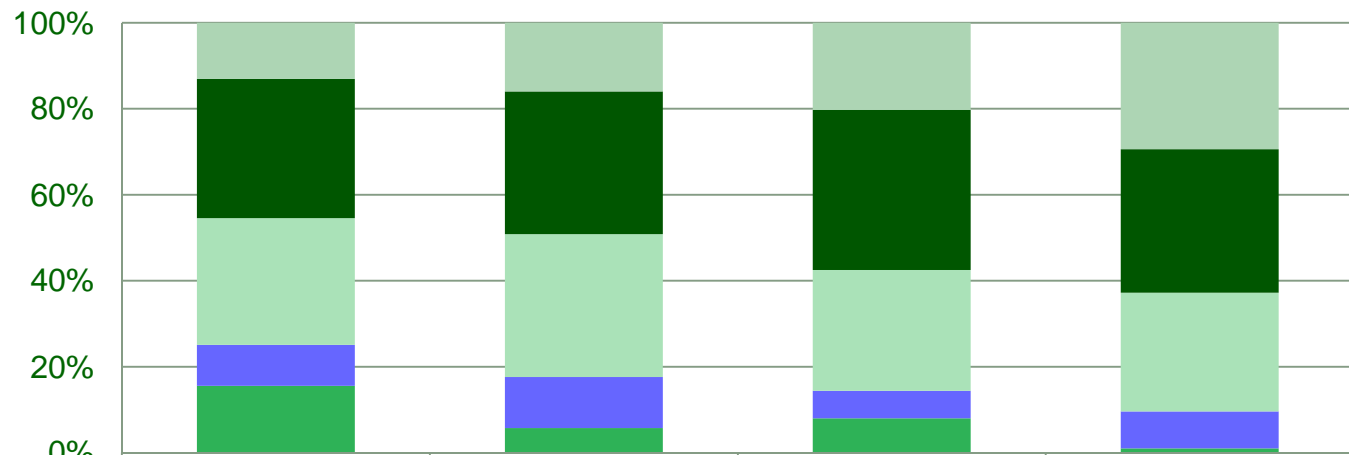
## Return/Response Rate



- Higher rate for administrative staff (64%), but rather low for academic staff (36%)
- Response rate for staff is getting lower and lower . Sampling error:  $\pm 3.21\%$
- Response rate for student is very high (91%). Sampling error:  $\pm 3.8\%$
- Response rates for different groups dropped this year

# Student Sample

## How often do you browse UM homepages?

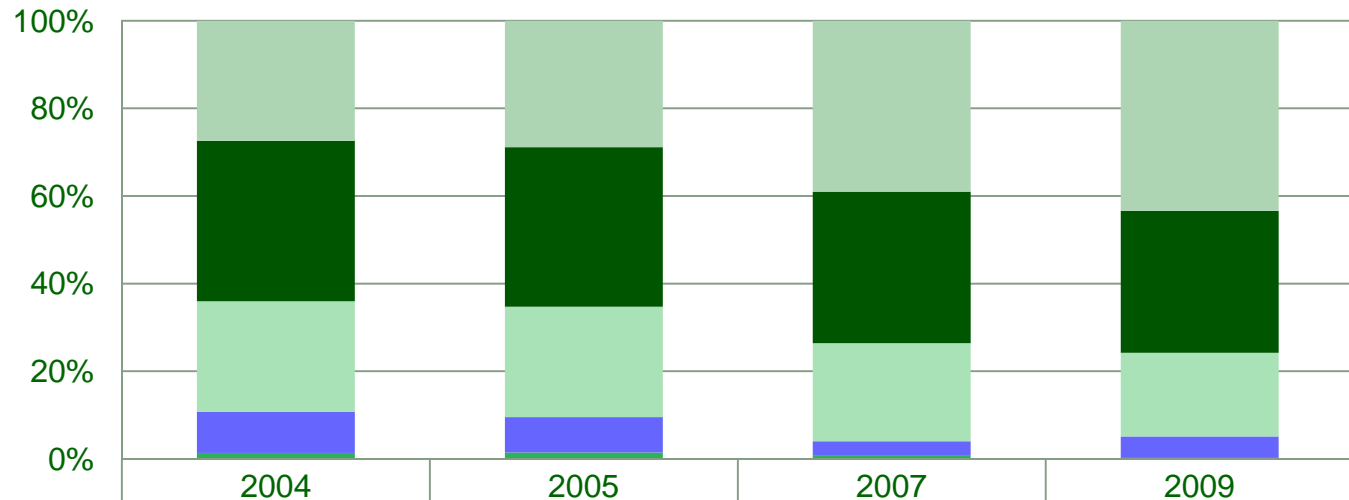


	2004	2005	2007	2009
Every day	13.1	16.0	20.3	29.4
Several times a week	32.4	33.2	37.2	33.4
Several times a month	29.5	33.2	28.1	27.6
Several times a year	9.5	11.9	6.4	8.6
Never	15.6	5.7	8	1

