



UM User Satisfaction Survey 2011 Survey Results

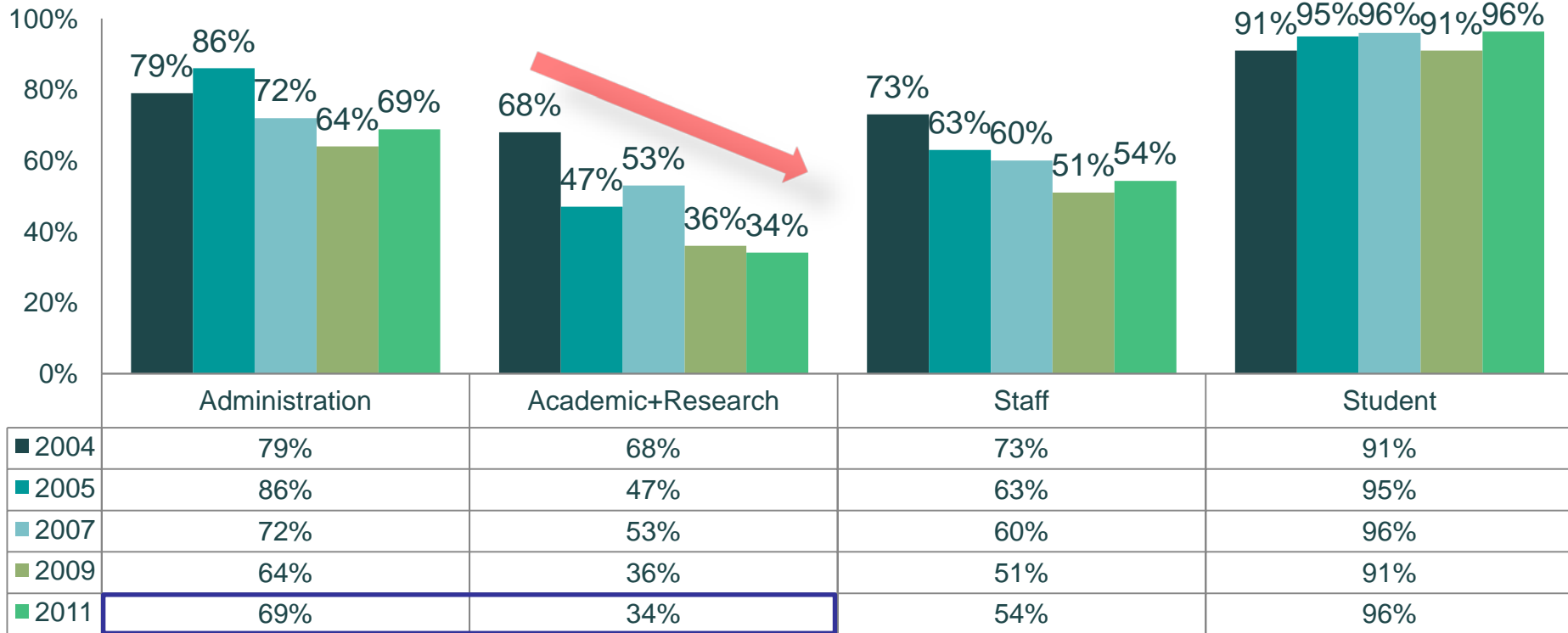


Dr. Angus Cheong
eRS e-Research & Solutions (Macau)
August 23, 2011

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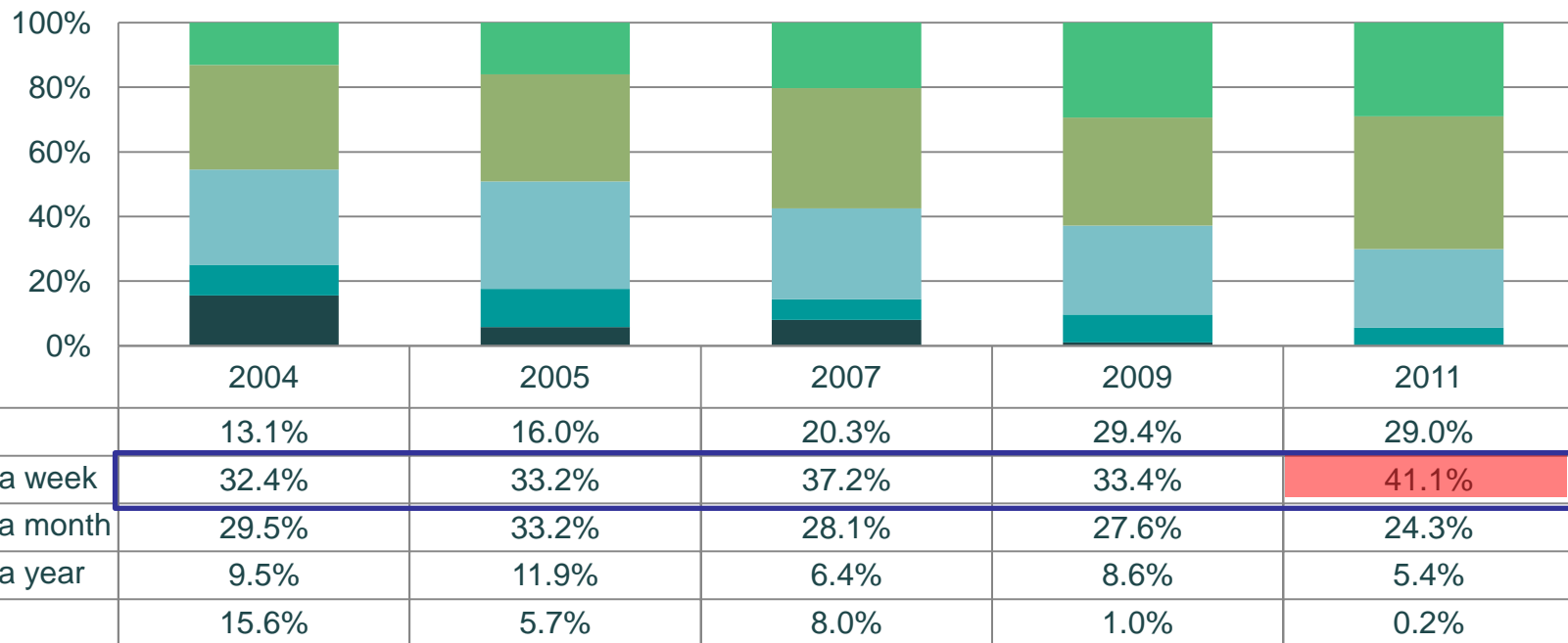
Return/Response Rate



- High return rate for administrative staff (69%), but rather low for academic staff (34%).
- Except academic/research staff , response rate got a little rise in this year.
- Response rate for student is very high (96%).

UM Homepage Visiting Frequency Student Sample

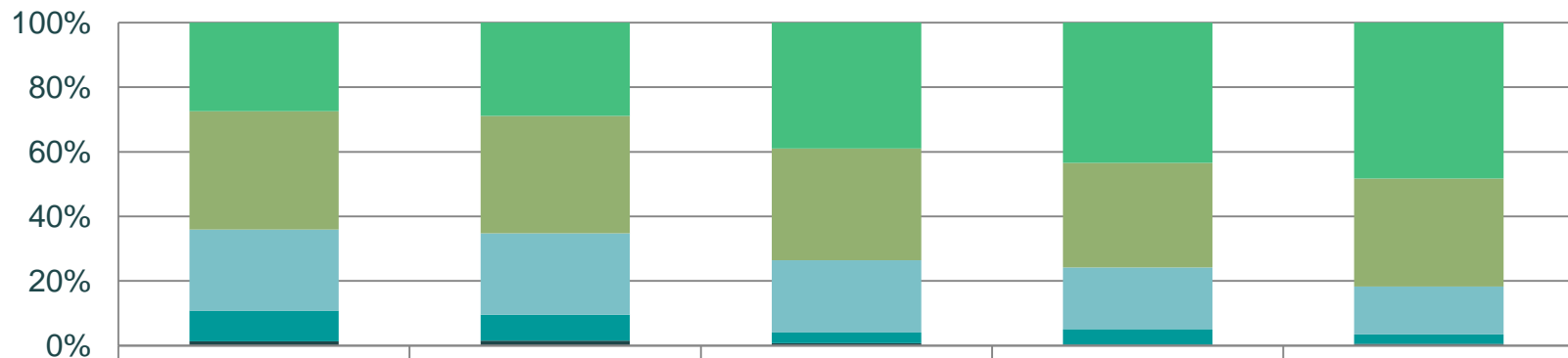
How often do you browse UM homepage?



- Few of students NEVER browse UM homepage.
- Most students (41.1%) browse UM homepage several times a WEEK.

UM Homepage Visiting Frequency Staff Sample

How often do you browse UM homepage?



	2004	2005	2007	2009	2011
Every day	27.4%	28.9%	39.0%	43.4%	48.3%
Several times a week	36.6%	36.4%	34.6%	32.4%	33.4%
Several times a month	25.2%	25.2%	22.4%	19.1%	14.9%
Several times a year	9.4%	8.1%	3.3%	4.9%	2.9%
Never	1.3%	1.5%	0.7%	0.2%	0.6%

- Almost half of the staff (48.3%) browse UM homepage EVERYDAY and the percentage of this group has been increasing since year 2004.
- More than 80% of the staff browse UM homepage at least several times a WEEK.
- In contrast, the frequency of staff browse UM homepage everyday is always higher than students.

Service Expectations

(Staff & Student sample)

Service Expectations

Please indicate whether our services fall short of, exactly meet, or exceed your expectations.

- For staff, no difference of the expectations every year, more than 80% of the staff claim that services meet or exceed their expectations (82.8%).
- For students, almost 80% of them consider the services meet or exceed their expectations (77.5%).



