



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

2023 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 2023, 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 8 service factors: 1) Services of Staff Members, 2) Environment and Facilities, 3) Operation Procedures, 4) Availability of Service Information, 5) Performance Pledge Programme, 6) E-Services, 7) Performance Information and 8) Service Integration.

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		922		
Service Factors	Sub-Factors	Average Satisfaction Level	Grading for Sub-Factors	Standard Deviation
Services of Staff Members	Initiative	4.50	4.47	-0.03
	Attitude		4.53	+0.03
Environment and Facilities	Convenience	4.32	4.20	-0.12
	Venue hardware and supporting facilities		4.34	4.34
	Venue Security		4.43	+0.10
Operation Procedures	Efficiency	4.52	4.50	-0.02
	Convenience		4.53	+0.02
Availability of Service Information	Accessibility	4.46	4.47	0.01
	Accuracy		4.47	0.01
	Detailedness		4.44	-0.02
Performance Pledge Programme Service Assurance	Scope	4.51	4.49	-0.02
	Satisfaction with Indicators		4.53	+0.02
E-Services	Ease of use	4.42	4.40	-0.02
	Security		4.42	+0.01
	Coverage		4.43	+0.01
Performance Information	Adequacy	4.46	4.47	+0.01
	The channel of distribution		4.45	-0.01
Service Integration	Cross-departmental program optimization	4.46	4.46	+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. The highest scoring sub-factors were “Attitude”, “Convenience” and “Satisfaction with indicators”, all with a score of 4.53; while “Operation Procedures” scored 4.52, which was the highest average score.



3. Analysis of Users' General Comments

“General Comments”¹ collected from users include:

Services of Pedagogic Affairs Department

- Poor service attitude of staff members and confusing information. (5.7%, 8/140)
- No clear guidelines on the enrollment and application process (3.6%, 5/140)
- Confusing information and frequent updates (2.9%, 4/140)

Services of Educational Restaurant (ER)

- Compliments on the service attitude of staff members/student trainees (6.49%, 25/385)
- Compliments on the food quality of the restaurant (4.9%, 19/385)
- Good catering service and food quality in general (1.55%, 6/385)
- Compliments on the professional service attitude of the restaurant staff (1.81%, 7/385)
- Desserts are overly sweet (0.77%, 3/385)
- Suggestion on increasing food choices (0.5%, 2/385)

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;
- Timely update of course information;
- Continuous review of automated work procedure to improve efficiency;
- Continuous improvement of the member enrollment system for short-term courses;
- Starting from the fourth quarter of 2023, most of the courses have become “first-come-first-served”. In addition, the My IFTM app has been launched in early February 2024, making enrolment more convenient.
- Clear guidelines and enhanced application process

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



Services of Educational Restaurant (ER)

- The majority of comments from customers were compliments on the service attitude of staff/students, the food of the restaurant and the overall quality of the service. The next most common comments were to increase the food choices and to improve the taste of the desserts. In response to customers' suggestions to increase dish choices, the Educational Restaurant has introduced signature Portuguese egg tart and special drinks for purchase since October of the same year, as well as a Christmas set menu during the Christmas period in December, which were widely popular among the public.

5. Trend Analysis (Compared with previous year)

Service Factors	Sub-Factors	2023 (Current Year)	
		Grading for Sub-Factors	Average Satisfaction Level
Services of Staff Members	Initiative	4.50	4.47
	Attitude		4.53
Environment and Facilities	Convenience	4.32	4.20
	Venue hardware and supporting facilities		4.34
	Venue Security		4.43
Operation Procedures	Efficiency	4.52	4.50
	Convenience		4.53
Availability of Service Information	Accessibility	4.46	4.47
	Accuracy		4.47
	Detailedness		4.44
Performance Pledge Programme Service Assurance	Scope	4.51	4.49
	Satisfaction with Indicators		4.53
E-Services	Ease of use	4.42	4.40
	Security		4.42
	Coverage		4.43
Performance Information	Adequacy	4.46	4.47
	The channel of distribution		4.45
Service Integration	Cross-departmental program optimization	4.46	4.46



Service Factors	Sub-Factors	2022 (Last Year)	
		Grading for Sub-Factors	Average Satisfaction Level
Services of Staff Members	Initiative	4.47	4.51
	Professionalism	4.45	
	Grooming	4.60	
	Attitude	4.49	
Environment	Convenience	4.42	4.49
	Comfortability	4.56	
Facilities	Hardware Equipment	4.44	4.49
	Clear Instruction	4.49	
	Supporting Facilities	4.47	
	Supporting Measures	4.52	
	Venue Security	4.55	
Operation Procedures	Seamlessness	4.51	4.51
	Efficiency	4.49	
	Effectiveness	4.53	
	Fairness	4.53	
Availability of Service Information	Adequacy	4.50	4.52
	Accessibility	4.51	
	Accuracy	4.52	
	Usefulness	4.52	
	Confidentiality	4.53	
Performance Pledge Programme Service Assurance	Scope	4.52	4.52
	Clarity of Indicators	4.52	
	Satisfaction with Indicators	4.53	
	Channels of Expression	4.51	
E-Services	Necessity	4.52	4.51
	Convenience	4.51	
	Security	4.51	
	Adequacy	4.50	
	Adequate Communication Channels	4.50	
Performance Information	Adequacy	4.46	4.46
	Openness and transparency	4.46	
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	2022 (Last Year)	2023 (Current Year)	Compared with previous year
Services of Staff Members	4.51	4.50	0.00
Environment & Facilities	4.49	4.32	-0.17
Operation Procedures	4.51	4.52	0.00
Availability of Service Information	4.52	4.46	-0.06
Performance Pledge Programme Service Assurance	4.52	4.51	-0.01
E-Services	4.51	4.42	-0.09
Performance Information	4.46	4.46	0.00
Service Integration	4.37	4.46	0.09

The satisfaction scores of this year are similar to those of last year. All factors and sub-factors scored above 4 points, with no item scoring below 3 points or showing a decrease of more than 1 point compared to last year. The IFTM will continue to monitor the results of the 2024 Satisfaction Survey.

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