- Less students NEVER browse UM homepages
- More and more students browse them everyday
- More than half of students (62.8%) browse at least several times a week

# Staff Sample

## How often do you browse UM homepages?



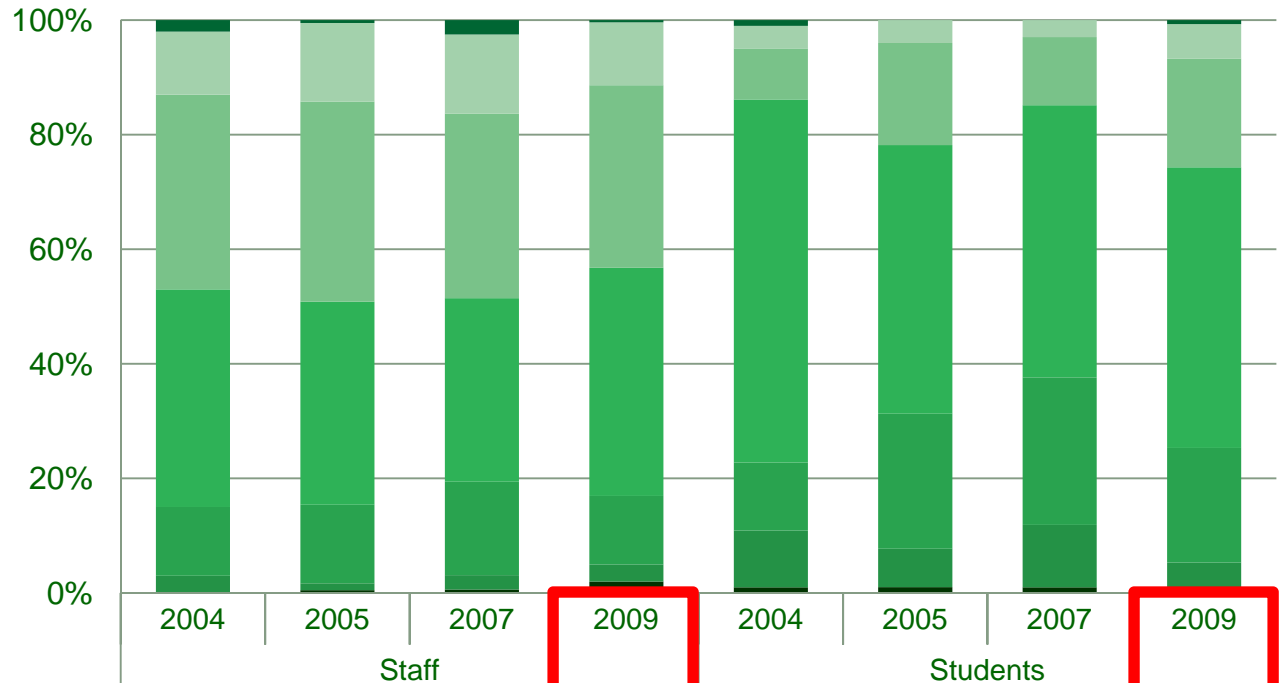
	2004	2005	2007	2009
Every day	27.4	28.9	39.0	43.4
Several times a week	36.6	36.4	34.6	32.4
Several times a month	25.2	25.2	22.4	19.1
Several times a year	9.4	8.1	3.3	4.9
Never	1.3	1.5	0.7	0.2

- More and more staffs browse them everyday
- More than 75% browse UM homepages at least several times a week

# Service Expectations

## Service Expectations (Staff and Students)

- For staff, no difference of the expectations every year, more than 80% of staff claim that services meet or exceed their expectations
- For students, almost three-quarters of them claim that services meet or exceed their expectations