	2004	2005	2007	2009	2011	2004	2005	2007	2009	2011
	Staff					Students				
■ Completely Exceed Expectations(+3)	2.0%	0.5%	2.5%	0.4%	1.5%	1.0%	0.0%	0.0%	0.7%	2.1%
■ Somewhat Exceed Expectations (+2)	11.0%	13.7%	13.8%	11.0%	12.3%	4.0%	4.0%	3.0%	6.0%	9.6%
■ Slightly Exceed Expectations (+1)	34.0%	34.9%	32.2%	32.0%	33.2%	9.0%	17.8%	12.0%	19.0%	22.8%
■ Exactly Meet Expectations (0)	38.0%	35.4%	32.0%	40.0%	35.8%	64.0%	46.9%	48.0%	49.0%	43.0%
■ Slightly Fall Short of Expectation (-1)	12.0%	13.7%	16.3%	12.0%	11.7%	12.0%	23.6%	26.0%	20.0%	16.4%
■ Somewhat Fall Short of Expectation (-2)	3.0%	1.2%	2.5%	3.0%	2.9%	10.0%	6.7%	11.0%	5.0%	3.4%
■ Completely Fall Short of Expectation (-3)	0.0%	0.5%	0.6%	2.0%	2.6%	1.0%	1.0%	1.0%	0.3%	2.7%

Recommendation of Administrative Services to Others (Staff & Student sample)

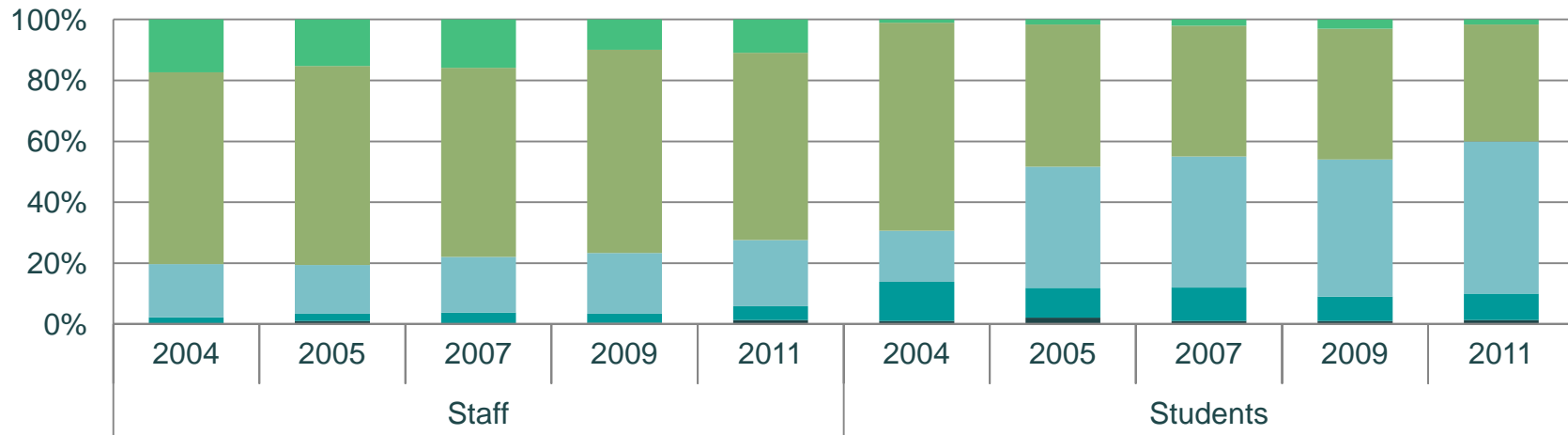
How often do you praise / recommend UM's administrative services to others?



- For staff, no significant differences in survey years, 65.2% claim that they always or sometimes make recommendation.
- For students, 32.2% claim NEVER make recommendation in 2011, 30.9% always or sometimes make recommendation.

Overall Performance (Staff & Student sample)

In general, the overall performance of the administrative units of UM is improving?

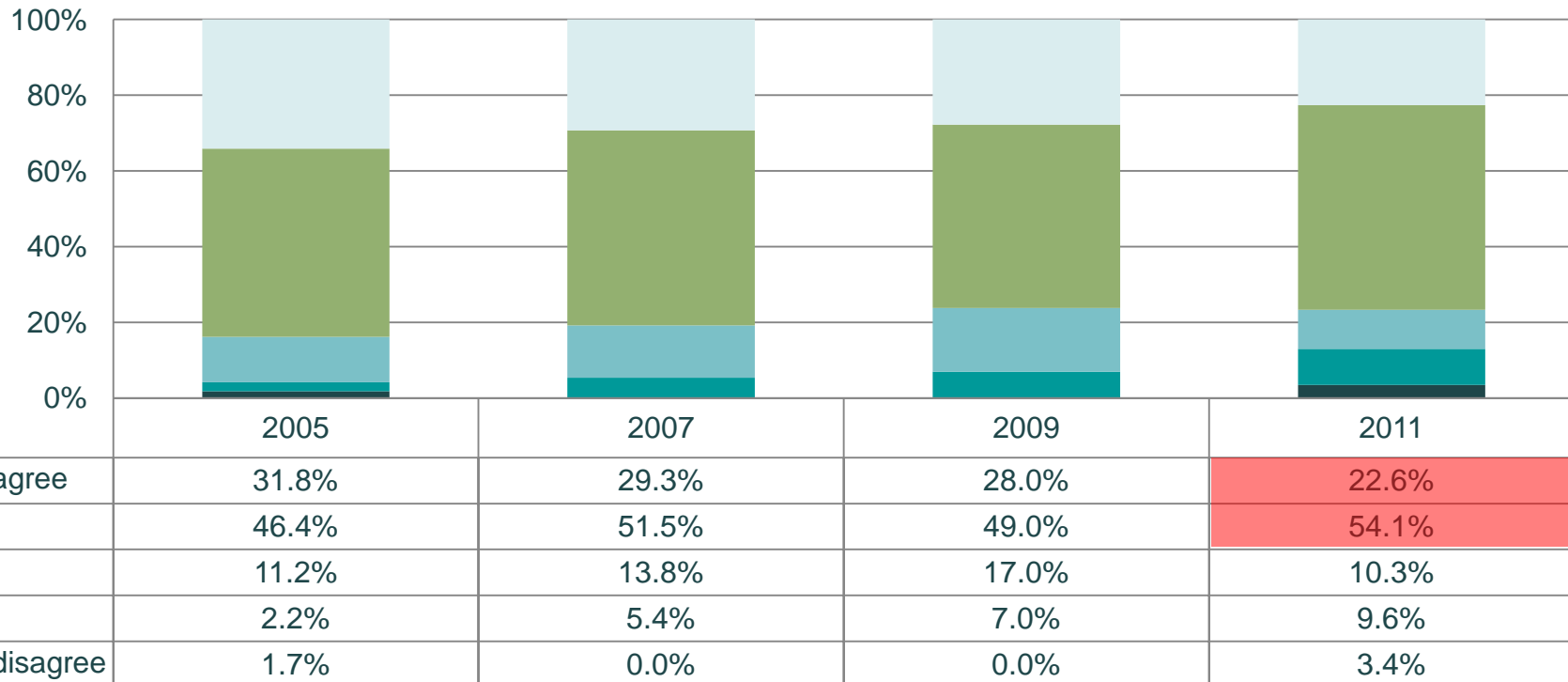


	2004	2005	2007	2009	2011	2004	2005	2007	2009	2011
	Staff					Students				
Strongly agree	17.3%	15.3%	15.8%	10.0%	10.9%	1.0%	1.6%	2.0%	3.0%	1.6%
Agree	62.9%	65.4%	62.1%	67.0%	61.5%	69.0%	46.7%	43.0%	43.0%	38.4%
Neutral	17.5%	16.0%	18.2%	20.0%	21.8%	17.0%	39.8%	43.0%	45.0%	49.9%
Disagree	2.0%	2.4%	3.6%	3.0%	4.5%	13.0%	9.8%	11.0%	8.0%	8.7%
Strongly disagree	0.2%	1.0%	0.2%	0.4%	1.3%	1.0%	2.1%	1.0%	1.0%	1.3%

- For staff, 72.4% of the staff strongly agree or agree that the overall performance is improving.
- For students, 40% of the students strongly agree or agree that the overall performance is improving.

