



USER SATISFACTION SURVEY 2020

AGRIBUSINESS STUDY PROGRAM



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**AGRIBUSINESS STUDY PROGRAM
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**USER SATISFACTION SURVEY
AGRIBUSINESS STUDY PROGRAM
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EXECUTIVE SUMMARY

The purpose of the user satisfaction survey activity is to reduce the level of user satisfaction with graduates/alumni produced by the Agribusiness Study Program. The design of the activity consists of 3 stages, namely: 1) the stage of determining the concept and instrument survey; 2) the stage of data collection and tabulation, and 3) the stage of data analysis and reporting. This user satisfaction survey is a user satisfaction survey activity in the second year which was conducted *online*. Respondent consists of stakeholders who use alumni/graduates of agribusiness study programs.

Survey alumni user satisfaction is carried out related to competence both in *hard skills* and *soft skills*. Based on the results of the survey, the level of alumni satisfaction with foreign language mastery and expertise certificates is still in the category of quite satisfied, so it is necessary to increase foreign language mastery and certificates of expertise by holding foreign language training and specific areas of expertise while still attending lectures. Therefore, several things need to be improved, such as 1) Improving facilities and infrastructure that support education and research; 2) Increasing the comfort of workrooms, study rooms, and laboratories; 3) Procurement and maintenance of existing facilities so that the service process is better; 4) Support and encouragement from institutions in improving job skills through activities such as training, seminars, etc.; and 5) The existence of support and opportunities in the development of carrier.

FOREWORD

Praise and gratitude are offered to God Almighty, because of His blessings and mercy, the 2020 Sriwijaya University Agribusiness Study Program User Satisfaction Survey activity can be carried out properly. The purpose of the user satisfaction survey activity is to reduce user satisfaction with graduates/alumni produced by the Agribusiness Study Program. The design of the activity consists of 3 stages, namely: 1) the stage of determining the concept and instrument survey; 2) the stage of data collection and tabulation, and 3) the stage of data analysis and reporting. This user satisfaction survey is a user satisfaction survey activity in the second year which was conducted *online*. Respondent consists of stakeholders who use alumni/graduates of agribusiness study programs.

This survey activity uses valid instruments issued by the team of survey satisfaction users of the Sriwijaya University Agribusiness Study Program who have been tested for validity. On this occasion, we would like to thank all parties who have supported the implementation of consumer/customer survey activities in 2021. A word of gratitude is also expressed to the Sriwijaya University User Satisfaction Survey Committee Team in 2021 who have carried out this survey activity well.

Hopefully, the results of the survey activities can be feedback for all work unit Agribusiness Study Program on the performance of the services provided and can be used as input and evaluation for the study program to improve and maintain the quality of service. In addition, the results of this consumer satisfaction survey activity are also expected to be used as a document in the context of organizational accountability to guarantee quality in the study program.

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CHAPTER 1. INTRODUCTION

A. Background

Quality assurance of higher education is an important program and must be implemented by all institutions providing higher education. The implementation and implementation of the Quality Assurance System (QAS) is a decisive aspect in increasing the competitiveness of universities.

Quality control of education can be carried out in both internal and external ways. Internally, namely by compiling, evaluating, and developing the curriculum in line with the development of knowledge and technology, community needs, the progress of the times, and learning outcomes according to the KKNI based on predetermined quality standards, and externally, namely by accrediting continuous study programs and routinely conducting customer satisfaction surveys.

Customer service is very important because it determines the performance of the organization and the overall quality of service. The quality of internal services is the focal point in the *organization's revenue chain and business growth*. If service to customers is hampered, the performance and quality of service to other parts will also be affected.

The definition of service quality is centered on an effort to meet the needs and desires of customers and the accuracy of their delivery to keep pace with the expectations desired by customers. The quality of service can be known by comparing the expectations/interests of customers for the ideal service with the service they receive. If the service received or felt is as expected, the perceived service quality is good and satisfactory, while if it exceeds customer expectations, the quality of service is perceived as ideal quality. Conversely, if the service received is lower than expected, then the quality of service is perceived poorly. Thus, whether the quality of the service is good or not depends on the ability of the service provider to meet the expectations/interests of its customers consistently.

The Agribusiness Study Program, Faculty of Agriculture, Sriwijaya University as part of a higher education institution has an obligation and is required to provide good and excellent service to students, lecturers, and education staff, as well as stakeholders who are service users in the Agribusiness Study Program, Faculty of Agriculture, Sriwijaya University. To ensure the implementation of education properly and being able to meet the criteria of KKNI, the Agribusiness Study Program, Faculty of Agriculture, Sriwijaya

University seeks to bridge students with a learning process that meets predetermined quality standards.