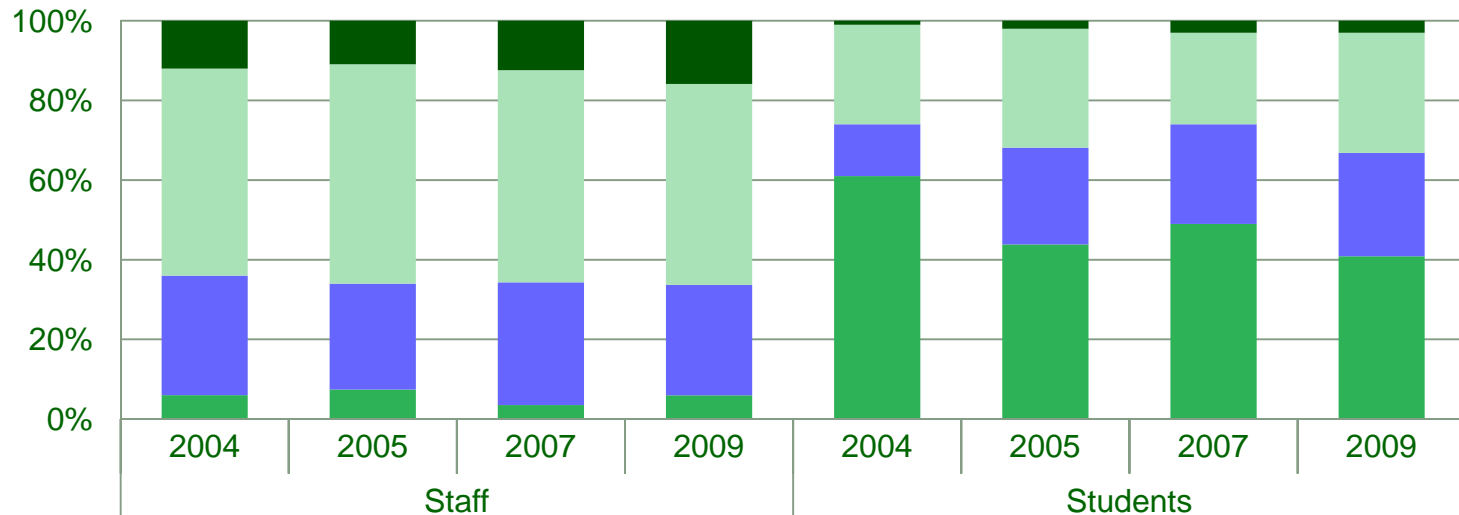


	Staff				Students			
	2004	2005	2007	2009	2004	2005	2007	2009
■ Completely Exceed Expectations (+3)	2%	1%	3%	0.4%	1%		0%	0.7%
■ Somewhat Exceed Expectations (+2)	11%	14%	14%	11%	4%	4%	3%	6%
■ Slightly Exceed Expectations (+1)	34%	35%	32%	32%	9%	18%	12%	19%
■ Exactly Meet Expectations (0)	38%	35%	32%	40%	64%	47%	48%	49%
■ Slightly Fall Short of Expectation (-1)	12%	14%	16%	12%	12%	24%	26%	20%
■ Somewhat Fall Short of Expectation (-2)	3%	1%	3%	3%	10%	7%	11%	5%
■ Completely Fall Short of Expectation (-3)	0.0%	0%	1%	2%	1%	1%	1%	0.3%



# Service Recommendation

**Recommendation of Administrative Services to Others  
(Staff and Students)**



■ Always	12%	11%	12%	16%	1%	2%	3%	3%
■ Sometimes	52%	55%	53%	51%	25%	30%	23%	30%
■ Seldom	30%	27%	31%	28%	13%	24%	25%	26%
■ Never	6%	7%	4%	6%	61%	44%	49%	41%

- For staff, no significant difference in four years, nearly 70% claim that they sometimes or always make recommendation, more always so than last time.
- For students, 33% always or sometimes make recommendation, more sometimes so than last time.