Overall Performance of General Office – Staff Sample

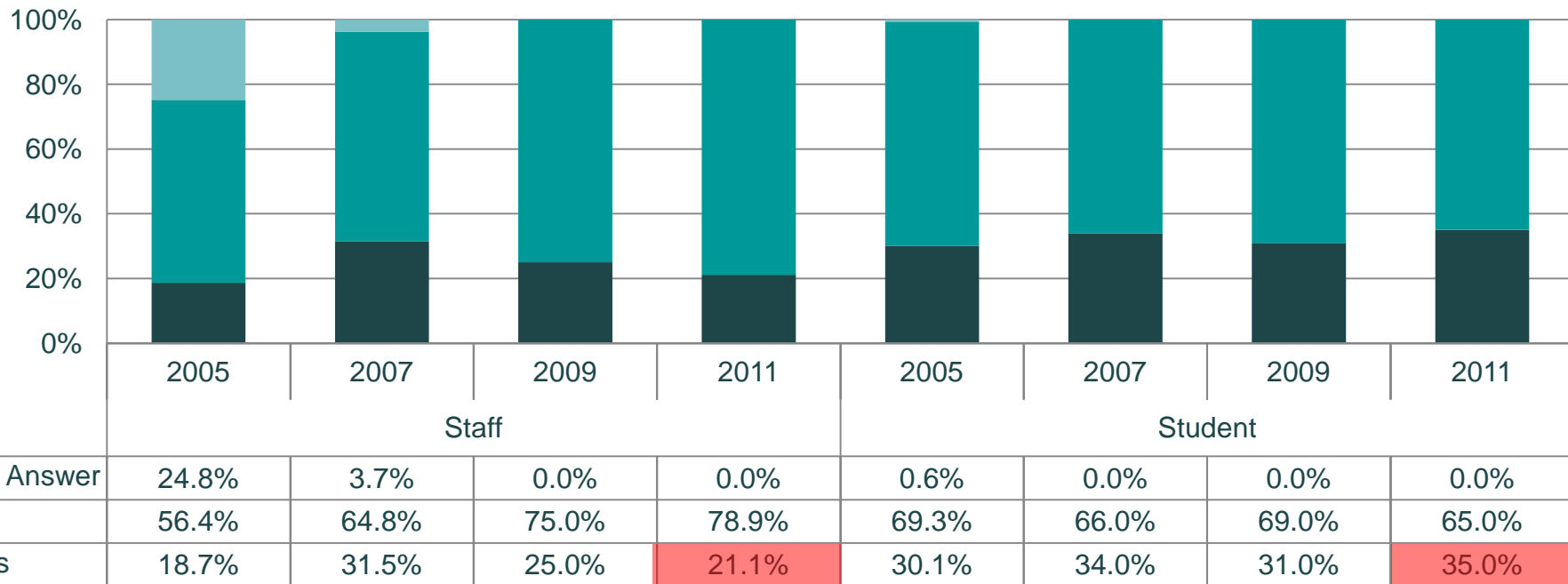
The overall performance of the general office of your faculty/centre unit is improving (Staff)



- 76.7% of the staff strongly agree or agree that the overall performance of the general office of their faculty/centre unit is improving.

Problems Experienced (Staff & Student sample)

Problems experienced in the past year



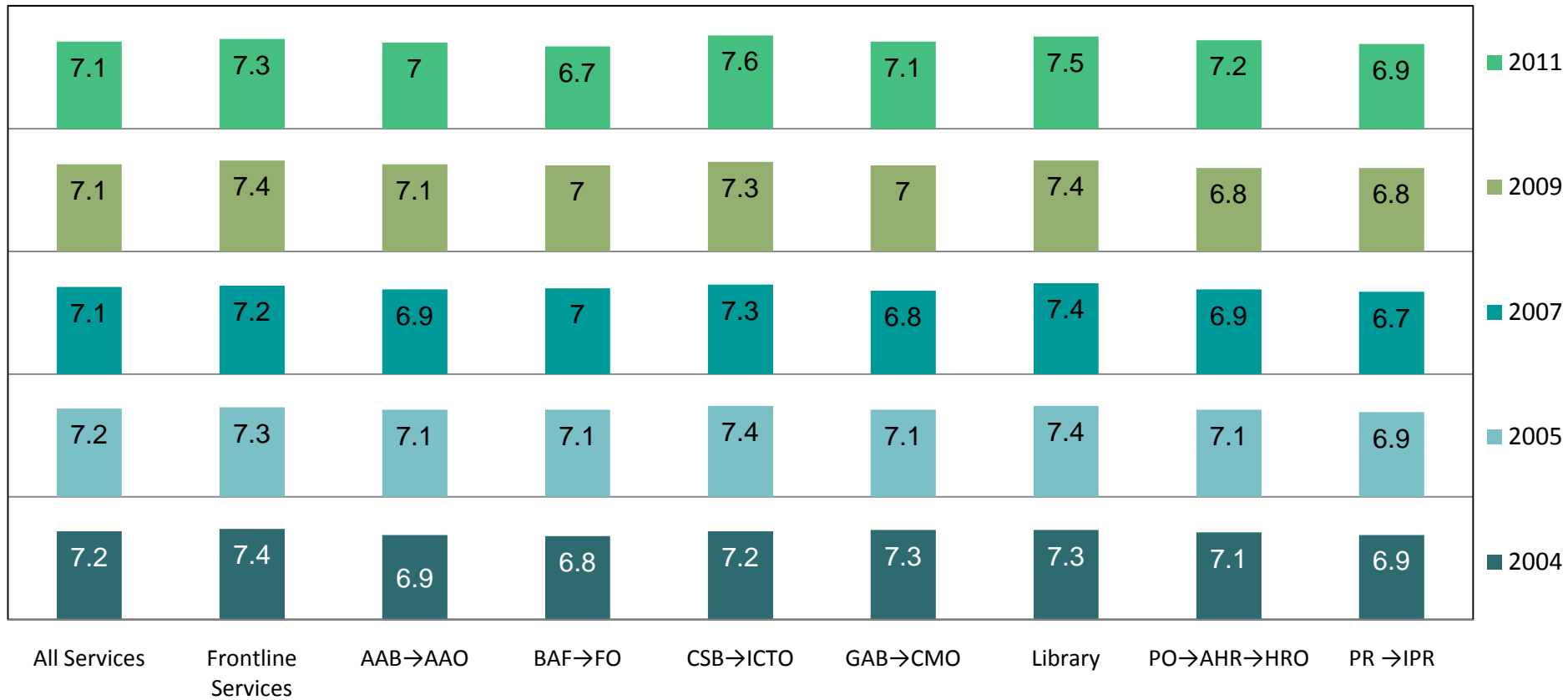
- For staff, 21.1% answered they had met problems in the past year.
- For students, 35% answered YES.

What Problems Experienced

員工樣本 Staff Sample		學生樣本 Student Sample	
項目 Items	提出次數 Frequency	項目 Items	提出次數 Frequency
財務流程/程序 Financial procedure	15	公共/前台服務 Public/Frontline Services	54
課室器材 Classroom Equipments	13	電腦室 Computer Rooms	38
電腦問題 Computer Problem	9	圖書館 Library	26
工作流程 Work Procedure	8	選科系統 Enrollment system	25
人力資源 HRO	4	公共設施/設備 Public Facilities	24
體育場館服務 Gym Services	4	宿舍 Dormitory	19
洗手間設施 Washroom Equipments	4	體育設施 Sports Facilities	10
場地租借/服務 Space Rental/Services	3	電子系統 E-system	9
服務態度 Service Attitude	3	校內網絡 Campus Network	7
公共設備 Public Facilities	3	運作程序 Operational Procedure	6
課室申請 Classroom Booking	3	餐廳/食肆 Canteen	6
...		...	11

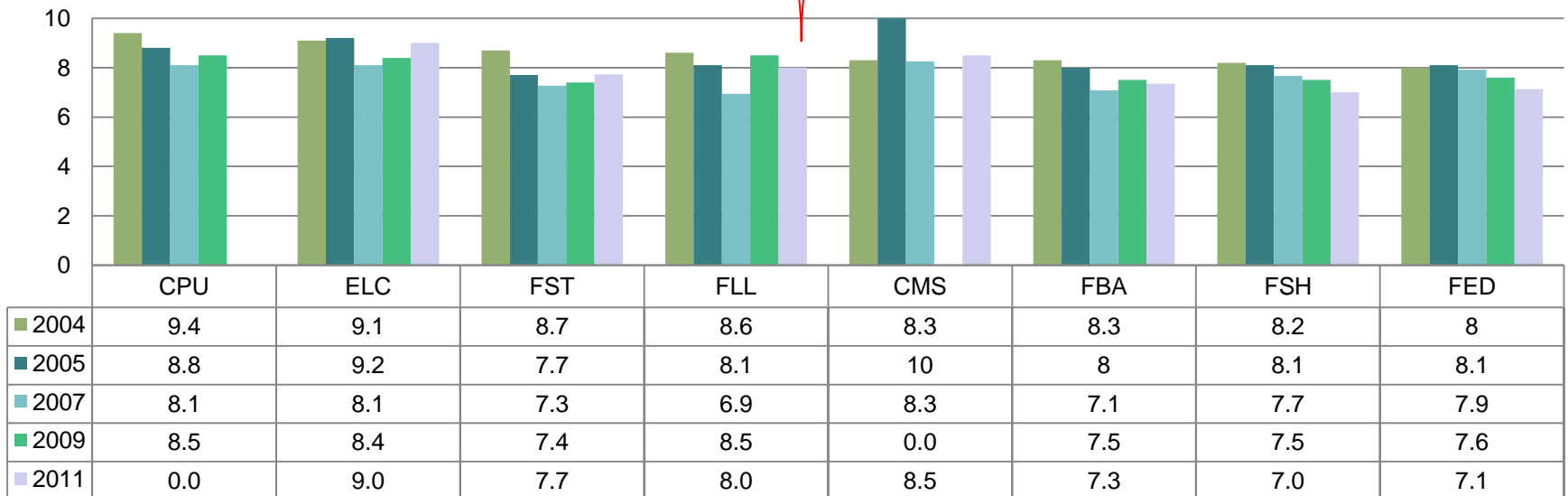
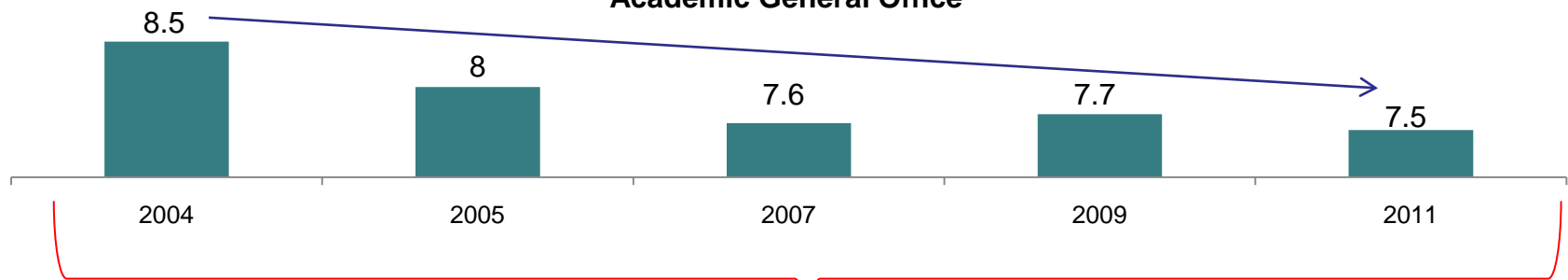
Satisfaction Ratings