To evaluate service improvements in the Agribusiness Study Program, Faculty of Agriculture, Sriwijaya University, it is very necessary to measure the level of consumer satisfaction with alumni. The results of the user satisfaction survey are the basis for the Agribusiness Study Program, Faculty of Agriculture, Sriwijaya University, to continue to make improvements to the curriculum, learning methods, and soft skills enrichment to improve the quality of alumni.

B. PURPOSE AND USEFULNESS

The objectives of this Consumer Satisfaction Survey activity are: Measuring The level of user satisfaction with graduate performance. The uses of this activity are

1. As feedback for all work units in the Agribusiness Study Program, Faculty of Agriculture, Sriwijaya University on the performance of the services provided.
2. As input and evaluation of the curriculum of the Agribusiness Study Program, Faculty of Agriculture, Sriwijaya University to improve and maintain the quality of learning
3. As a document in the context of organizational accountability in quality assurance efforts at the Agribusiness Study Program, Faculty of Agriculture, Sriwijaya University

CHAPTER 2. METHODOLOGY

A. DESIGN

The design of the activities used in this User Satisfaction Survey consists of 3 stages, namely:

1. The first stage is the determination of the concept and instrument survey. This Consumer Satisfaction Survey has been started since 2020 which was carried out online using valid instruments issued by the Survey team and has been tested for validity.
2. The second stage is the collection and tabulation of data. This stage begins with providing a technical briefing to the Survey team who is responsible for filling out and phasing out data on the questionnaire. The survey was conducted on a limited number of respondents, but in 2020 the survey was carried out with a wider number of respondents. The collection was carried out on all graduates/alumni and related *stakeholders*. The last step in this stage is the preparation of questionnaire data that has been collected for further processing.
3. The third stage is data analysis and reporting. This stage begins with translating the code system used in questionnaires, data *entry* and data *editing*, data analysis, preparing reports, and disseminating results.

B. SAMPLING METHODS

This study did not take the entire population, so a sample was drawn to represent the population by filling out a questionnaire with the purposive sampling method on all alumni who had worked. The 2021 survey was held for all the 2020's graduate.

C. DATA COLLECTION METHODS

The data used in this study are primary. The primary data source in this study is in the form of subject opinions collected individually from respondents. The data collection technique was carried out using a question list instrument (*questionnaire*) with a closed-question model. Respondents are asked to give their perceptions in each statement according to the circumstances felt / reality and expected by the respondent. The questionnaire form is in the form of a *Likert* scale with 4 points, with a rating of 1 (very dissatisfied), 2 (dissatisfied), 3 (quite satisfied), 4 (satisfied), and 5 (very satisfied) with the help of a web-based information system that can be accessed:

Customer Satisfaction Survey for Students and Alumni, which is

<https://docs.google.com/forms/d/e/1FAIpQLSdmUIH0AcshGJ5ultrizMVUO0sdYT1IxU-R9-dJVQrI7BxVNA/viewform?usp=sharing>

All respondents were asked to fill out the questionnaire *online*.

D. INSTRUMENTS

This Consumer Satisfaction Survey uses 7 instruments.

E. EXECUTOR AND TIMING OF IMPLEMENTATION

The 2021 Satisfaction Survey activity was carried out by the Agribusiness Study Program, Faculty of Agriculture, Sriwijaya University. The implementation of the Consumer Satisfaction Survey was carried out from August to September 2021. The summoning of alumni as respondents is carried out by the graduation period concerned *online*.

E. ANALYSIS METHODS

This analysis is used to see a picture of the satisfaction felt by *stakeholders* with the services provided by work units in the campus environment. The analysis method used is a tabulation method and descriptive explanation to calculate the average level of consumer satisfaction.

CHAPTER 4. RESULTS AND DISCUSSION

A. Identity of the Respondent

The total number of respondents filling out the questionnaire was as many as 36 respondents from several agencies. The distribution of respondents' agency origins can be seen in Table 4. 1.

