



旅遊學院  
INSTITUTO DE FORMAÇÃO TURÍSTICA  
Institute for Tourism Studies

## Institute for Tourism Studies User Satisfaction Survey Report 2018

### 1. Introduction

**Purpose:** With the aim of achieving continuous improvement, the Performance Pledge Programme requires the establishment of a mechanism for the collection of users' comment in term of public services. In response to this guideline, every year the Institute for Tourism Studies conducts a user satisfaction survey, as a means to evaluate service quality and to identify areas for improvement.

**Period:** Survey is conducted in the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> Quarter each year.

**Scope:** An anonymous survey inclusive of all services under the Performance Pledge Programme (both pledged and trial services).

**Service Factors:** There are 9 factors: 1) Level of Convenience 、 2) Services of Staff Members 、 3)

Environment and Facilities 、 4) Operation Procedures 、 5) Service Effectiveness 、 6) Availability of Service Information 、 7) E-Services 、 8) Performance Pledge Programme, and 9) Overall Services 。

**Questionnaire setting:** The questionnaire adopts the 5-point Likert Scale. 5 = Very Satisfied; 4 = Satisfied; 3 = Neutral; 2 = Unsatisfied; 1 = Very Unsatisfied

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## 2. Result

| No. of Valid Response                      |                              | 1704                       |                         |                    |
|--|------------------------------|----------------------------|-------------------------|--------------------|
| Service Factors                            | Sub-Factors                  | Average Satisfaction Level | Grading for Sub-Factors | Standard Deviation |
| <b>Level of Convenience</b>                | Service Hour                 | 4.24                       | 4.18                    | -0.06              |
|  | Service Location             |                            | 4.27                    | +0.03              |
|  | Communication Channels       |                            | 4.27                    | +0.03              |
| <b>Services of Staff Members</b>           | Attitude                     | 4.37                       | 4.43                    | +0.06              |
|  | Knowledge                    |                            | 4.36                    | -0.01              |
|  | Efficiency                   |                            | 4.38                    | +0.01              |
|  | Initiative                   |                            | 4.31                    | -0.06              |
| <b>Environment</b>                         | Comfortability               | 4.33                       | 4.41                    | +0.07              |
|  | Equipment Setting            |                            | 4.26                    | -0.07              |
| <b>Operation Procedures</b>                | Response Time                | 4.38                       | 4.37                    | -0.01              |
|  | Simplicity                   |                            | 4.35                    | -0.03              |
|  | Fairness                     |                            | 4.42                    | +0.04              |
| <b>Service</b>                             | Service Conformance          | 4.37                       | 4.37                    | -                  |
| <b>Availability of Service Information</b> | Disclosure                   | 4.31                       | 4.30                    | -0.01              |
|  | Accuracy                     |                            | 4.33                    | +0.01              |
| <b>E-Services</b>                          | Scope                        | 4.24                       | 4.22                    | -0.02              |
|  | Satisfaction Level           |                            | 4.26                    | +0.02              |
| <b>Performance Pledge Programme</b>        | Scope                        | 4.28                       | 4.28                    | -                  |
|  | Satisfaction with Indicators |                            | 4.28                    | -                  |
|  | Clarity of Indicators        |                            | 4.28                    | -                  |
| <b>Overall Services</b>                    | Overall Satisfaction Level   | 4.31                       | 4.31                    | -                  |

## 3. Analysis of Users' General Comments

“General Comments”<sup>1</sup> collected from users include:

### Services of Technical and Academic Support Division (SATA)

- Service quality of staff members (2.22%, 7/316);
- Extension of reception service hours (lunch time and night service) (1.58%, 5/316).

### Services of Pousada de Mong-Há (PMH)

- Slow internet connection at student hostels (15.75%, 20/127);

\* Pousada de Mong-Ha was under refurbishment in 2018.

<sup>1</sup> Same comment received over 3 times.



#### **Services of Educational Restaurant (ER)**

- Praise of the service quality of staff members/Students (1.22%, 7/576);
- Praise of the food quality (1.04%, 6/576);
- Provision of operation on weekends (0.87%, 5/576);
- Location of the restaurant (1.74%, 10/576).

#### **Services of Library (LIB)**

- Room Temperature (0.74%, 5/677);
- Extension of the operating hours of Taipa library (1.62%, 11/677);
- Malfunction of printers (0.74%, 5/677).

### **4. Improvements**

Improvements are introduced in response to users' comments:

#### **Services of Technical and Academic Support Division (SATA)**

- Reminder to staff members the importance of service quality;
- Provision of staff trainings;
- Provision of reference materials for service accuracy;
- Implementation of e-services for the convenience of users;
- Refining service workflow for job efficiency.

#### **Services of Pousada de Mong-Há (PMH)**

- Advanced internet equipment newly installed for faster and more stable internet connection at student hostels;
- Continuing the close supervision of the internet connection speed at student hostel.

#### **Services of Educational Restaurant (ER)**

- Provision of shuttle bus and public transportation information at Restaurant website for guests' prior knowledge;
- Provision of restaurant location information at IFT Apps for guests' prior knowledge.

#### **Services of Library (LIB)**

- Maintaining comfortable room temperature at library;
- Paper-sticker reminders posted in the library for readers' knowledge of our central air conditioning system at library;
- Continuing to monitor the demand of operation on weekends ;
- Paper stickers added in the computer & printer zone to remind the users to report any computer/printer-related problem to the staff directly.