Staff Sample



Satisfaction Ratings Staff Sample

Academic General Office



- Based: academic staff

Satisfaction Ratings

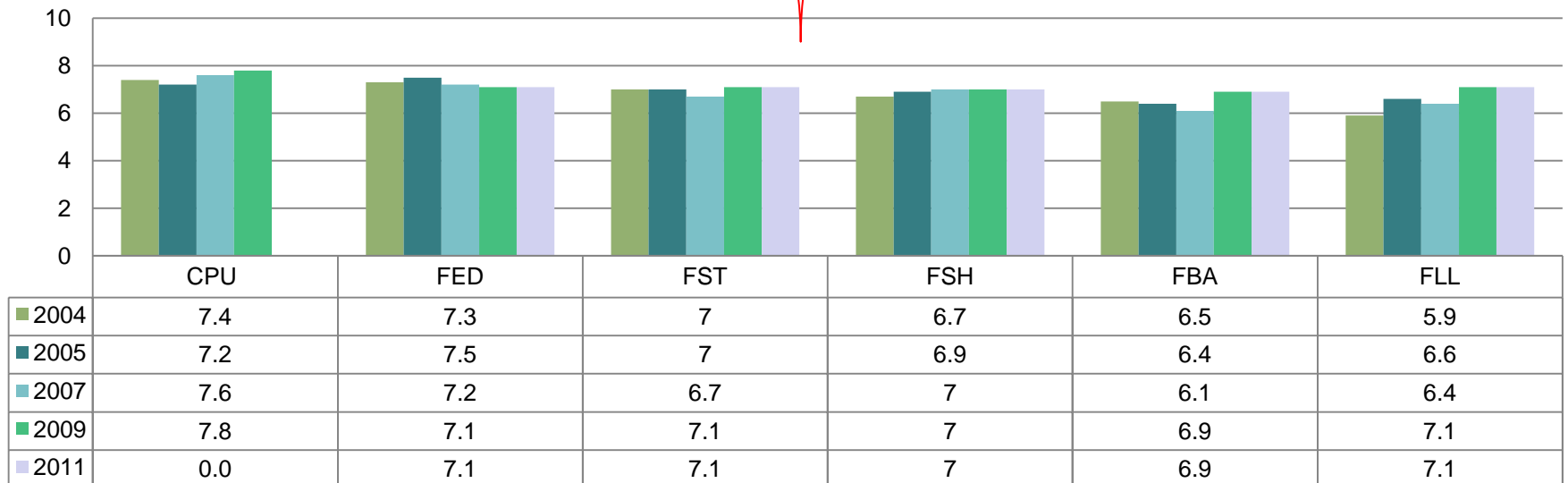
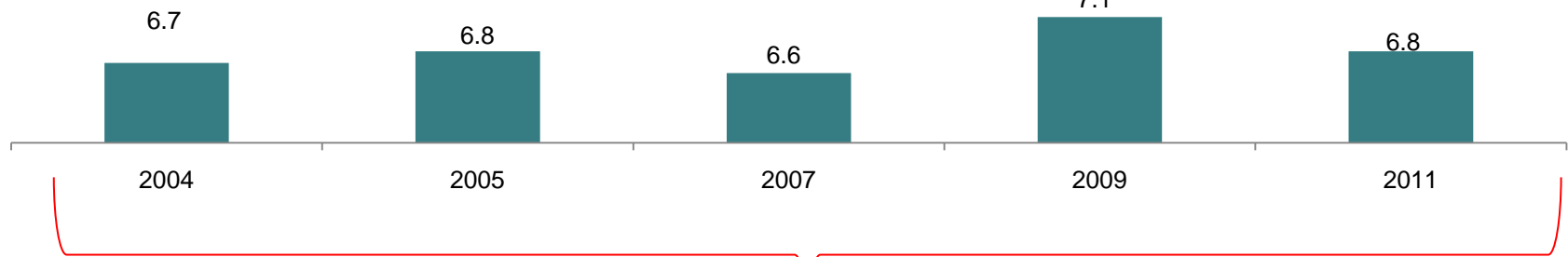
Student Sample



Satisfaction Ratings

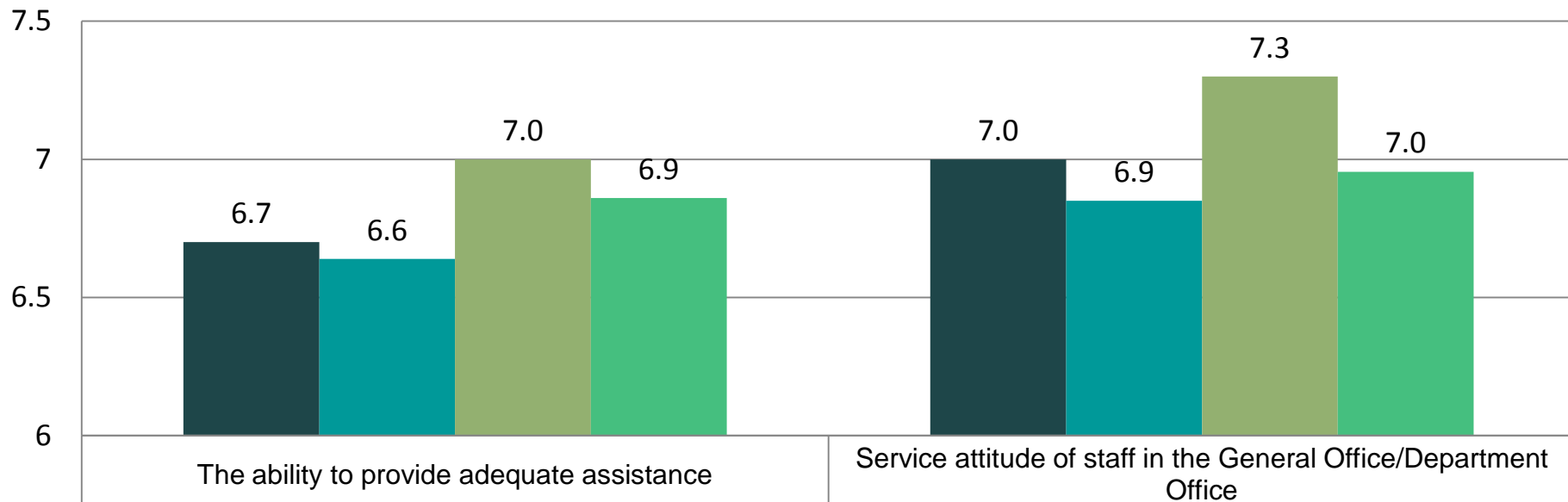
Student Sample

Faculty General Office



Performance of Faculty or Academic Units Student Sample

Ratings of Performance of Faculty or Academic Units (by students)

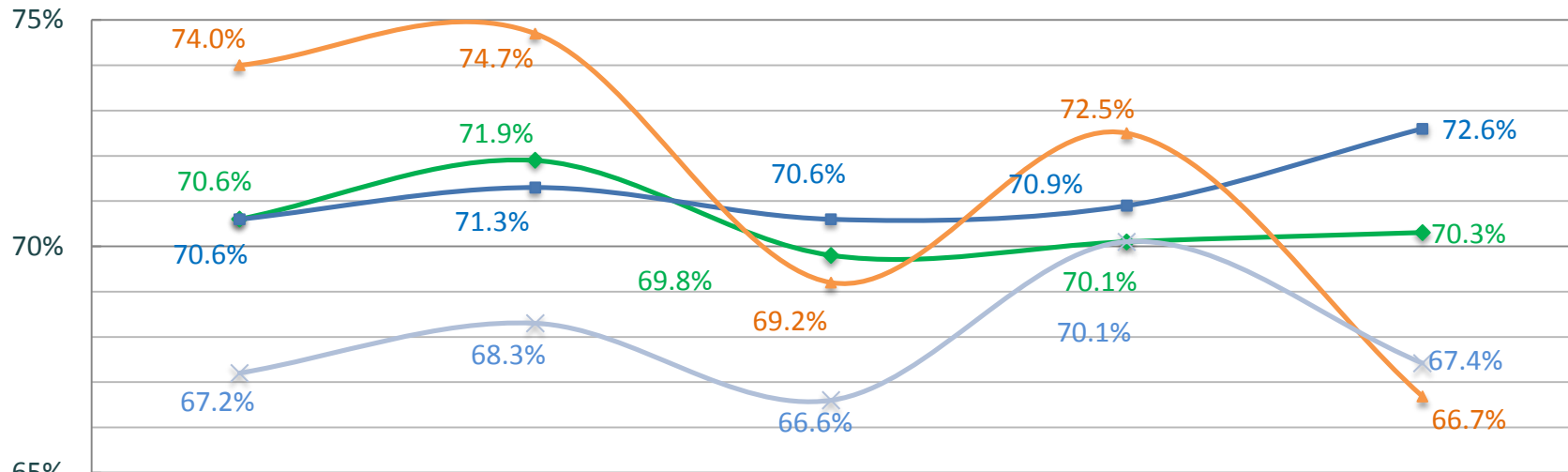


■ 2005	6.7	7
■ 2007	6.6	6.9
■ 2009	7	7.3
■ 2011	6.9	7.0

Service Items Need to be Improved

Staff		Students	
Items	Frequency	Items	Frequency
Cleaning	36.6%	Canteen service	39.8%
Procurement	20.4%	Others, please state	31.8%
Reimbursement procedures	18.1%	Computer room	27.0%
Computer support	16.3%	Library service	18.0%
Maintenance	16.1%	E-purse value adding	14.0%
Campus Health care service	15.1%	Cleaning	13.6%
Others, please state	12.1%	Sports complex venue rental	13.2%
Venue/meeting room booking	10.8%	Payment procedures	11.1%
Library Services	9.3%	Applying testimonials/transcript	9.3%
Classroom booking	8.4%	Student hostel	9.0%
Sports Venue booking	7.5%	Career guidance	8.5%
Car booking	6.7%	Campus Health Care Service	5.0%
.....		

