



澳門旅遊學院

INSTITUTO DE FORMAÇÃO TURÍSTICA DE MACAU

Macao Institute for Tourism Studies

Macao Institute for Tourism Studies

Public Services and Organizational Performance Appraisal System

2022 User Satisfaction Survey Report



Macao Institute for Tourism Studies 2022 User Satisfaction Survey Report

1. Introduction

Objective: 《Public Services and Organizational Performance Appraisal System 》 was promulgated through the Executive Order No. 61/2019 on April 23, 2019. In terms of public services development, the opinions of users determine the development direction, and public satisfaction is one of the measures of organizational performance. Thus, with the aim of achieving continuous improvement, IFTM Macao Institute for Tourism Studies (IFTM) has established a mechanism to collect feedback from target users on a regular basis to understand their views on our public services including the service delivery process and results. In response to this, IFTM conducted a user satisfaction survey on our 23 public services in 2022, as a means to evaluate service quality and to identify areas for improvement.

Survey Period: Survey is conducted each year (subject to the arrangement of individual units of IFTM).

Scope: An anonymous survey inclusive of all IFTM public services under the Performance Pledge Programme (see IFTM's service list).

Survey Factors: There are 10 service factors: 1) Services of Staff Members, 2) Environment, 3) Facilities, 4) Operation Procedures, 5) Availability of Service Information, 6) Performance Pledge Programme, 7) E-Services, 8) Performance Information, 9) Service Integration and 10) Overall Services.

Questionnaire Settings: The questionnaire adopts the 5-point Likert Scale.

Scale	1	2	3	4	5
Degree	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied



2. Survey Results

General Public Services				
No. of Valid Response		1352		
Service Factors	Sub-Factors	Average Satisfaction Level	Grading for Sub-Factors	Standard Deviation
Services of Staff Members	Initiative	4.51	4.47	-0.03
	Professionalism		4.45	-0.05
	Grooming		4.60	+0.10
	Attitude		4.49	-0.01
Environment	Convenience	4.49	4.42	-0.07
	Comfortability		4.56	+0.07
Facilities	Hardware Equipment	4.49	4.44	-0.05
	Clear Instruction		4.49	-0.00
	Supporting Facilities		4.47	-0.03
	Supporting Measures		4.52	+0.03
	Venue Security		4.55	+0.05
Operation Procedures	Seamlessness	4.51	4.51	-0.00
	Efficiency		4.49	-0.03
	Effectiveness		4.53	+0.02
	Fairness		4.53	+0.01
Availability of Service Information	Adequacy	4.52	4.50	-0.01
	Accessibility		4.51	-0.01
	Accuracy		4.52	+0.00
	Usefulness		4.52	+0.00
	Confidentiality		4.53	+0.01
Performance Pledge Programme Service Assurance	Scope	4.52	4.52	-0.00
	Clarity of Indicators		4.52	+0.00
	Satisfaction with Indicators		4.53	+0.01
	Channels of Expression		4.51	-0.01
E-Services	Necessity	4.51	4.52	+0.02
	Convenience		4.51	-0.00
	Security		4.51	+0.00
	Adequacy		4.50	-0.01
	Adequate Communication Channels		4.50	-0.01
Performance Information	Adequacy	4.46	4.46	-0.00
	Openness and transparency		4.46	+0.00



Service Integration	Service Optimization through Cross-Departmental Collaboration/One-Stop Service	4.37	4.37	+0.00
Overall Services	Overall Satisfaction Level	4.54	4.54	+0.00

Result Analysis

The Institute achieved an overall score of over 4 points for all service items, indicating that the respondents were “satisfied” with the services provided. Among all the categories, “Appearance and Grooming” scored 4.60, which is the highest scoring category; while “Service Information” and “Service Assurance” both scored 4.52, which are the highest average scores.

