Macao Institute for Tourism Studies

Public Services and Organizational Performance Appraisal System

2020 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 2020, 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			999	
Service Factors	**Sub-Factors**	**Average Satisfaction Level**	**Grading for Sub-Factors**	**Standard Deviation**
Services of Staff Members	Initiative	4.50	4.46	-0.03
	Professionalism		4.45	-0.04
	Grooming		4.57	+0.07
	Attitude		4.49	-0.00
Environment	Convenience	4.50	4.44	-0.06
	Comfortability		4.55	+0.06
Facilities	Hardware Equipment	4.49	4.46	-0.03
	Clear Instruction		4.49	+0.00
	Supporting Facilities		4.48	-0.01
	Supporting Measures		4.47	-0.02
	Venue Security		4.55	+0.06
Operation Procedures	Seamlessness	4.52	4.52	+0.00
	Efficiency		4.51	-0.01
	Effectiveness		4.52	-0.00
	Fairness		4.52	+0.01
Availability of Service Information	Adequacy	4.50	4.49	-0.01
	Accessibility		4.49	-0.01
	Accuracy		4.50	+0.00
	Usefulness		4.50	+0.00
	Confidentiality		4.51	+0.01
Performance Pledge Programme Service Assurance	Scope	4.51	4.51	+0.00
	Clarity of Indicators		4.52	+0.01
	Satisfaction with Indicators		4.52	+0.02
	Channels of Expression		4.48	-0.03
E-Services	Necessity	4.50	4.50	+0.01
	Convenience		4.52	+0.02
	Security		4.51	+0.01
	Adequacy		4.50	+0.01
	Adequate Communication Channels		4.44	-0.05
Performance Information	Adequacy	4.44	4.43	-0.01
	Openness and transparency		4.45	+0.01

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 overall score of all the service factors of IFTM was above 4, indicating that users were satisfied with IFTM's services. The "Grooming" got 4.57 points, which was the highest score. In addition, the average score of "Overall Services" was the highest with 4.54 points.

3. Analysis of Users' General Comments

"General Comments"[1] collected from users include:

Services of Pedagogic Affairs Department

- Complaint about poor service attitude (3.53%,6/170)

Services of Educational Restaurant (ER)

- Praise for service attitude of staff members/students (4.03%,15/372)
- Praise for quality of the service and food in the restaurant (1.88%,7/372)
- The overall restaurant service and food quality is good. (1.08%,4/372)
- 'Very satisfied' with the Educational Restaurant (0.81%,3/372)
- Suggest providing more food choices (0.81%,3/372)
- Suggest increasing food portions (0.81%,3/372)

Services of Library (LIB)

- Limited range of books (1.14%, 3/263)

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[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 frontline staff members and remind them of the public's dissatisfactions in due course;
- Continuously arrange relevant training courses for frontline staff members.

Services of Educational Restaurant (ER)

- Continuously add a variety of dishes for guests to choose from. The Educational Restaurant launched a number of well-received new dishes including starters, main dishes and desserts in August and October 2020;
- The restaurant has calculated the food cost for each dish, so it is hard to adjust portions. Nevertheless, it may increase or adjust diversified dishes to suit different tastes in response to guests' suggestions.

Services of Library (LIB)

- The library has strengthened the promotion of book purchase suggestions, and continuously observed the usage of the library, to make timely improvements.

5. Trend Analysis (Compared with previous year)

Service Factors	Sub-Factors	2020 (Current Year)	
		Grading for Sub-Factors	Average Satisfaction Level
Services of Staff Members	Initiative	4.46	4.50
	Professionalism	4.45	
	Grooming	4.57	
	Attitude	4.49	
Environment	Convenience	4.44	4.50
	Comfortability	4.55	
Facilities	Hardware Equipment	4.46	4.49
	Clear Instruction	4.49	
	Supporting Facilities	4.48	
	Supporting Measures	4.47	
	Venue Security	4.55	

Operation Procedures	Seamlessness	4.52	4.52
	Efficiency	4.51	
	Effectiveness	4.52	
	Fairness	4.52	
Availability of Service Information	Adequacy	4.49	4.50
	Accessibility	4.49	
	Accuracy	4.50	
	Usefulness	4.50	
	Confidentiality	4.51	
Performance Pledge Programme Service Assurance	Scope	4.51	4.51
	Clarity of Indicators	4.52	
	Satisfaction with Indicators	4.52	
	Channels of Expression	4.48	
E-Services	Necessity	4.50	4.50
	Convenience	4.52	
	Security	4.51	
	Adequacy	4.50	
	Adequate Communication Channels	4.44	
Performance Information	Adequacy	4.43	4.44
	Openness and transparency	4.45	
Service Integration	Service Optimization through Cross-Departmental Collaboration/One-Stop Service	4.37	4.37
Overall Services	Overall Satisfaction Level	4.54	4.54

Service Factors	Sub-Factors	2019 (Last Year)	
		Score of Sub-Factors	**Average Satisfaction Score**
Level of Convenience	Service Hour	4.33	4.31
	Service Location	4.25	
	Communication Channels	4.36	
Services of Staff Members	Attitude	4.49	4.44
	Knowledge	4.43	
	Efficiency	4.42	

	Initiative	4.42	
Environment	Comfortability	4.38	4.34
	Equipment Setting	4.30	
Operation Procedures	Response Time	4.40	4.38
	Simplicity	4.34	
	Fairness	4.39	
Service	Service Conformance	4.42	4.42
Availability of Service Information	Disclosure	4.38	4.40
	Accuracy	4.43	
E-Services	Scope	4.22	4.23
	Satisfaction Level	4.23	
Performance Pledge Programme	Scope	4.36	4.36
	Satisfaction with Indicators	4.37	
	Clarity of Indicators	4.33	
Overall Services	Overall Satisfaction Level	4.38	4.38

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. "Overall Services" had a gain of 0.16 points. The IFTM will continue to monitor the 2021 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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