Customer Satisfaction Index, CSI



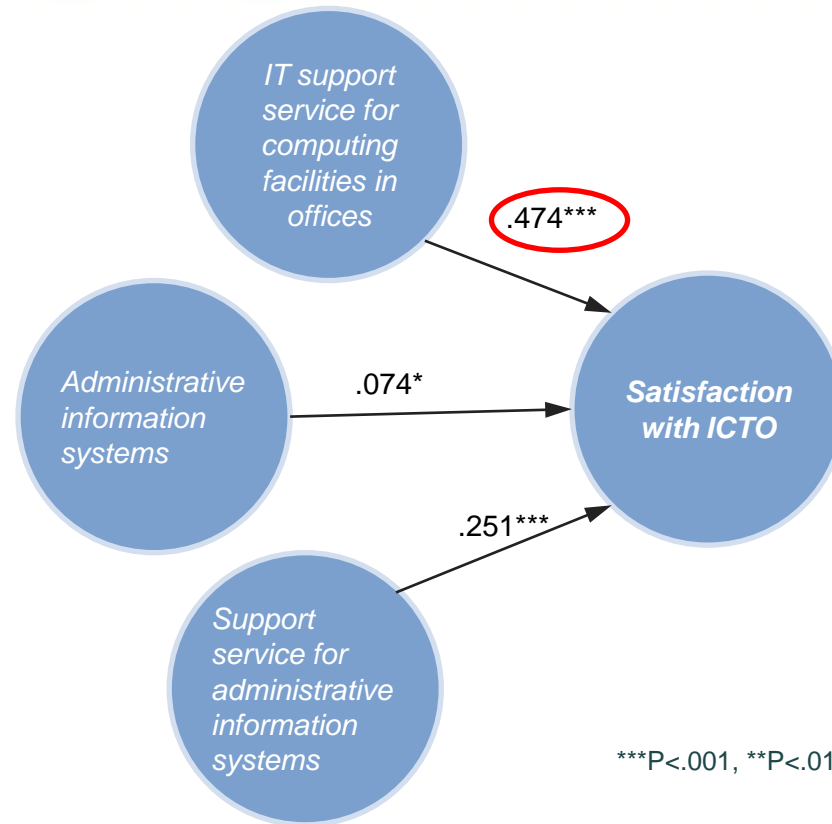
	2004	2005	2007	2009	2011
◆ AllStaff	70.6%	71.9%	69.8%	70.1%	70.3%
■ AdminStaff	70.6%	71.3%	70.6%	70.9%	72.6%
▲ AcademicStaff	74.0%	74.7%	69.2%	72.5%	66.7%
✕ Student	67.2%	68.3%	66.6%	70.1%	67.4%

- There is a slight increase from 2009 to 2011 in groups of all staff and admin staff, while in academic staff and student, there is a considerably decrease.

Customer Satisfaction Index, CSI

- The four groups (all staff, admin staff, academic staff and student) basically have the same fluctuation directions from 2004 to 2009. However, academic staff's CSI value decreased rapidly and reached its lowest point from 2009 to 2011, followed by the student's CSI value. While the all staff and admin staff's CSI value have increased slightly in this period.
- Base on the level of satisfaction, it is addressed that academic staff and admin staff may have different understanding on the performance of administrative units.
- The staff of administrative units can enhance the communication between the staff (especially the academic staff) and the students, through which the service information can be clearly known.
- Moreover, they can also strengthen the feedback mechanism regularly, so that they can learn more about needs of staff and students (How do they use? What should be improved? How can improve?)

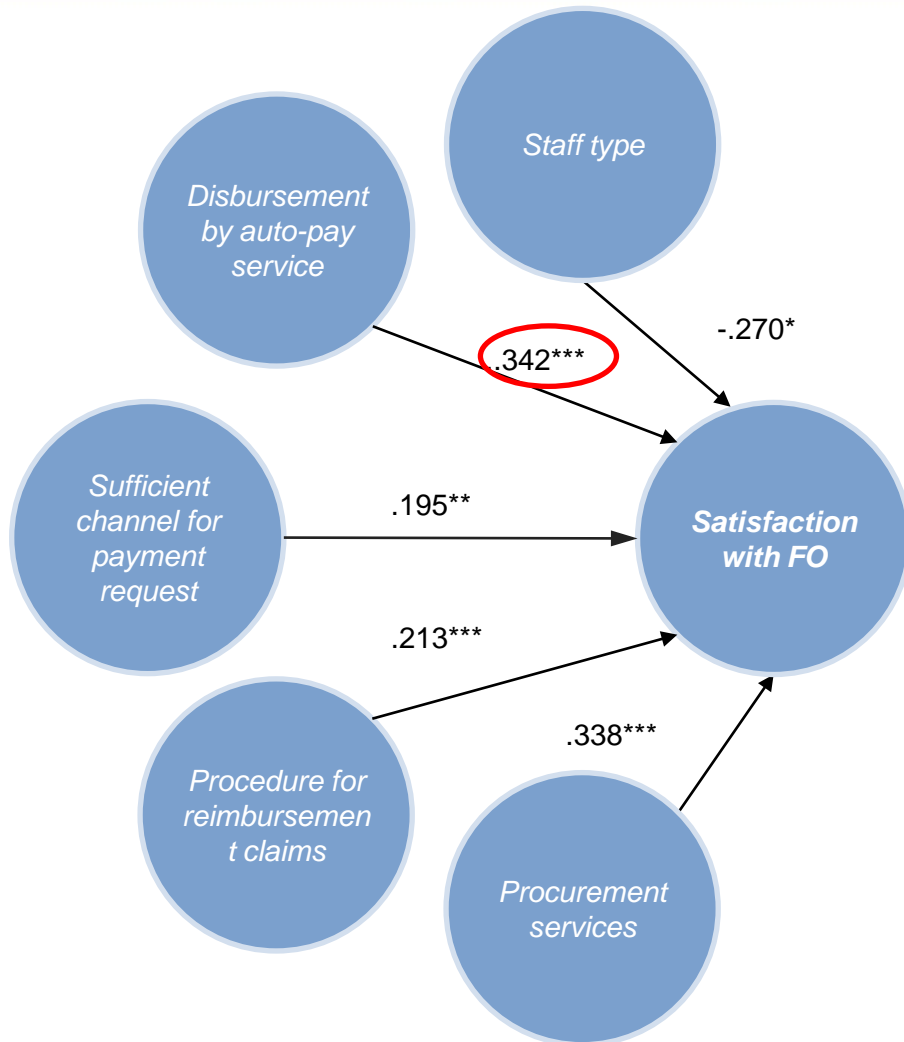
Key Factors for Satisfaction Staff Sample



***P<.001, **P<.01, *P<.05, the same as follows

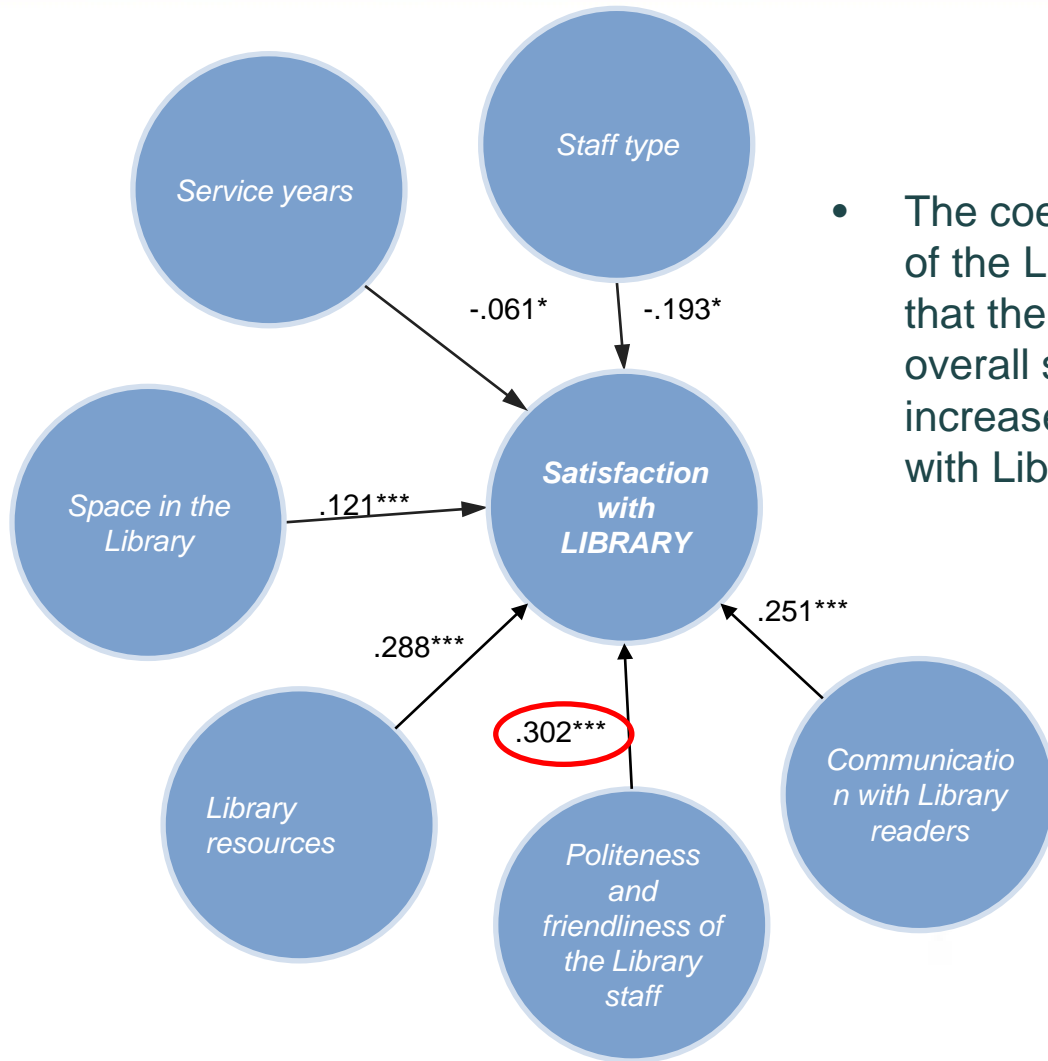
- The coefficient in “*IT support service for computing facilities in offices*” is the highest, indicating that it is the most important area contributes to the category, and every increase one of it means the overall satisfaction degree with ICTO add 0.474