# Overall performance of Administrative Units is improving

## Overall Performance of Administrative Units is improving

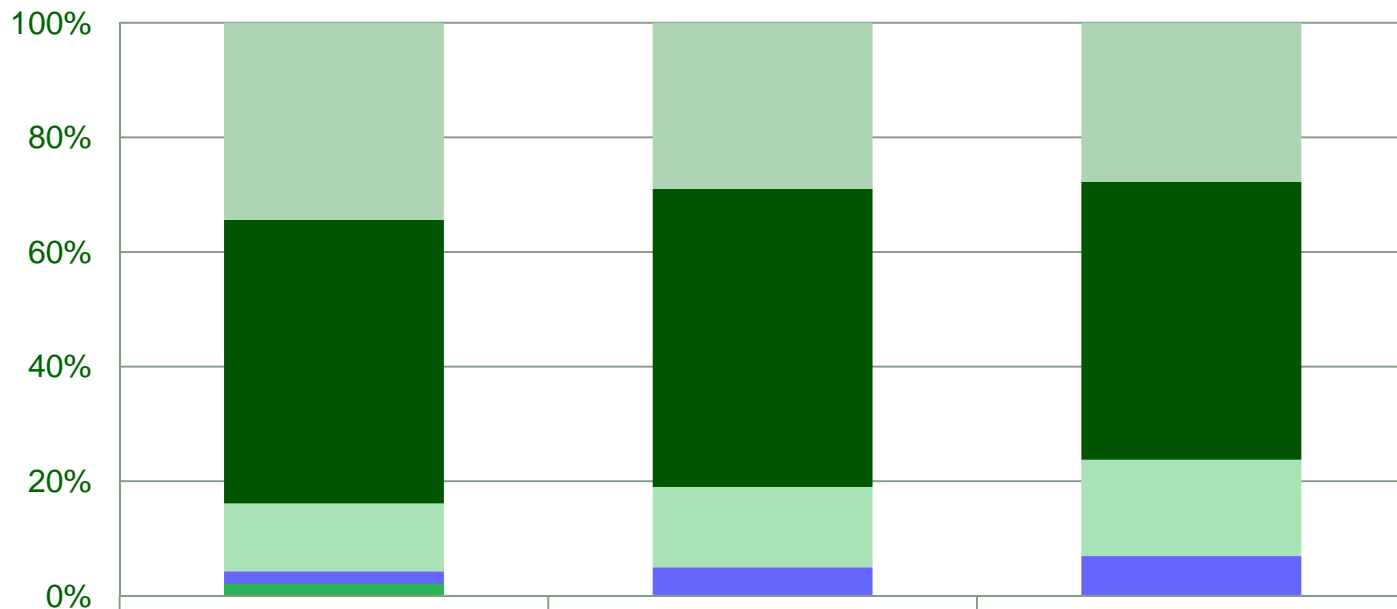


Strongly agree	17%	15%	16%	10%	1%	2%	2%	3%
Agree	63%	65%	62%	67%	69%	47%	43%	43%
Neutral	18%	16%	18%	20%	17%	40%	43%	45%
Disagree	2%	2%	4%	3%	13%	10%	11%	8%
Strongly disagree	0.2%	1%	0.2%	0.4%	1%	2%	1%	1%

- For staff, 77% of staff agree or strongly agree that the overall performance of administrative units is improving, less strongly agree so than last time.
- For students, 46% agree or strongly agree, no change as last time.

