

## USER SATISFACTION ANALYSIS OF FACULTY OF ECONOMICS AND BUSINESS SERVICES, UNIVERSITAS JAMBI

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### Abstract

*User satisfaction is one of the keys to success in managing an institution or organization. The level of service satisfaction is an important indicator to assess the extent to which service user expectations are met, by measuring the suitability between expectations of performance and the real experience felt after the service is used. The Community Satisfaction Index Survey conducted at the Faculty of Economics and Business uses a mixed method research approach. The population in this survey is all service users at the Faculty of Economics and Business, University of Jambi, including: lecturers, education staff, students, alumni, graduate users and cooperation partners. Furthermore, the sample in this survey is a portion of the representative population, using the Stratified Random Sampling technique. The results show that the Faculty of Economics and Business received a good assessment in terms of reliability, responsiveness, and certainty, but still needs to make improvements to infrastructure and accelerate the response of academic administration, especially for students*

**Keywords:** Service Quality, User Satisfaction, FEB UNJA Services

### Introduction

Improving the quality of higher education is an effort made by institutions in order to improve the competence and professionalism of user services in achieving the vision and mission of the University of Jambi. The Faculty of Economics and Business, University of Jambi is one of the institutions that is committed to producing quality and internationally standardized education through the Internal Quality Assurance System (SPMI), the Independent Accreditation Institution for Economics, Management, Business, and Accounting (LAMEMBA), and the Integrity Zone. In the midst of increasingly complex dynamics of higher education, the Faculty of Economics and Business, University of Jambi, is committed to improving managerial and governance quality based on the principles of accountability, transparency, and efficiency in order to realize service users. User satisfaction is a crucial aspect in evaluating service quality (Supriyanto et al., 2021). User satisfaction is a feeling of pleasure or displeasure of a person that arises from a comparison between impressions of product and service performance (Cahyaningrum et al., 2024).

In order to improve the quality of services provided by the Faculty of Economics and Business, input/feedback is needed to measure the extent to which the implementation of the quality is implemented. This includes various aspects, starting from an effective learning process to responsive administrative services. In this context, satisfaction surveys are one of the important instruments to measure the level of satisfaction of internal users such as lecturers, education staff and students. In addition to internal users, services are also provided to external users, such as alumni, graduate users and cooperation partners. This study aims to provide an overview of the level of user satisfaction with academic services provided by the Faculty of Economics and Business, University of Jambi. So that the input/feedback obtained can show the achievement of quality and can be used as material for improvement for service improvement. To achieve sustainable success, the need to emphasize user satisfaction is a primary consideration (Fida et al., 2020).

Through user satisfaction level analysis, the Faculty of Economics and Business can identify services that need to be improved and formulate more effective strategies to meet the expectations and needs of its users. To see the aspect of user satisfaction, universities can refer to the National Accreditation Board for Higher Education (BAN-PT) which sets standards that include aspects of user satisfaction in the accreditation process. Universities must meet certain criteria that include academic and administrative services. In addition, universities also have internal policies regarding service quality and user satisfaction, namely quality assurance of universities where the process of setting and fulfilling standards so that stakeholders are satisfied. Universities that do not provide appropriate service quality to their stakeholders will usually receive negative reviews and ratings (Camilleri, 2021).

The dimensions of user satisfaction measurement that will be carried out in this study are from management services including: governance, governance and cooperation; student services; human resource management and development services; financial management and infrastructure services; education; research; community service; graduate performance.

This research is expected to improve the quality of service delivery, both academic and administrative, provided by the Faculty of Economics and Business, University of Jambi. In realizing the vision and mission of the University and Faculty, attention needs to be paid by considering aspects of customer satisfaction, in this case lecturers, education staff, alumni, graduate users and cooperation partners. The importance of this is

based on the awareness that competition and challenges in the current era of globalization, universities are required to provide excellent service and be able to follow the development of science and technology. Therefore, information is needed in the form of a user satisfaction measurement survey in order to develop continuous and sustainable service quality.