Key Factors for Satisfaction Staff Sample



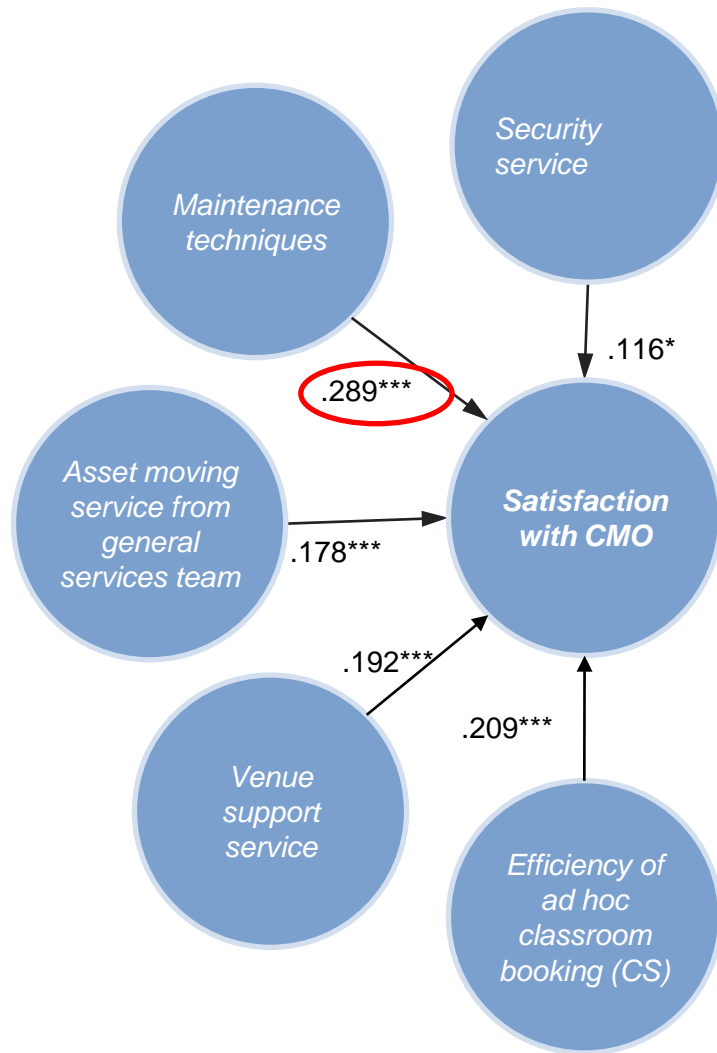
- The coefficient in “Disbursement by auto-pay service” is the highest, and increasing “Disbursement by auto-pay service” by one means the FO gains 0.342 in overall performance of satisfaction.

Key Factors for Satisfaction Staff Sample



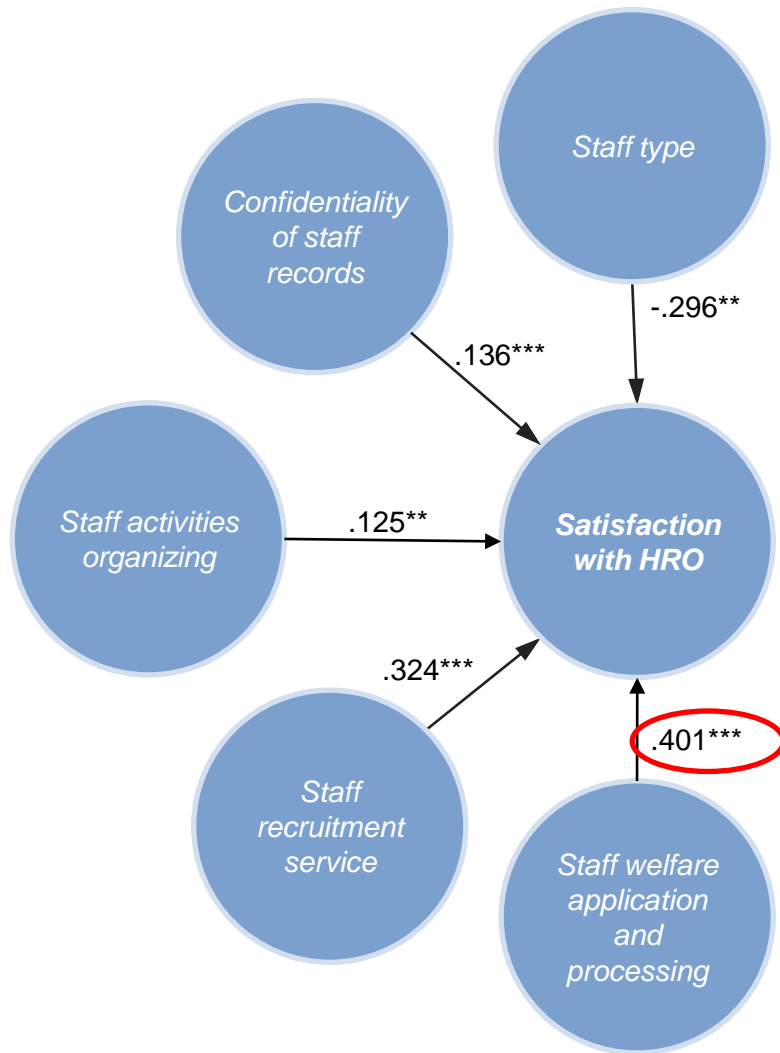
- The coefficient in “Politeness and friendliness of the Library staff” is the highest, indicating that the evaluation has more effect on the overall satisfaction with Library, and every increase one of it means the overall satisfaction with Library correspondingly add 0.302.

Key Factors for Satisfaction Staff Sample



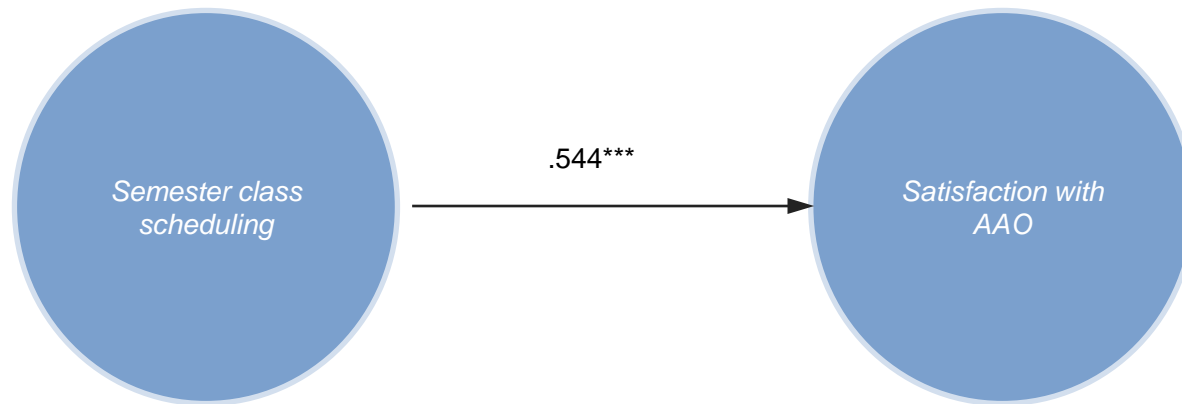
- The coefficient in “Maintenance techniques” is the highest, indicating that affect the most on the overall satisfaction with CMO, and every increase one of it means CMO correspondingly gains 0.289 in overall performance of satisfaction.

Key Factors for Satisfaction Staff Sample



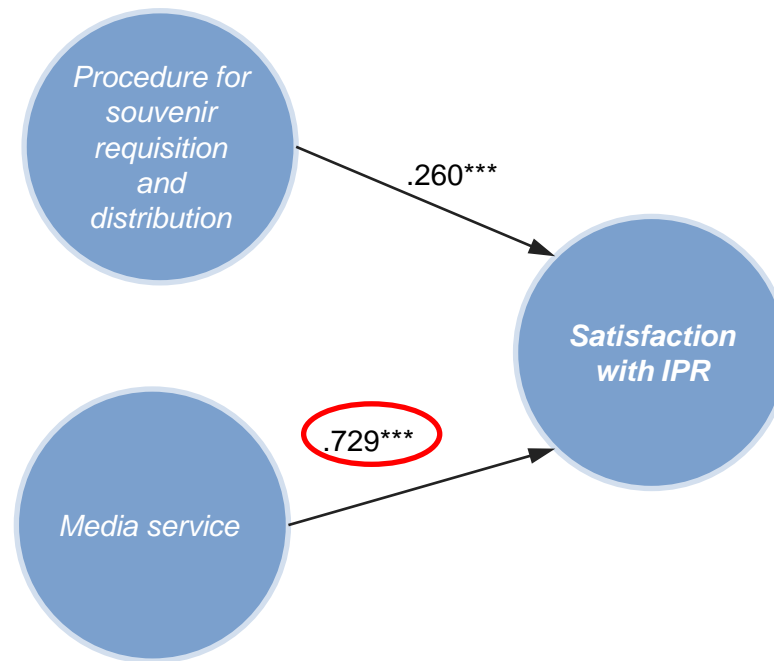
- The coefficient in “Staff welfare application and processing” is the highest, which indicates it is the most effect on the overall satisfaction with HRO. Every increase one of it means the overall satisfaction with HRO correspondingly add 0.401.