# Overall Performance of FGO is improving by staff

Overall performance of the FGO is improving

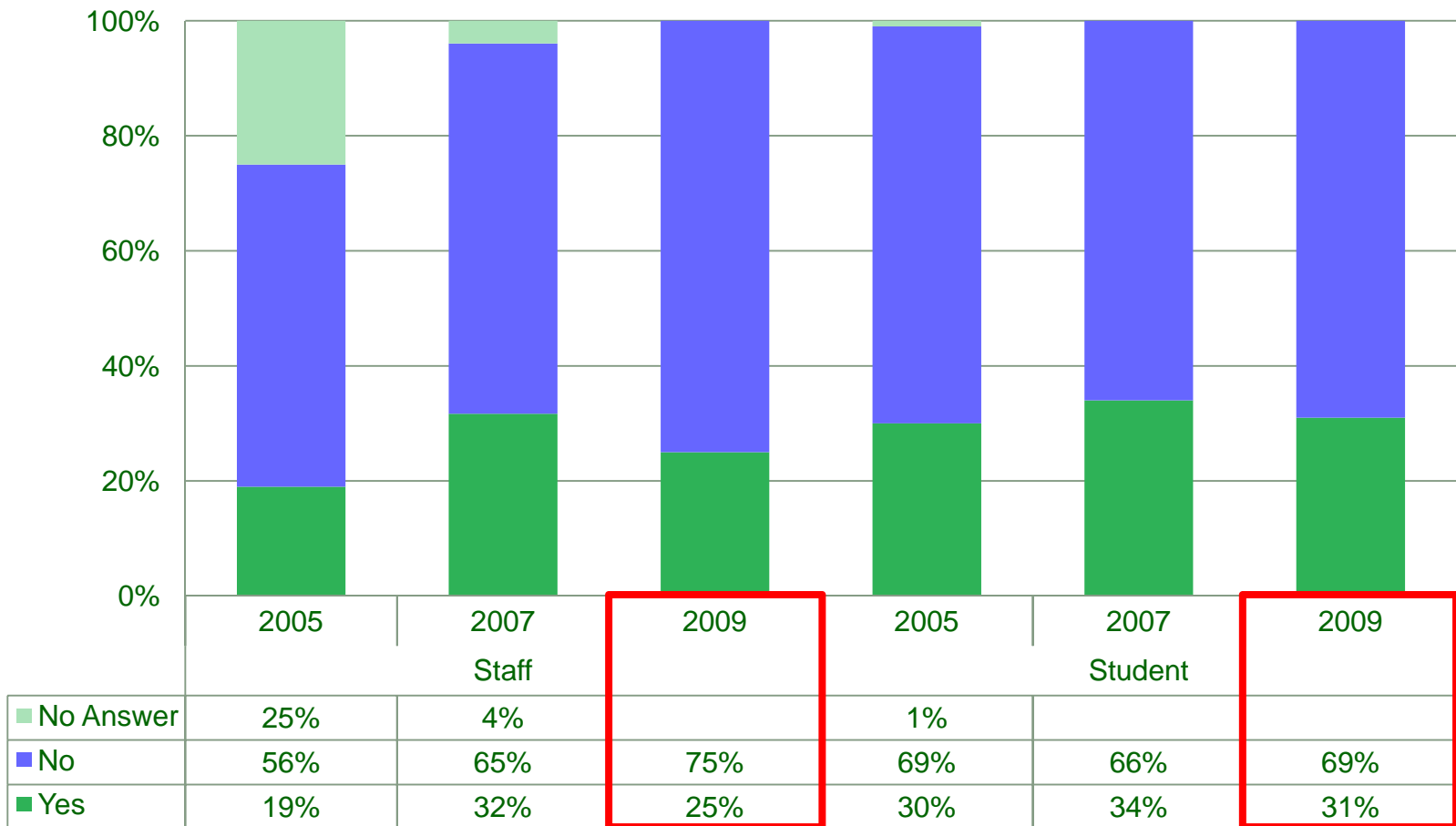


	2005	2007	2009
Strongly agree	32%	29%	28%
Agree	46%	52%	49%
Neutral	11%	14%	17%
Disagree	2%	5%	7%
Strongly disagree	2%	0%	0%