### **Literature Review**

Improving the quality of public services is currently an important issue, because the public continues to demand better services, while the services available have not changed much. Quality services will be oriented towards user satisfaction (Naini et al., 2022). Public services must be supported by a good system, which is in accordance with existing standards and mechanisms (Maulani, 2020). Quality and optimal services will be felt by the public if the agency is able to provide polite and professional services, in accordance with the established quality standards. Service quality affects user satisfaction (Kurniawan et al., 2020).

Effective procedures, smoothness, security, order, and certainty of costs, time, and law are also important aspects in service. User satisfaction is a person's feeling in expressing pleasure or disappointment (Olimsar & Tialonawarmi, 2023). The public will feel satisfied when they get good and professional service, which in turn will increase their confidence to continue using the service in the future (Jamal Ali et al., 2021). In addition, human resources (HR) are a key element in the success of public services (Rianti et al., 2019).

In order to improve the implementation of public services, the Faculty of Economics and Business, University of Jambi intends to conduct a survey of service user satisfaction with the aim of determining the level of satisfaction of users of academic and administrative services that have been provided. Satisfaction is the attitude, assessment, and emotional response of consumers after a transaction, which is also a comparison between the actual performance of a product or service and their expectations (Minarti & Segoro, 2014). Satisfaction can also be interpreted as a condition where desires and expectations can be fulfilled (Vilca Malaver et al., 2024). So that the satisfaction of the service obtained by the academic community is the comfort obtained by the academic community for the services provided by the university. Satisfaction is a fairly interesting and important problem because it has proven to be of great benefit to the interests of individuals, companies or organizations (Razab Iryadana et al., 2024).

The Servqual method, developed by Parasuraman et.al in 1985, is one way to measure the level of satisfaction with service quality through five dimensions (Chatzoglou et al., 2014): (1) Tangibles, namely the ability to provide services as promised; (2) Reliability, namely the ability to provide services accurately and reliably; (3) Responsiveness, namely the desire to provide the best possible service; (4) Assurance, namely the ability to provide certainty of service to customers; and (5) Empathy, namely the ability to provide services with sincere attention to customers. This method describes the perception of service by comparing the expected service with that received. The relationship that is established is: (1) if the expected service is higher than that received, it will cause dissatisfaction; (2) if the service received is in accordance with expectations; or (3) if the service received is better than expected, it will result in satisfaction for consumers and create ideal conditions in the concept of service quality. The difference between the expected and received services is called a gap, which reflects the gap between dimensions. The gaps found will then be analyzed and evaluated in order to improve and increase user satisfaction (Pramudito et al., 2023).

Through the dimensions of service quality that have been described, the measurement of user satisfaction at the Faculty of Economics and Business is carried out by involving various stakeholder groups such as lecturers, education staff, students, alumni, graduate users, and cooperation partners. Each group has specific satisfaction measurement indicators according to their role and the type of service received. Therefore, this study will create each user satisfaction measurement indicator for lecturers, education staff, students, alumni, graduate users, and cooperation partners.

### **Methods**

The Community Satisfaction Index Survey conducted at the Faculty of Economics and Business uses a mixed approach or mix method research (MMR). This mix method approach is to combine qualitative and quantitative data, thus producing a more complete understanding of the research phenomenon. The stages are as follows : First stage: Collecting quantitative data to test the research hypothesis. Second stage: Collecting qualitative data to explain and enrich the research results quantitative.

Through the analysis of user satisfaction levels, the Faculty of Economics and Business can identify services that need to be improved and formulate more effective strategies to meet the expectations and needs of its users. Research on the analysis of user satisfaction of services at the Faculty of Economics and Business, University of Jambi was carried out according to stages. The following are the stages of this research: (1) Conducting Discussions, (2) Preparation of Instruments, (3) Development of Instruments, (3) Validation of Instruments, (4) Distribution of Instruments, (5) Data Collection, (6) Data Processing.