Key Factors for Satisfaction Staff Sample



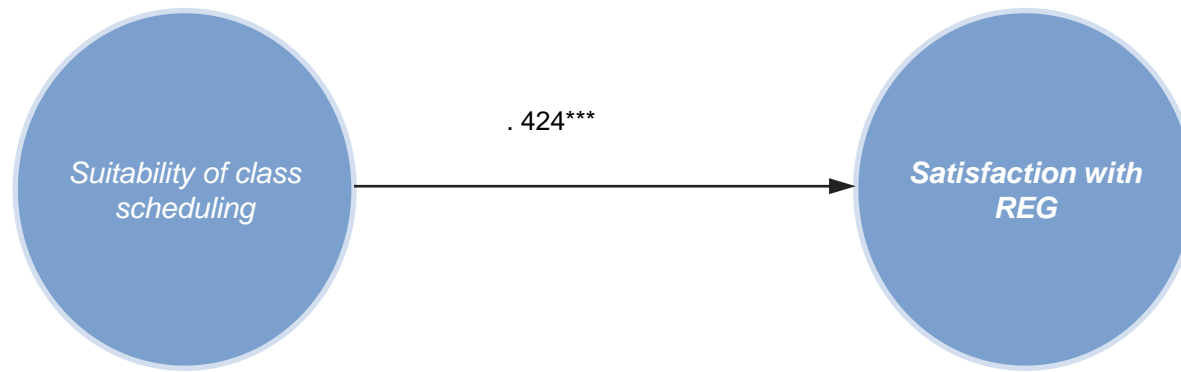
- “Semester class scheduling” is significantly positively related with the overall satisfaction with the performance of AAO. In addition, every increase one in “Semester class scheduling” means the overall satisfaction with AAO correspondingly increase 0.544.

Key Factors for Satisfaction Staff Sample



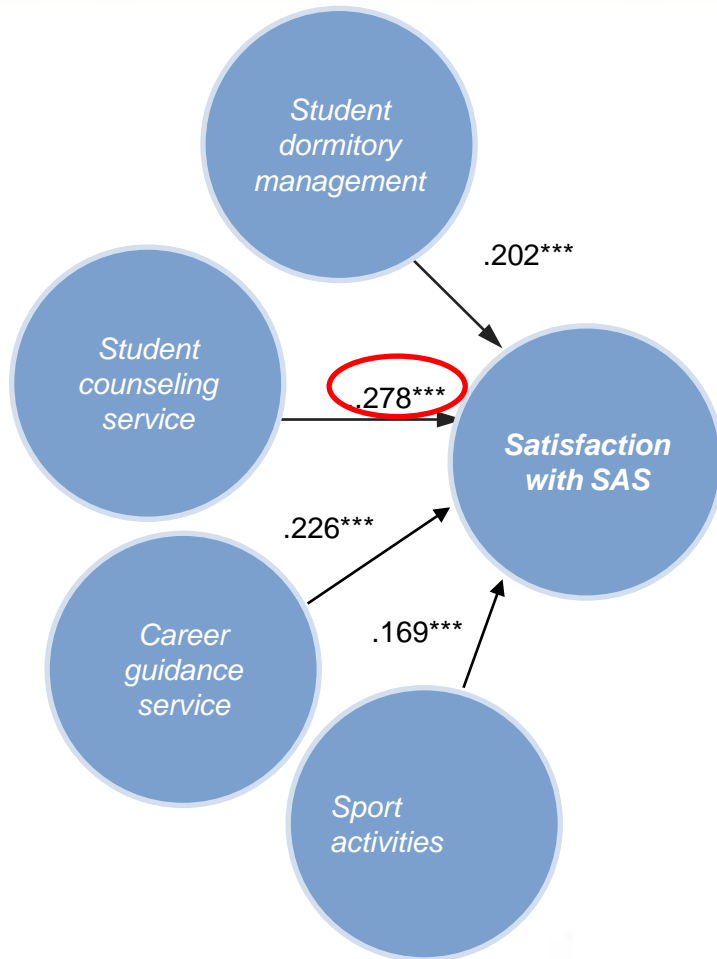
- The coefficient in “Media service” is the highest, which indicates that the evaluation has the most effect on the overall satisfaction with IPR, and every increase one in “Media service” means the overall satisfaction with IPR correspondingly increase 0.729.

Key Factors for Satisfaction Student Sample



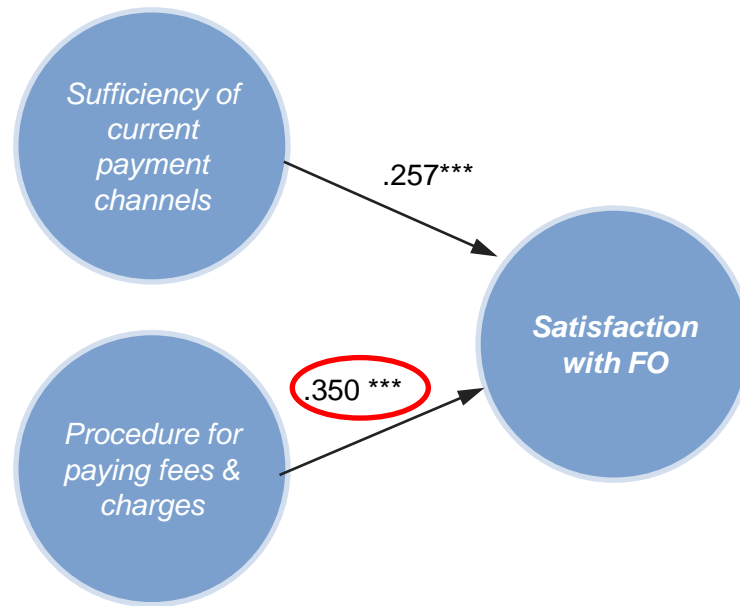
- The coefficient in “Suitability of class scheduling” signifies that the evaluation has the most effect on the overall satisfaction with REG, and every increasing one in it means REG gains 0.424 in the overall satisfaction.

Key Factors for Satisfaction Student Sample



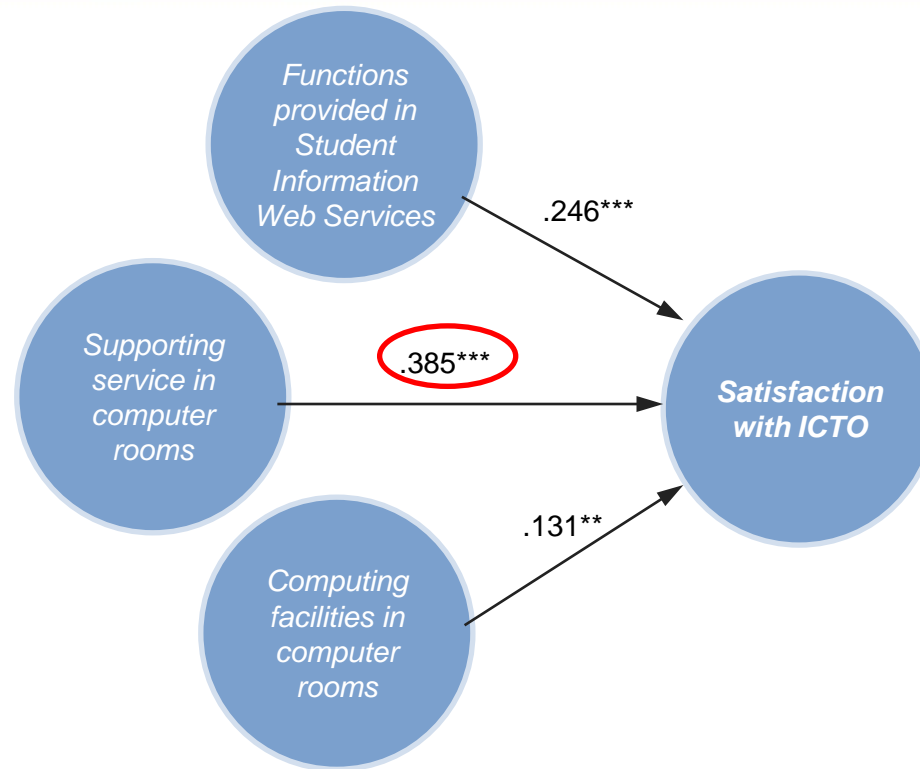
- The coefficient in “Student counseling service” is the highest; shows that the evaluation has the most effect on the overall satisfaction with SAS, while every increase one in “Student counseling service” means the overall satisfaction with SAS correspondently add 0.278.

