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INSTITUTO DE FORMAÇÃO TURÍSTICA DE MACAU
Macao Institute for Tourism Studies

Macao Institute for Tourism Studies

Public Services and Organizational Performance Appraisal System

2019 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 24 public services in 2019, 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 9 service factors: 1) Level of Convenience, 2) Services of Staff Members, 3) Environment, 4) Operation Procedures, 5) Service, 6) Availability of Service Information, 7) E-Services, 8) Performance Pledge Programme, and 9) 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		1534		
Service Factors	Sub-Factors	Average Satisfaction Level	Grading for Sub-Factors	Standard Deviation
Level of Convenience	Service Hour	4.31	4.33	+0.01
	Service Location		4.25	-0.06
	Communication Channels		4.36	+0.05
Services of Staff Members	Attitude	4.44	4.49	+0.05
	Knowledge		4.43	-0.01
	Efficiency		4.42	-0.02
	Initiative		4.42	-0.02
Environment	Comfortability	4.34	4.38	+0.04
	Equipment Setting		4.30	-0.04
Operation Procedures	Response Time	4.38	4.40	+0.02
	Simplicity		4.34	-0.03
	Fairness		4.39	+0.01
Service	Service Conformance	4.42	4.42	-
Availability of Service Information	Disclosure	4.40	4.38	-0.03
	Accuracy		4.43	+0.03
E-Services	Scope	4.23	4.22	-0.00
	Satisfaction Level		4.23	+0.00
Performance Pledge Programme	Scope	4.36	4.36	+0.01
	Satisfaction with Indicators		4.37	+0.02
	Clarity of Indicators		4.33	-0.02
Overall Services	Overall Satisfaction Level	4.38	4.38	-

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 "Attitude of Services of Staff Members" got 4.49 points, which was the highest score. In addition, the average score of "Services of Staff Members" was the highest with 4.44 points.

3. Analysis of Users' General Comments



“General Comments”¹ collected from users include:

Services of Pedagogic Affairs Department

- Poor service quality of staff members; (2.3%, 3/129)
- Extension of reception service hours (lunch hour and evening service). (3.88%, 5/129)

Services of Educational Restaurant (ER)

- Praise of the service quality of staff members/Students;(2.50%, 14/559)
- Praise of the food quality; (1.43%, 8/559)
- Provision of operation on weekends; (1.43%, 8/559)
- Inconvenient location of the restaurant; (1.43%, 8/559)
- Provision of electronic questionnaires; (1.07%, 6/559)

Services of Library (LIB)

- Extension of the operating hours of Taipa library. (0.73%, 5/682)

4. Improvements

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

Services of Pedagogic Affairs Department

- Reminder to staff members the importance of service quality;
- Provision of staff trainings;
- Provision of reference materials for service accuracy;
- Continuing to closely monitor the demand of extension of reception service hours (lunch time and night service);
- Implementation of e-services for the convenience of users.

Services of Educational Restaurant (ER)

- Continue to provide the taxi hotline and public transportation information on the restaurant's website, and the restaurant location information at IFTM Apps to help user choose the best traffic arrangement.
- Continue to monitor the effectiveness of electronic questionnaires and make improvements as appropriate.

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



Services of Library (LIB)

- Continue to closely monitor the demand of readers to extend the opening hours.

5. Trend Analysis (Compared with previous year)

Service Factors	Sub-Factors	2018 (Last Year)		2019 (Current Year)	
		Score of Sub-Factors	Average Satisfaction Score	Score of Sub-Factors	Average Satisfaction Score
Level of Convenience	Service Hour	4.18	4.24	4.33	4.31
	Service Location	4.27		4.25	
	Communication Channels	4.27		4.36	
Services of Staff Members	Attitude	4.43	4.37	4.49	4.44
	Knowledge	4.36		4.43	
	Efficiency	4.38		4.42	
	Initiative	4.31		4.42	
Environment	Comfortability	4.41	4.33	4.38	4.34
	Equipment Setting	4.26		4.30	
Operation Procedures	Response Time	4.37	4.38	4.40	4.38
	Simplicity	4.35		4.34	
	Fairness	4.42		4.39	
Service	Service Conformance	4.37	4.37	4.42	4.42
Availability of Service Information	Disclosure	4.30	4.31	4.38	4.40
	Accuracy	4.33		4.43	
E-Services	Scope	4.22	4.24	4.22	4.23
	Satisfaction Level	4.26		4.23	
Performance Pledge Programme	Scope	4.28	4.28	4.36	4.36
	Satisfaction with Indicators	4.28		4.37	
	Clarity of Indicators	4.28		4.33	
Overall Services	Overall Satisfaction Level	4.31	4.31	4.38	4.38



Service Factors	2018 (Current Year)	2019 (Current Year)	Comparison (with prior year)
Level of Convenience	4.24	4.31	+0.07
Services of Staff Members	4.37	4.44	+0.07
Environment	4.33	4.34	+0.01
Operation Procedures	4.38	4.38	-
Service	4.37	4.42	+0.05
Availability of Service Information	4.31	4.40	+0.09
E-Services	4.24	4.23	-0.01
Performance Pledge Programme	4.28	4.36	+0.08
Overall Services	4.31	4.38	+0.07

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 less than 3 points or showed a decrease of more than 1 point. “Availability of Service Information” had the largest increase with a gain of 0.09 points. The decline in satisfaction was very slight (0.01 points). IFTM will continue to monitor the 2020 survey results, conduct research and analysis on the positive and negative comments from customers, and implement all measures for continuous improvement.

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