Data processing in the study was carried out according to the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Compiling Public Satisfaction Surveys of Public Service Provider Units.

## Results and Discussion

The User Satisfaction Index Survey of Services at the Faculty of Economics and Business, University of Jambi was conducted online via Google Form which was distributed to respondents. Respondents in this survey included: lecturers, education staff, students, alumni/graduates, and partners/graduate users. The collected data is ready to be processed and can be assessed from each question item. The following are the results of processing data analysis of the Faculty of Economics and Business service satisfaction survey:

### Results of data processing of lecturer satisfaction surveys at the Faculty of Economics and Business, University of Jambi

**Table 1.** Results of the FEB UNJA Lecturer Satisfaction Survey

No.	Description	Results
1	Weighted value weight	0.03
2	SKM	3.33
3	SKM Conversion	83.34
4	Service Value	B (Good)

Source: Processed data, 2024

In general, based on the results of data processing, lecturers gave a good assessment of the services at the Faculty of Economics and Business. The aspects of ease of information, service procedures, and competence of service officers received good scores. However, there are several areas that are considered lacking, such as the adequacy of facilities and infrastructure and transparency in financial management which are considered to still need improvement.

### Results of data processing of satisfaction survey of educational staff of the Faculty of Economics and Business, University of Jambi

**Table 2.** Results of the FEB UNJA Educational Staff Satisfaction Survey

No.	Description	Results
1	Weighted value weight	0.03
2	SKM	3.22
3	SKM Conversion	80.54
4	Service Value	B (Good)

Source: Processed data, 2024

Based on the results of data processing, it shows that educational staff gave good assessments on most aspects of service, including ease of procedure and cost suitability. However, the availability of facilities and infrastructure and procurement transparency are still considered less than good, so improvements are needed in these areas.

### Results of data processing of student satisfaction surveys at the Faculty of Economics and Business, University of Jambi

**Table 3.** Results of the FEB UNJA Student Satisfaction Survey

No.	Description	Results
1	Weighted value weight	0.02
2	SKM	3.00
3	SKM Conversion	75.06
4	Service Value	C (Not Good)

Source: Processed data, 2024

In general, based on the results of data processing, students gave poor assessments on several aspects, especially related to the adequacy of facilities and infrastructure, WiFi services, and consultation and guidance services. The aspects of ease of procedures and academic services from lecturers and staff were considered quite good, but there is still room for improvement, especially in the speed and response of service.

### Results of processing data from alumni/graduate satisfaction surveys of the Faculty of Economics and Business, University of Jambi

**Table 4.** Results of the UNJA FEB Alumni/Graduate Satisfaction Survey

No.	Description	Results
1	Weighted value weight	0.04
2	SKM	3.43
3	SKM Conversion	85.69
4	Service Value	B (Good)

Source: Processed data, 2024

Based on the results of data processing, it shows that alumni assess the services received well, with aspects of cost suitability, lecturer ability in teaching, and staff competence being assessed very well. However, alumni involvement in academic activities can still be improved. Overall, alumni satisfaction with the services of the Faculty of Economics and Business is quite high.

### Results of data processing on satisfaction surveys of partners/users of graduates of the Faculty of Economics and Business, University of Jambi