- Continuing the close supervision of the malfunction problem of printers with IT;

## 5. Trend Analysis (Comparison with previous year)

| Service Factors                     | Sub-Factors                  | 2015                    |                            | 2016                    |                            | 2017                    |                            | 2018 (Current Year)     |                            |
|-------------------------------------|------------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|----------------------------|
|                                     |                              | Grading for Sub-Factors | Average Satisfaction Level | Grading for Sub-Factors | Average Satisfaction Level | Grading for Sub-Factors | Average Satisfaction Level | Grading for Sub-Factors | Average Satisfaction Level |
| Level of Convenience                | Service Hour                 | 4.12                    | 4.13                       | 4.13                    | 4.17                       | 4.18                    | 4.18                       | 4.18                    | 4.24                       |
|                                     | Service Location             | 4.06                    |                            | 4.13                    |                            | 4.15                    |                            | 4.27                    |                            |
|                                     | Communication Channels       | 4.20                    |                            | 4.27                    |                            | 4.20                    |                            | 4.27                    |                            |
| Services of Staff Members           | Attitude                     | 4.34                    | 4.26                       | 4.34                    | 4.26                       | 4.28                    | 4.24                       | 4.43                    | 4.37                       |
|                                     | Knowledge                    | 4.25                    |                            | 4.19                    |                            | 4.23                    |                            | 4.36                    |                            |
|                                     | Efficiency                   | 4.31                    |                            | 4.30                    |                            | 4.24                    |                            | 4.38                    |                            |
|                                     | Initiative                   | 4.13                    |                            | 4.22                    |                            | 4.20                    |                            | 4.31                    |                            |
| Environment                         | Comfortability               | 4.30                    | 4.27                       | 4.29                    | 4.23                       | 4.32                    | 4.29                       | 4.41                    | 4.33                       |
|                                     | Equipment Setting            | 4.24                    |                            | 4.17                    |                            | 4.26                    |                            | 4.26                    |                            |
| Operation Procedures                | Response Time                | 4.28                    | 4.30                       | 4.35                    | 4.31                       | 4.30                    | 4.30                       | 4.37                    | 4.38                       |
|                                     | Simplicity                   | 4.28                    |                            | 4.27                    |                            | 4.27                    |                            | 4.35                    |                            |
|                                     | Fairness                     | 4.34                    |                            | 4.33                    |                            | 4.32                    |                            | 4.42                    |                            |
| Service                             | Service Conformance          | 4.25                    | 4.25                       | 4.30                    | 4.30                       | 4.28                    | 4.28                       | 4.37                    | 4.37                       |
| Availability of Service Information | Disclosure                   | 4.22                    | 4.24                       | 4.34                    | 4.35                       | 4.27                    | 4.28                       | 4.30                    | 4.31                       |
|                                     | Accuracy                     | 4.26                    |                            | 4.36                    |                            | 4.29                    |                            | 4.33                    |                            |
| E-Services                          | Scope                        | 4.20                    | 4.23                       | 4.19                    | 4.19                       | 4.23                    | 4.25                       | 4.22                    | 4.24                       |
|                                     | Satisfaction Level           | 4.26                    |                            | 4.20                    |                            | 4.27                    |                            | 4.26                    |                            |
| Performance Pledge Programme        | Scope                        | 4.16                    | 4.19                       | 4.15                    | 4.17                       | 4.22                    | 4.22                       | 4.28                    | 4.28                       |
|                                     | Satisfaction with Indicators | 4.19                    |                            | 4.22                    |                            | 4.23                    |                            | 4.28                    |                            |
|                                     | Clarity of Indicators        | 4.20                    |                            | 4.15                    |                            | 4.22                    |                            | 4.28                    |                            |
| Overall Services                    | Overall Satisfaction Level   | 4.23                    | 4.23                       | 4.24                    | 4.24                       | 4.25                    | 4.25                       | 4.31                    | 4.31                       |

| Service Factors                     | 2016 | 2017 | 2018 | Comparison (with prior year) |
|-------------------------------------|------|------|------|------------------------------|
| Level of Convenience                | 4.17 | 4.18 | 4.24 | +0.06                        |
| Services of Staff Members           | 4.26 | 4.24 | 4.37 | +0.13                        |
| Environment                         | 4.23 | 4.29 | 4.33 | +0.04                        |
| Operation Procedures                | 4.31 | 4.30 | 4.38 | +0.08                        |
| Service                             | 4.30 | 4.28 | 4.37 | +0.09                        |
| Availability of Service Information | 4.35 | 4.28 | 4.31 | +0.03                        |
| E-Services                          | 4.19 | 4.25 | 4.24 | -0.01                        |
| Performance Pledge Programme        | 4.17 | 4.22 | 4.28 | +0.06                        |
| Overall Services                    | 4.24 | 4.25 | 4.31 | +0.05                        |

Same as the previous years, the result remains satisfactory. All service factors (and sub-factors) were graded above 4 points. None of them dropped over 1 point. When compared to 2017, 8 out of 9 service factors recorded increase. A sharp rise of 0.13 point was shown in “Services of Staff Members”, while “E-Services” got a slight drop of 0.01 point. IFT will closely monitor the development next year. All public comments, positive or negative alike, will be carefully studied. Improvements will be duly introduced for continuous quality service provision.