Key Factors for Satisfaction Student Sample



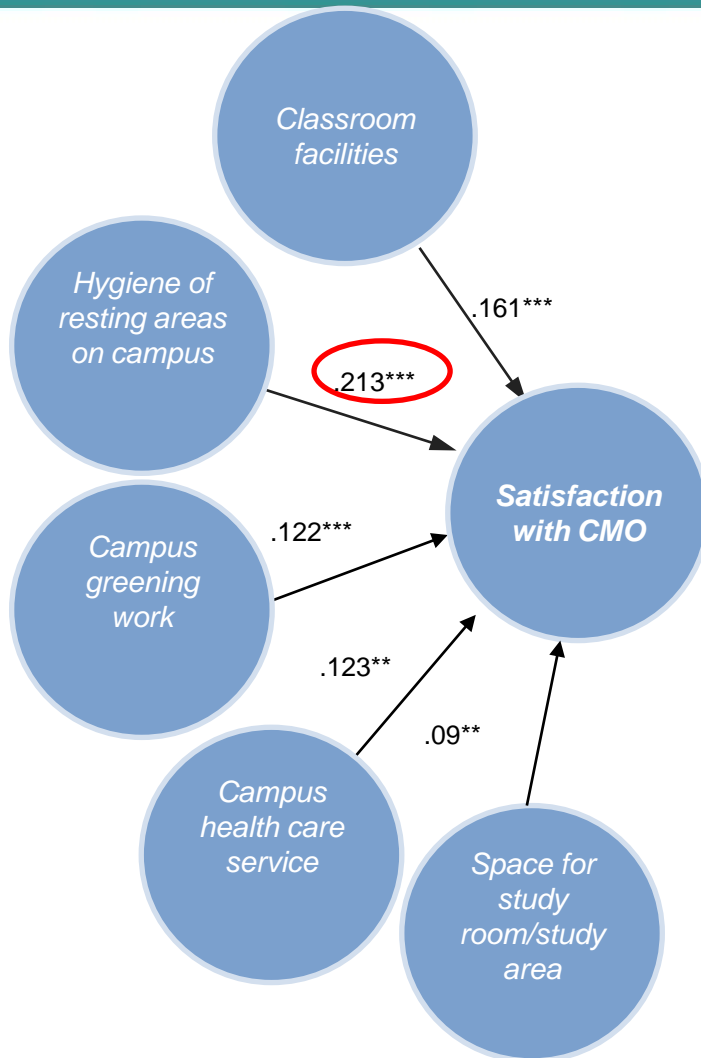
- The coefficient in “Procedure for paying fees & charges” is the highest, indicating that the evaluation has the most effect on the overall satisfaction with FO. In addition, every increase one in “Procedure for paying fees & charges” means the overall satisfaction with FO add 0.35.

Key Factors for Satisfaction Student Sample



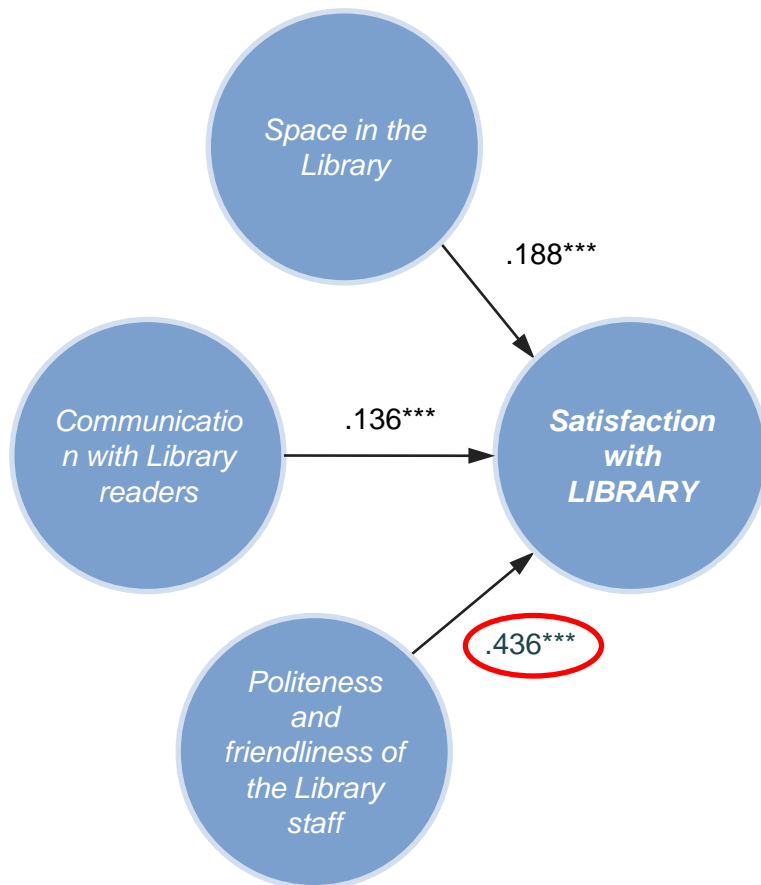
- The coefficient in “Supporting service in computer rooms” is the highest, indicating that the evaluation has the most effect on the overall satisfaction with ICTO. Furthermore, increasing “Supporting service in computer rooms” by one means the overall satisfactions with ICTO add 0.385.

Key Factors for Satisfaction Student Sample



- The coefficient in “Hygiene of resting areas on campus” is the highest, shows that the evaluation has the most effect on the overall satisfaction with CMO. And every increase one in this factor means the overall satisfaction with CMO add 0.213.

Key Factors for Satisfaction Student Sample



- The coefficient in “Politeness and friendliness of the Library staff” is the highest, indicating that the evaluation has the most effect on the overall satisfaction with Library. In addition, every increase one of it means the overall satisfaction with Library add 0.436

Key Factors and Relative Problems and Suggestions – Staff Sample

Unit	key factors	mean score	main problems and suggestions
HRO		7.2	
	Staff welfare application and processing	7.1	-----
	Staff recruitment service	6.6	<ul style="list-style-type: none"> ● Staff recruitment should be conducted fairly, openly and honestly ● The recruitment process is complicated and the power is over –concentrated.
FO		6.7	
	Disbursement by auto-pay service	7.2	<ul style="list-style-type: none"> ● Reimbursements is too slow; simplify the disbursement procedure
	Procurement services	6.6	<ul style="list-style-type: none"> ● Three quotations is complicated
AAO		7	
	Semester class scheduling (REG)	6	<ul style="list-style-type: none"> ● The Registry does not consider the real teaching need and situation when scheduling classes; ● It is very bureaucratic; ● The schedule is announced at very short notice; ● There are large time slots between classes. The lunch breaks for students are very short.

We have mentioned those key factors that influenced users' ratings of satisfaction with the administrative units.

According to the key factors (here only showed the most important one or two), we categorized and displayed those problems and suggestions which corresponding to the key factors in order to find out which services should be improved or paid more attention.

Key Factors and Relative Problems and Suggestions – Staff Sample

Unit	key factors	mean score	main problems and suggestions
ICTO			
	IT support service for computing facilities in offices	7.6	<ul style="list-style-type: none"> ● IT support service should be for all computers used in school. ● It seems our colleague offering information on office furniture can only offer very limited information and seems reluctant to help when we would like to obtain more information.
	Support service for administrative information systems	7.2	
LIBRARY			
	Politeness and friendliness of the Library staff	7.7	-----
	Library resources	7.3	<ul style="list-style-type: none"> ● There must be something wrong with the procedures of book ordering: it might take almost a year to get a book. ● This problem is a serious obstacle to research activity; ● It takes a very long time for the library to purchase certain books that one requests.
CMO			
	Maintenance techniques	7	<ul style="list-style-type: none"> ● The facilities took too long to be maintained and improved; ● The serviceman should be well trained; ● The serviceman should be equipped with specialized tools.
IPR			
	Media service	6.9	-----

Key Factors and Relative Problems and Suggestions – Student Sample

Unit	key factors	mean score	problems
REG		6.7	
	Suitability of class scheduling	5.7	<ul style="list-style-type: none"> ● Enrollment timetable; ● Increase the number of optional course.
SAS		6.9	
	Student counseling service	6.4	<ul style="list-style-type: none"> ● Bad service attitude; ● Can't solve the problem within scope of official duty; ● The office hours are not in accord with the students; ● Don't know where to consult curriculum; ● Lack of office workers.
	Career guidance service	6.4	-----
FO		6.8	
	Procedure for paying fees & charges	6.9	<ul style="list-style-type: none"> ● There is inefficient in procedure for paying fees & charges.

Key Factors and Relative Problems and Suggestions – Student Sample

Unit	key factors	mean score	problems
ICTO		6.9	
	Supporting service in computer rooms	6.3	<ul style="list-style-type: none"> ● no one repair the computer; ● Computer is slow; ● Maintenance.
CMO		6.7	
	Hygiene of resting areas on campus	7.6	-----
	Classroom facilities	7.1	-----
LIBRARY		7.4	
	Politeness and friendliness of the Library staff	7.3	-----

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 satisfactory for the staff sample, cautious interpretation should be made when looking at the results because the return rate of the academic units was relatively low.

Concluding Remarks

- Second, the constructed overall Customer Satisfaction Indexes (CSI) are **70.6%, 71.9%, 69.8%, 70.1% and 70.3%** in 2004, 2005, 2007, 2009 and 2011 respectively, indicating a small fluctuating pattern.
- Taking the CSI, overall satisfaction scores and specific figures of some units into consideration in the last five year surveys, the satisfaction level tends to **getting stable rating from all staff** while it **drops from academic staff and students.**

Concluding Remarks

- Third, it was found that **AAO** is the most important factor that contributes to the CSI while CMO and ICTO are the two least important factors in the staff sample.
- In the student sample, **REG, SAS and Faculty Office** are the three most important areas that contribute to the CSI while Library is the least important factor.

Concluding Remarks

- Forth, special attention should be paid to the findings that about **21% of respondents in staff** sample and **35% of student sample** replied that they encountered a service problem in the past year.
- These problems mainly are **FO system and procedures and classroom facilities** for staff, whereas **enrollment and library** for students.

Concluding Remarks

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

University of Macau User Satisfaction Survey 2011

Thank You!

eRS e-Research & Solutions (Macau)