3. Analysis of Users’ General Comments

“General Comments”¹ collected from users include:

Services of Pedagogic Affairs Department

- Poor service attitude and low efficiency of staff (3.1%, 8/255)
- Enrollment process and application process are too complicated (3.5%, 9/255)
- Obsolete equipment (2.8%, 7/255)

Services of Educational Restaurant (ER)

- Compliments on the service attitude of staff/ student trainees (5.91%, 22/372)
- Compliments on the service and food quality of the restaurant (4.3%, 16/372)
- Good catering service and food quality in general (1.34%, 5/372)
- Compliments on the food quality of the restaurant (1.07%, 4/372)
- Suggestion on increasing food choices (0.8%, 3/372)

¹ The term “General Comments” refers to the same opinion received three times or more.



4. Improvements

The following improvements measures are introduced in response to the survey results and collected user opinions:

Services of Pedagogic Affairs Department

- Ongoing reminder to colleagues;
- Suggest colleagues to propose an automated work procedure every quarter to improve work efficiency;
- Continuous review of automated work procedure to improve efficiency;
- Continuous improvement of the member enrollment system for short-term courses.

Services of Educational Restaurant (ER)

- In response to customers' suggestions for more dish choices, the Educational Restaurant launched a Macao's gastronomic culture promotion from 21 February to 4 March 2022, and added in August various new dishes including starters, main courses and desserts, as well as a Christmas set menu in December, all of which were very popular among people from all walks of life. In addition, a wider variety of wines was added in August and a wine delivery service was introduced for the convenience and demand of the general public.



5. Trend Analysis (Compared with previous year)

Service Factors	Sub-Factors	2021 (Last Year)		2022 (Current Year)	
		Grading for Sub-Factors	Average Satisfaction Level	Grading for Sub-Factors	Average Satisfaction Level
Services of Staff Members	Initiative	4.41	4.43	4.47	4.51
	Professionalism	4.39		4.45	
	Grooming	4.46		4.60	
	Attitude	4.46		4.49	
Environment	Convenience	4.32	4.35	4.42	4.49
	Comfortability	4.38		4.56	
Facilities	Hardware Equipment	4.35	4.38	4.44	4.49
	Clear Instruction	4.36		4.49	
	Supporting Facilities	4.36		4.47	
	Supporting Measures	4.37		4.52	
	Venue Security	4.45		4.55	
Operation Procedures	Seamlessness	4.37	4.38	4.51	4.51
	Efficiency	4.34		4.49	
	Effectiveness	4.42		4.53	
	Fairness	4.40		4.53	
Availability of Service Information	Adequacy	4.38	4.40	4.50	4.52
	Accessibility	4.38		4.51	
	Accuracy	4.42		4.52	
	Usefulness	4.41		4.52	
	Confidentiality	4.39		4.53	
Performance Pledge Programme Service Assurance	Scope	4.41	4.41	4.52	4.52
	Clarity of Indicators	4.42		4.52	
	Satisfaction with Indicators	4.41		4.53	
	Channels of Expression	4.39		4.51	
E-Services	Necessity	4.37	4.36	4.52	4.51
	Convenience	4.37		4.51	
	Security	4.37		4.51	
	Adequacy	4.34		4.50	
	Adequate Communication Channels	4.35		4.50	
Performance Information	Adequacy	4.37	4.37	4.46	4.46
	Openness and transparency	4.37		4.46	



Service Integration	Service Optimization through Cross-Departmental Collaboration/One-Stop Service	4.37	4.37	4.37	4.37
Overall Services	Overall Satisfaction Level	4.38	4.38	4.54	4.54

Service Factors	2021 (Last Year)	2022 (Current Year)	Compared with previous year
Services of Staff Members	4.43	4.51	0.08
Environment	4.35	4.49	0.14
Facilities	4.38	4.49	0.11
Operation Procedures	4.38	4.51	0.13
Availability of Service Information	4.40	4.52	0.12
Performance Pledge Programme Service Assurance	4.41	4.52	0.11
E-Services	4.36	4.51	0.15
Performance Information	4.37	4.46	0.09
Service Integration	4.37	4.37	0.00
Overall Services	4.38	4.54	0.16

The satisfaction scores of this year are similar to those of last year. All the factors and sub-factors scored above 4 points, and no item scored below 3 points or showed a decrease of more than 1 point. The IFTM will continue to monitor the 2023 survey results, conduct research and analysis on the positive and negative comments from service users, and implement all measures for continuous improvement.

- The End -