**Table 5.** Results of the FEB UNJA Graduate Partner/User Satisfaction Survey

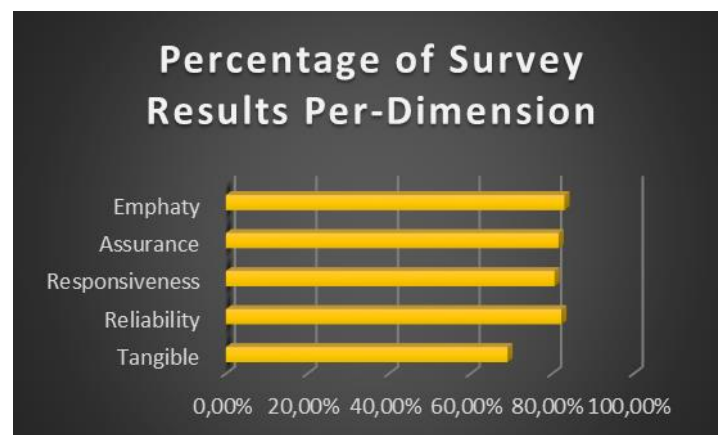
No.	Description	Results
1	Weighted value weight	0.03
2	SKM	3.51
3	SKM Conversion	87.72
4	Service Value	B (Good)

Source: Processed data, 2024

Based on the results of data processing, it shows that partners or users of graduates give very good assessments, especially related to graduate competency, ethical attitudes, communication skills, and teamwork skills. The Faculty of Economics and Business's service to partners is considered good, although there are several aspects that can still be improved, such as procedures and service flows. Overall, the Community Satisfaction Index Service Value at FEB UNJA has a result of B (Good) with an average SKM value of 3.27.

### Discussions

The results of the user satisfaction survey at the Faculty of Economics and Business that have been obtained, were analyzed using the Servqual Method, developed by Parasuraman which includes 5 dimensions. The following is an analysis of user satisfaction at the Faculty of Economics and Business:



**Figure 1.** Percentage of User Satisfaction Survey Results at the Faculty of Economics and Business

### Tangibles

This dimension measures user satisfaction with physical facilities, equipment, and staff appearance.

- Lecturer: facilities and infrastructure are considered inadequate
- Staff : availability of infrastructure is considered less than good
- Students: supporting facilities for lectures such as Wi-Fi, discussion rooms, laboratory facilities are considered less than satisfactory.
- Alumni: physical appearance is considered quite good
- Partners: availability of facilities and infrastructure is considered good

To improve the satisfaction of users of the Faculty of Economics and Business services, several things need to be done in the tangible dimension (physical appearance), namely: Improving and updating physical facilities, including Wi-Fi, lecture rooms, and laboratories, Arranging space and adding more comfortable and accessible supporting facilities, especially for students with disabilities, Investing in learning support technology such as projectors and discussion rooms.

### Reliability

Measuring service reliability, namely the ability to provide services appropriately and in accordance with what was promised.

- Lecturer: service according to provisions and schedule is considered good
- Staff: service according to expected terms and times
- Students: services are still considered lacking, especially in terms of academic administration
- Alumni: graduate services meet expectations

e. Partners: graduates' reliability in employment is quite high

To improve the satisfaction of users of the Faculty of Economics and Business services, several things need to be done in the reliability dimension, namely: Standardization of the completion time of academic administrative services to ensure timeliness, Strengthening a more efficient and transparent administrative management system to reduce obstacles and complaints, improving supervision and evaluation of the implementation of service procedures.

### **Responsiveness**

This dimension measures the desire and readiness of staff to provide the best possible service, and respond to user needs.

- a. Lecturers: responsive to user needs and questions
- b. Staff: staff tend to be responsive in providing service.
- c. Students: several complaints regarding the response of lecturers and educational staff in academic administration
- d. Alumni: response and support for alumni is considered good
- e. Partners: response to requests and cooperation from partners is quite good

To improve the satisfaction of users of the Faculty of Economics and Business services, several things need to be done in the responsiveness dimension, namely: Intensive training for education staff and lecturers related to effective and responsive communication to student questions and complaints, Implementation of a complaint and consultation management system that is faster and easier for students to access, Use of digital platforms to speed up the service process and reduce delays in responding to problems.

### **Assurance**

This dimension assesses the level of trust that can be placed in the service, including the knowledge and ability of staff to provide convincing service.