Table 4. 1. Origin of The Agency

No	Status	Total	Percentage
1	Private	20	56
2	Regency/City/Provincial Government	16	44
Total		36	100

Based on **Table 4. 1**, the number of respondents with the best percentage in participating in filling out the questionnaire was shown by alumni users from the Regency / City / Provincial Government, namely as much as 44%, and alumni users from private origin, namely 56%

B. Survey Results

The tracking of graduates that have been carried out has received a total response of 180 graduate user institutions consisting of various private companies, BUMN, BUMD, financial/banking institutions, and government agencies both central and regional, with the number of graduates assessed as many as 114 people (Table 4.1.). The results of the user assessment of graduate performance showed that **graduates who had excellent performance were 38.79%, good performance was 47.12%, and performance was quite 13.85%**. These results show that the average graduate user is very satisfied and satisfied with the performance of the Graduate Students (Table 4.3).

Table 4.2. User Respondents Graduated from the Agribusiness Study Program, Faculty of Agriculture, Sriwijaya University.

No .	Graduate Years	Number of Graduates	Number of graduate respondents the tracer study	Number of Graduates are working	Number of Graduates Assessed by Users
3	TS-2 (2020)	168	115	36	36
	Total	168	115	36	36

When reviewed based on the type of ability, Table 4.3 shows that aspects with excellent and good assessment are dominant, namely aspects of expertise in the field of science (main competencies), salt language skills, communication skills, and aspects of self-development: while the aspects of ethics and teamwork still need to be improved.

Table 4.4. User Satisfaction Level of Graduates of Agribusiness Study Program, Faculty of Agriculture, Sriwijaya University

No .	Types of Abilities	User Satisfaction Rate (%)					Follow-up Plan by Study Program
		Excellent	Good	Fairly	Less	Very less	
1	Ethics	22.22	50.00	27.78	0.00	0.00	The creation of an academic atmosphere through regular meetings between lecturers and students at the beginning of the semester, as well as providing ethical examples in daily associations between lecturers and lecturers, lecturers with students, lecturers with employees, and lecturers with superiors both academic and non-academic ethics.
2	Expertise in the field of science (main competencies)	11.11	55.56	33.33	0.00	0.00	Continuous evaluation and follow-up development of evaluation results are mainly related to the renewal of learning plans and materials, teaching methods, evaluation methods, and monitoring at the end of the semester.

No.	Types of Abilities	User Satisfaction Rate (%)					Follow-up Plan by Study Program
		Excellent	Good	Fairly	Less	Very Less	
3	Foreign language skills	0.00	33.33	61.11	2.78	2.78	Improving English language skills through giving coursework and presentations in Bahasa Inggris, encourages students to form study groups.
4	Use of information technology (IT)	13.89	58.33	27.78	0.00	0.00	Encouraging students to use IT in completing various course assignments including when collecting and processing data, writing limit h articles, theses, and seminars.
5	Communication skills	8.33	66.67	22.22	2.78	0.00	Encourage students to practice communication through presentations and discussions of coursework, guidance, and publications, providing opportunities for students to become assistants in response activities, as well as communication with stakeholders involved in research.
6	Teamwork	19.44	66.67	13.89	0.00	0.00	Improving the ability of teamwork by giving assignments/lecture projects in groups, as well as involving students in the lecturer research team.

No.	Types of Abilities	User Satisfaction Rate (%)					Follow-up Plan by Study Program
		Excellent	Good	Fairly	Less	More Less	
7	Self-development	25.00	55.56	19.44	0.00	0.00	Self-development is carried out from academic and non-academic aspects. The academic aspect is carried out through increasing student participation in lectures, presentations, discussions, guidance, and the discovery of research innovations and publications. Non-academic aspects are carried out by encouraging students to be active in various pieces of training, such as article writing and data processing. In addition, it encourages students to be active in student/professional organization activities, as well as other extracurricular activities available on campus.

In the type of ethical ability, the results of the assessment of the level of user satisfaction were obtained by 22.22percent on excellent criteria, 50.00percent on good criteria, and the remaining 27.78percent with fairly good criteria. This means that graduates of the Agribusiness Study Program, Faculty of Agriculture, UNSRI have good

ethics in the work environment. Because ethics is knowledge and attitudes about what is good and what is bad and about moral rights and obligations (morals), then even though most of them are good, the Agribusiness Study Program of the Faculty of Agriculture UNSRI must still pay special attention to graduates with fairly good ethical criteria. The Agribusiness Study Program, Faculty of Agriculture, UNSRI, must continue to carry out follow-up plans to increase the level of user satisfaction with graduate ethics. The follow-up plan by the study program is to create an academic atmosphere through regular meetings between lecturers and students at the beginning of the semester, as well as providing examples of ethical examples in daily associations between lecture pieces of training users, lecturers with students, lecturers with employees, lecturers with superiors both academic and non-academic ethics.