- For staff, 77% of staff agree or strongly agree that the overall performance of faculty offices is improving, 4 pct point less than last time.

# Problems Experienced

Problems Experienced

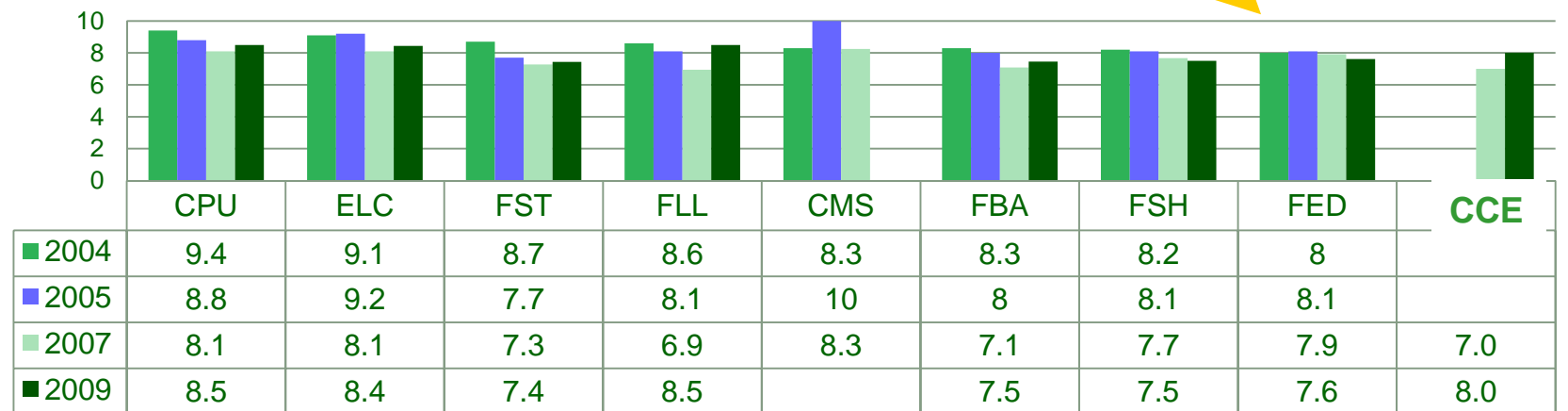
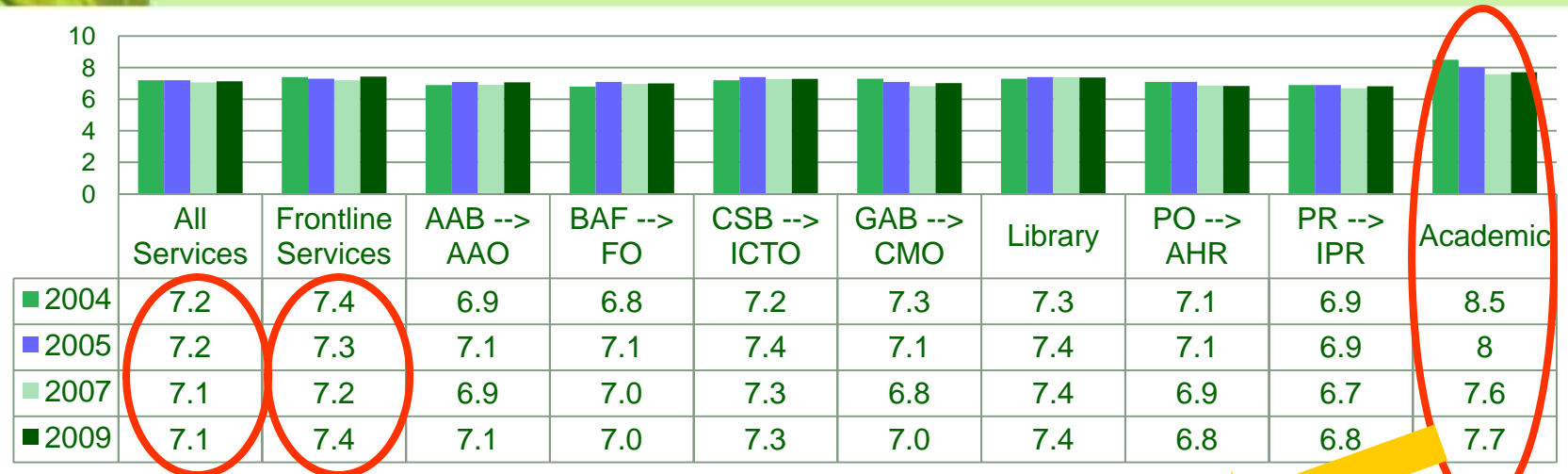