- a. Lecturer: certainty of service and competence of officers are considered good
- b. Staff: staff competence in providing service is quite good.
- c. Students: educational staff are considered capable of providing certainty regarding academic administration
- d. Alumni: staff's ability to provide service assurance is very good
- e. Partners: graduates of the Faculty of Economics and Business provide assurance of good competence

To improve the satisfaction of users of the Faculty of Economics and Business services, several things need to be done in the assurance dimension, namely: Increasing transparency in the management of finances and Faculty policies, More intensive socialization of service procedures, resource management, and decision making to all staff and students, Compiling and publishing annual reports on resource management and results achieved to increase the trust of service users.

### **Empathy (Attention)**

This dimension measures the ability of staff to provide genuine attention and serve with empathy to users.

- a. Lecturers: lecturers and educational staff are considered to provide good attention
- b. Staff : attention to service users is rated as good
- c. Students: faculty and staff are attentive, although there are some shortcomings in terms of responsiveness.
- d. Alumni: staff empathy towards alumni is rated very good
- e. Partners: graduates are considered to have good empathy and communication skills.

To improve the satisfaction of users of the Faculty of Economics and Business services, several things need to be done in the empathy dimension, namely: Improving training for lecturers and staff on interpersonal skills and the ability to pay more attention to students' academic problems, Improving the academic guidance system and counseling services to support students in dealing with academic and personal problems, Providing more opportunities for students to interact directly with lecturers or staff through forums or consultation sessions.

### **Conclusion**

From the data analysis that has been carried out, it was obtained that the results of the satisfaction measurement Users of services at the Faculty of Economics and Business, University of Jambi include:

1. Tangibles Dimension, shows that the facilities and infrastructure in the Faculty of Economics and Business still need to be improved. Facilities such as lecture rooms, laboratories, and lecture support tools, such as projectors and Wi-Fi, are still the main concerns.
2. Reliability Dimension, shows that most users assess the service according to the promised provisions. However, students feel that the service completion time and reliability in academic administration still need improvement.
3. The Responsiveness dimension received a good rating from most of the respondent groups, although students still felt that there were shortcomings in terms of the speed of academic services.
4. The Assurance dimension, (service certainty) is considered good, especially from partners and alumni, indicating that graduates of the Faculty of Economics and Business are considered competent in the

workplace. Some aspects that are still unclear are related to resource management and transparency of decision making.

5. The Empathy dimension was also rated positively, particularly in relation to staff attention to service users, although there is room for improvement in responding to student complaints more quickly and effectively.

Overall, the Faculty of Economics and Business received a good assessment in terms of reliability, responsiveness, and certainty, but still needs to make improvements to infrastructure and accelerate the response of academic administration, especially for students.

### Suggestion

From the survey results that have been obtained, here are some suggestions that can be... implemented to improve user satisfaction of services at the Faculty Economics and Business, University of Jambi, including:

1. Infrastructure and Facilities Improvement: Focus on developing physical facilities and infrastructure that support the learning process, such as classrooms, laboratories, Wi-Fi facilities, and other supporting tools.
2. Standardization and Improvement of Service Procedures: Strengthening the administrative management system and standardizing service completion times to improve reliability and ensure that services are provided in accordance with promises and established procedures.
3. Increased Responsiveness and Communication: Increase the capacity of education personnel in terms of responsive service and communication. Utilize technology to accelerate and facilitate access to academic and non-academic services.
4. Transparency in Management: Increasing transparency in the Faculty's financial and resource management policies to build internal trust, both from students, lecturers, and staff.
5. Improvement of Academic and Counseling Services: Increasing attention to students' academic needs through a better guidance and counseling system, as well as accelerating responses to academic problems faced by students.

With the suggestions provided, it is hoped that the Faculty of Economics and Business, University of Jambi can improve the quality of its services, optimize user satisfaction, and create a more productive and supportive academic environment.

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