Expertise in the field of science (main competencies) was also obtained from the assessment of the level of user satisfaction of 11.11percent on excellent criteria, 55.56percent with good criteria, and the rest on the criteria quite good. This assessment means that the main competencies possessed by graduates of the Agribusiness Study Program, Faculty of Agriculture, UNSRI are following what is needed by the work environment. For the competence of alumni who are categorized quite well. This is because their field of workers is not aligned with the competence of agribusiness scholars. For this reason, the study program must continue to improve the main competencies of graduates in various ways. The follow-up plan by the Agribusiness Study Program is to conduct a continuous evaluation and follow-up development of evaluation results, especially related to the renewal of learning plans and materials, teaching methods, evaluation methods, and monitoring at the end of the semester.

The third type of ability assessed is foreign language proficiency. Based on the assessment results, 33.33 percent with good criteria, and 61.11 percent with fairly good criteria. This shows that the graduates' foreign language skills are good enough. However, considering that foreign language skills are needed to enter the world of work, foreign language skills must still be improved to be more competitive in the world of work and increase user satisfaction. Follow-up plans by the study program prove English language skills through the provision of coursework and presentations in the English language, as well as encouraging students to form An English-language study group.

The ability to use information technology (IT) was assessed by respondents 13.89percent with excellent criteria and 58.33percent with good criteria, while the rest with fairly good criteria. In this ability, it is also necessary to continue to improve by

implementing various activities. The follow-up plan by the Agribusiness Study Program is to encourage students to use IT in completing various assignments/lecture projects including when collecting and processing data, and writing scientific articles, theses, and seminars.

The communication ability of graduates of the Agribusiness Study Program, Faculty of Agriculture, UNSRI, was assessed by respondents as a percent with a criterion of 8.33 percent very good, 66.67 percent with good criteria, and 22.22 percent were quite good. Communication skills can be improved through habituation in the teaching and learning process while students are studying. The follow-up plan by the study program is to encourage students to practice communication through presentations and discussions of coursework, guidance, and publications, providing opportunities for students to become assistants to response activities, as well as communication with stakeholders involved in research.

The teamwork of graduates of the Agribusiness Study Program, Faculty of Agriculture, Sriwijaya University, is considered that graduate users are in the high category. As many as 19.44 percent of respondents rated with excellent criteria, and the remaining 66.67 percent rated with good criteria. Follow-up plan by the Agribusiness Study Program to increase the ability of teamwork by giving assignments / lecture projects in groups and involving students in the lecturer research team.

Respondents assessed the self-development ability of agribusiness study program alumni with excellent criteria of percent and percent with good criteria, while the rest were quite good. Self-development can be interpreted as balancing the talents possessed, realizing dreams, increasing self-confidence, being strong in the face of trials, and living in a good relationship with others. Self-development is a complete process from the beginning of the decision to the peak of success in achieving independence and leading to self-actualization. The follow-up plan by the Agribusiness Study Program is to carry out increasing student participation in lectures, presentations, discussions, guidance, and discovery of research innovations and publications. Non-academic aspects are carried out by encouraging students to be active in various pieces of training, such as article writing and data processing. In addition, it encourages students to be active in student/professional organization activities, as well as other extracurricular activities available on campus.

CHAPTER 5.

CONCLUSIONS AND POLICY IMPLICATIONS

Survey alumni user satisfaction is carried out related to competence both in *hard skills* and *soft skills*. Based on the results of the survey, the level of alumni satisfaction with mastery of foreign languages and certificates of expertise is still in the category of quite satisfied. Referring to the results of the survey, it is necessary to improve the mastery of foreign languages and certificates of expertise by conducting foreign language training and specific areas of expertise while still attending lectures. Thus, it is expected to increase the satisfaction index of alumni users when alumni work in specific agencies.

Based on the survey results, respondents were quite satisfied with the services provided and quite satisfied with the existing facilities and infrastructure. Referring to the results, several things that need to be improved, include:

1. Improvement of facilities and infrastructure that support education and research.
2. Increased comfort of workspaces, study rooms, and laboratories.
3. Procurement and maintenance of existing facilities so that the service process is better.
4. Support and encouragement from institutions in improving job skills through activities such as training, seminars, etc.
5. The existence of support and opportunities in the development of a career.

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