



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

2021 User Satisfaction Survey Report



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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 2021, 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		1274		
Service Factors	Sub-Factors	Average Satisfaction Level	Grading for Sub-Factors	Standard Deviation
Services of Staff Members	Initiative	4.43	4.41	-0.02
	Professionalism		4.39	-0.04
	Grooming		4.46	+0.03
	Attitude		4.46	+0.03
Environment	Convenience	4.35	4.32	-0.03
	Comfortability		4.38	+0.03
Facilities	Hardware Equipment	4.38	4.35	-0.03
	Clear Instruction		4.36	-0.01
	Supporting Facilities		4.36	-0.02
	Supporting Measures		4.37	-0.01
	Venue Security		4.45	+0.07
Operation Procedures	Seamlessness	4.38	4.37	-0.01
	Efficiency		4.34	-0.04
	Effectiveness		4.42	+0.04
	Fairness		4.40	+0.02
Availability of Service Information	Adequacy	4.40	4.38	-0.01
	Accessibility		4.38	-0.02
	Accuracy		4.42	+0.02
	Usefulness		4.41	+0.02
	Confidentiality		4.39	-0.01
Performance Pledge Programme Service Assurance	Scope	4.41	4.41	+0.00
	Clarity of Indicators		4.42	+0.01
	Satisfaction with Indicators		4.41	+0.00
	Channels of Expression		4.39	-0.01
E-Services	Necessity	4.36	4.37	+0.01
	Convenience		4.37	+0.01
	Security		4.37	+0.01
	Adequacy		4.34	-0.02
	Adequate Communication Channels		4.35	-0.01
Performance Information	Adequacy	4.37	4.37	+0.00
	Openness and transparency		4.37	+0.00



Service Integration	Service Optimization through Cross-Departmental Collaboration/One-Stop Service	4.37	4.37	+0.00
Overall Services	Overall Satisfaction Level	4.38	4.38	+0.00

Result Analysis

The overall score of all the service factors of IFTM was above 4, indicating that users were satisfied with IFTM's services. The both of “Grooming” and “Attitude” got 4.46 points, which were the highest score. In addition, the average score of “Services of Staff Members” was the highest with 4.43 points.

3. Analysis of Users’ General Comments

“General Comments”¹ collected from users include:

Services of Pedagogic Affairs Department

- Poor service attitude (3.5%, 14/400)
- Poor application procedures (3.5%, 14/400)
- Confusing service notifications (1.5%, 6/400)

Services of Educational Restaurant (ER)

- Praise of the service quality of staff members/student trainees (5.18%, 20/386)
- Praise for quality of the service and food in the restaurant (1.81%, 7/386)
- Good overall restaurant service and food quality (3.62%, 14/386)
- Praise for quality of the food in the restaurant (0.51%, 2/386)
- Suggest providing more food choices (0.25%, 1/386)
- Suggest providing dish photos to the menu (0.25%, 1/386)
- Suggest providing more payment method (0.25%, 1/386)

Services of Library (LIB)

- Limited range of books (1.38%, 4/290)

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

- Continuously review the work of staff members and remind them of the public's complaints in due course;
- Continuously review and develop more automated procedures in order to minimise errors and improve efficiency;
- Continuously review and optimise the application system for short-term programmes;
- Continuously review the process of sending notifications and examine the feasibility of sending them automatically to reduce human errors.

Services of Educational Restaurant (ER)

- Continuously create a variety of dishes for guests to choose from. The Educational Restaurant launched a number of new dishes in August 2021, including appetizers, main dishes and desserts, as well as Christmas set menus during the Christmas season in December 2021, which have been well received by guests;
- The restaurant began to use digital menus from mid-May 2021. Dish photos were added to the menus for the convenience of guests. In addition, a number of electronic payment methods have been added since September 2021 to satisfy the needs of the public.

Services of Library (LIB)

- In 2021, the library enriched its collection resources by purchasing a total of 94 leisure books of varied types - inspirational, logic, or on social issues, psychology, and literature, of which 30 are e-books.



5. Trend Analysis (Compared with previous year)

Service Factors	Sub-Factors	2020 (Last Year)		2021 (Current Year)	
		Grading for Sub-Factors	Average Satisfaction Level	Grading for Sub-Factors	Average Satisfaction Level
Services of Staff Members	Initiative	4.46	4.50	4.41	4.43
	Professionalism	4.45		4.39	
	Grooming	4.57		4.46	
	Attitude	4.49		4.46	
Environment	Convenience	4.44	4.50	4.32	4.35
	Comfortability	4.55		4.38	
Facilities	Hardware Equipment	4.46	4.49	4.35	4.38
	Clear Instruction	4.49		4.36	
	Supporting Facilities	4.48		4.36	
	Supporting Measures	4.47		4.37	
	Venue Security	4.55		4.45	
Operation Procedures	Seamlessness	4.52	4.52	4.37	4.38
	Efficiency	4.51		4.34	
	Effectiveness	4.52		4.42	
	Fairness	4.52		4.40	
Availability of Service Information	Adequacy	4.49	4.50	4.38	4.40
	Accessibility	4.49		4.38	
	Accuracy	4.50		4.42	
	Usefulness	4.50		4.41	
	Confidentiality	4.51		4.39	
Performance Pledge Programme Service Assurance	Scope	4.51	4.51	4.41	4.41
	Clarity of Indicators	4.52		4.42	
	Satisfaction with Indicators	4.52		4.41	
	Channels of Expression	4.48		4.39	
E-Services	Necessity	4.50	4.50	4.37	4.36
	Convenience	4.52		4.37	
	Security	4.51		4.37	
	Adequacy	4.50		4.34	
	Adequate Communication Channels	4.44		4.35	
Performance Information	Adequacy	4.43	4.44	4.37	4.37
	Openness and transparency	4.45		4.37	



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

Service Factors	2020 (Last Year)	2021 (Current Year)	Compared with previous year
Services of Staff Members	4.50	4.43	-0.07
Environment	4.50	4.35	-0.15
Facilities	4.49	4.38	-0.11
Operation Procedures	4.52	4.38	-0.14
Availability of Service Information	4.50	4.40	-0.10
Performance Pledge Programme Service Assurance	4.51	4.41	-0.10
E-Services	4.50	4.36	-0.14
Performance Information	4.44	4.37	-0.07
Service Integration	4.37	4.37	0.00
Overall Services	4.54	4.38	-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 2022 survey results, conduct research and analysis on the positive and negative comments from service users, and implement all measures for continuous improvement.

- The End -