- For staff, 25% answered they had met problems in the past year, a drop of 7 pct point as last time
- For students, 31% answered YES, a drop of 3 pct point as last time.

# What Problems Experienced

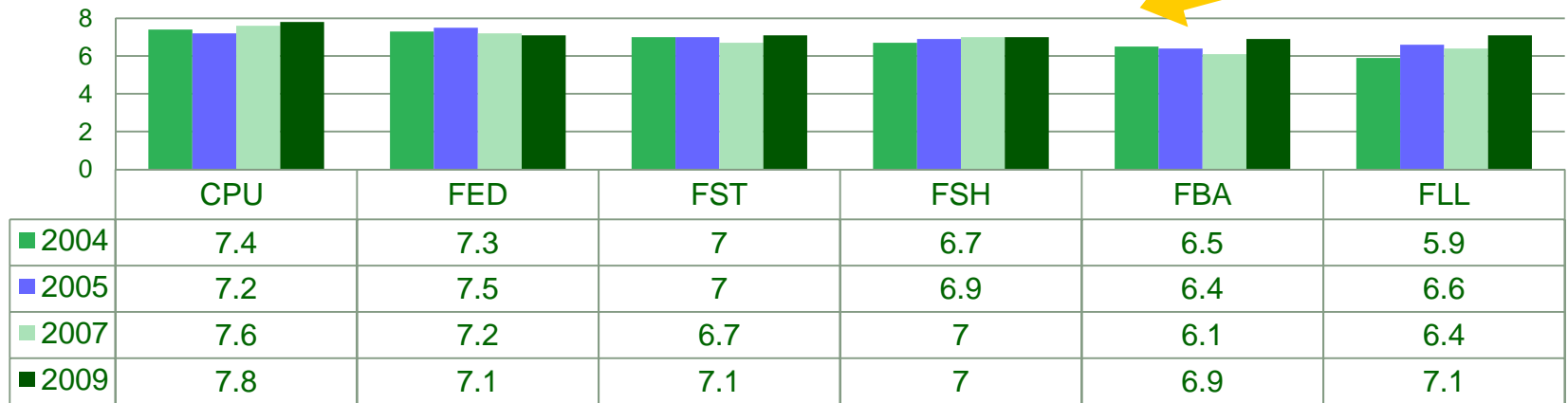
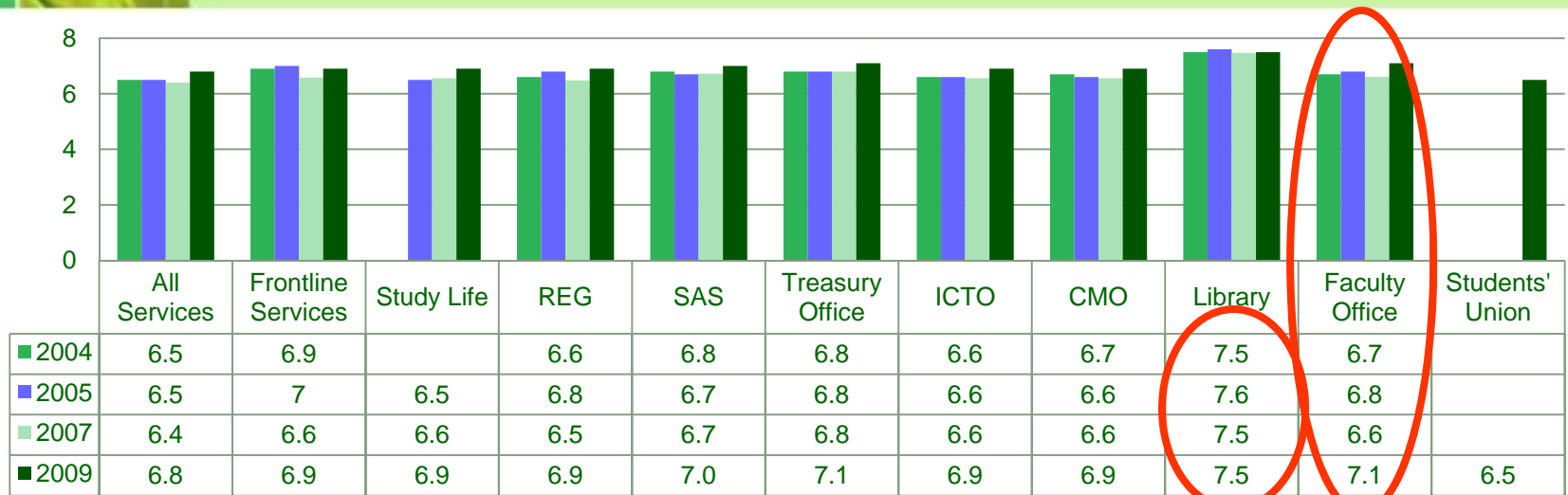
員工樣本 Staff		學生樣本 Students	
項目	次數	項目	次數
教學設備 Teaching facilities	10	電腦/電腦室 Computer rooms and computers	26
預約服務 Booking	8	圖書館 Library	21
採購服務 Purchasing	6	選科問題 Enrollment	20
改善冷氣系統 Air-conditioning	5	影印機 Photocopying	14
電腦/網絡服務（軟硬件） Computer support/ Networking	4	註冊處 Registry	10
人力資源問題 HR	3	電子錢包 e-purse	8
泊車問題 Car parking	3	手續程序 Procedures	8
洗手間設施/衛生 Cleaning /Hygiene	3	指引程序 Instructions	7
不知應找哪個部門員工幫助問題 Do not know which department should be asked	2	職員回應能力 Response ability	5
改善場地問題 Environment Condition	2	餐廳 Canteen	5
前線服務 Frontline Services	2	學院辦公室 Faculty Office	5
.....		.....	

# Satisfaction Ratings (by staff)



- No significant differences for administrative and academic units between last two years

# Satisfaction Ratings (by students)



- No significant differences for all units or faculties between last two years

# Performance of Faculty/ Academic Units (by students)



A small increase of rating between 2007 and 2009

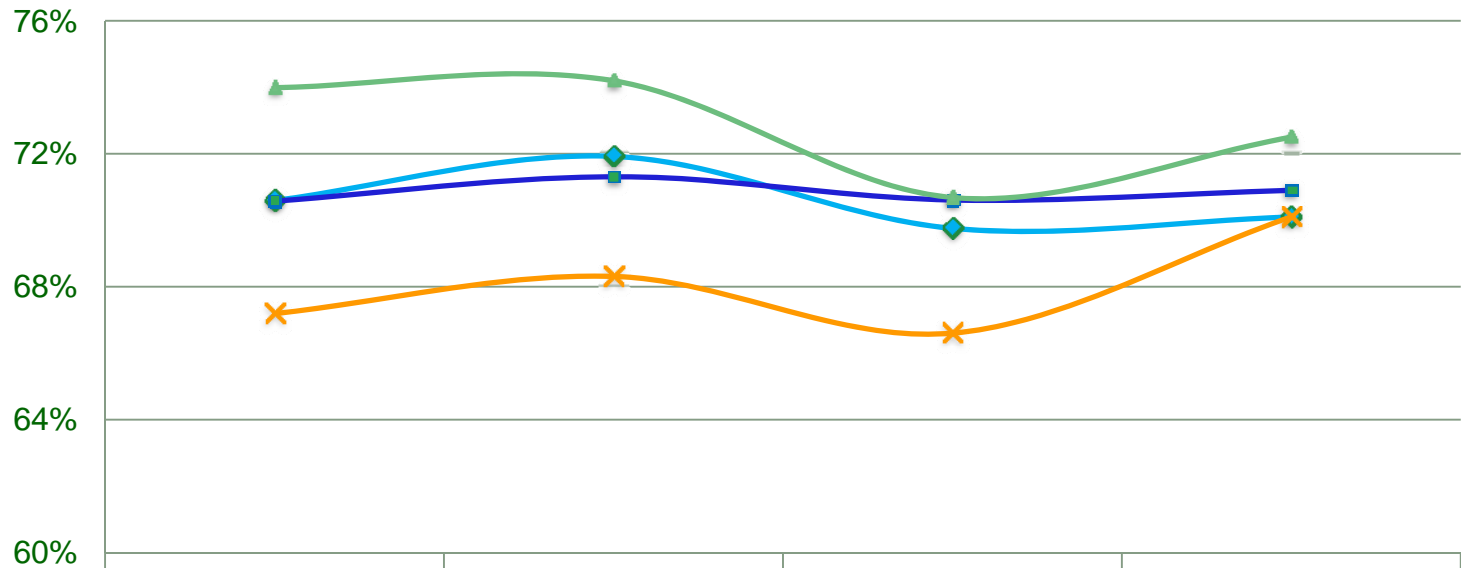


# Service item(s) need(s) to be improved

員工樣本 Staff		學生樣本 Students	
項目	次數	項目	次數
Cleaning	23.4%	Computer room	71.0%
Procurement	22.3%	Library service	61.7%
Maintenance	17.3%	Canteen service	22.9%
Computer support	16.2%	Sports complex venue rental	19.1%
Paying Procedures	14.9%	E-purse value adding	6.8%
Campus Health care service	14.9%	Student dormitory	4.1%
Library Services	11.0%	Payment procedures	2.0%
Car booking	10.6%	Cleaning	1.8%
Media Service	10.1%	Student counseling	1.8%
Sports Venue booking	9.2%	Laundry	1.5%
Souvenir requisition	9.0%	Event/ Seminar organizing and supporting service	1.3%
.....		.....	

# Customer Satisfaction Index, CSI

## UM CSIs in 2004, 2005, 2007 and 2009



	2004	2005	2007	2009
◆ AllStaff	70.6%	71.9%	69.8%	70.1%
■ AdminStaff	70.6%	71.3%	70.6%	70.9%
▲ AcademicStaff	74.0%	74.2%	70.7%	72.5%
✕ Student	67.2%	68.3%	66.6%	70.1%

- The overall CSI of staff is 70.1% in 2009
- There is a moderate increase from 2007 to 2009 in all groups of users



# Concluding Remarks

- First, the **response rate for the students sample was very high** so that the generalization of the results looks sounding.
- However, even though the overall return rate was slightly satisfactory for the staff sample, cautious interpretation should be made when looking at the results because the return rate of the academic units was very low.



# Concluding Remarks

- Second, the constructed overall Customer Satisfaction Indexes (CSI) are **70.6%, 71.9%, 69.8% and 70.1%** in 2004, 2005, 2007 and 2009 respectively, indicating a small fluctuating pattern.
- Taking the CSI, overall satisfaction scores and specific figures of some units into consideration in the last four year surveys, the satisfaction level tends to be getting **stable for staff** and **higher for students**.
- Third, it was found that **AHR** is the most important factor that contributes to the CSI while IPR and AAO are the two least important factors in the staff sample.
- In the student sample, **ICTO, SAS and REG** are the three most important areas that contribute to the CSI while library is the least important factor.



# Concluding Remarks

- Fourth, special attention should be paid to the findings that about **one-fourth of respondents in staff sample** and **one-third of student sample** replied that they encountered a service problem in the past year.
- These problems mainly are **classroom facilities, venue booking, procurement, air conditioning system, computer networking, car-parking for the staff, whereas computer rooms/computers, library, and enrollment for students.**

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# Concluding Remarks

- Finally, services like cleaning, procurement, maintenance, computer support, and paying procedures/campus health care service are the top five that are suggested be improved by staff.
- Computer room service, library service, canteen service, sports complex venue rental service and E-purse value adding service are the most frequently mentioned services that need to be improved by students.



Q & A