



澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism

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Public Services and Organizational Performance Appraisal System

2024 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, UTM Macao Institute for Tourism Studies (UTM) 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, UTM 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 UTM).

Scope: An anonymous survey inclusive of all UTM public services under the Performance Pledge Programme (see UTM'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		1083		
Service Factors	Sub-Factors	Average Satisfaction Level	Grading for Sub-Factors	Standard Deviation
Services of Staff Members	Initiative	4.57	4.56	-0.01
	Attitude		4.58	+0.01
Environment and Facilities	Convenience	4.47	4.39	-0.08
	Venue hardware and supporting facilities		4.46	-0.01
	Venue Security		4.55	+0.08
Operation Procedures	Efficiency	4.55	4.54	-0.01
	Convenience		4.56	+0.01
Availability of Service Information	Accessibility	4.52	4.55	0.03
	Accuracy		4.51	0.00
	Detailedness		4.49	-0.03
Performance Pledge Programme Service Assurance	Scope	4.57	4.55	-0.03
	Satisfaction with Indicators		4.60	+0.03
E-Services	Ease of use	4.48	4.46	-0.03
	Security		4.52	+0.04
	Coverage		4.48	-0.01
Performance Information	Adequacy	4.55	4.56	+0.01
	The channel of distribution		4.55	-0.01
Service Integration	Cross-departmental program optimization	4.53	4.53	+0.00

Result Analysis

The University 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 was “Satisfaction with Indicators”, with a score of 4.60; while “Services of Staff Members” and “Performance Pledge Programme Service Assurance” scored 4.57 respectively, which were the highest average scores.



3. Analysis of Users' General Comments

“General Comments”¹ collected from users include:

Services of Division of Accommodation

- Unstable wireless internet speed in the hostel (3.18%, 5/157)
- Frequent malfunctioning of lifts (2.55%, 4/157)

Services of Pedagogic Affairs Department

- Staff were perceived as lacking smiles and initiative in their service attitude (5.1%, 17/334)
- Excessive waiting times during registration and inability to accurately obtain required information (2.7%, 9/334)
- Poor air circulation and unpleasant odours reported in classrooms and supporting facilities (3.3%, 11/334)
- Lack of clear explanation for course cancellations (1.2%, 4/334)
- Course information interface on electronic platforms was found difficult to navigate (1.5%, 5/334)
- Other comments included: service hours were inconvenient for visitors; a small number of respondents suggested that course content should be communicated to students in advance (5.7%, 19/334)

Services of Educational Restaurant (DFB)

- Compliments on the service attitude of staff members/ student trainees (7.32%, 28/382)
- Compliments on the food quality served in the restaurant (5.75%, 22/382)
- Overall satisfaction with restaurant services and food quality (1.3%, 5/382)
- Compliments on the professional service attitude of restaurant staff (2.09%, 8/382)
- Desserts perceived as overly sweet (1.04%, 4/382)
- Suggestions to increase the variety of food options (0.78%, 3/382)

4. Improvements

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

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



Services of Division of Accommodation

- In response to the University's development and the growing number of residents, the Division will collaborate with the Division of Organisation and Information and local internet service providers to explore the feasibility of increasing equipment or outsourcing services to third parties. At the same time, the Accommodation team will maintain close communication with the Campus Management Division to report on the condition of lifts, with a view to replacing ageing components as early as possible.

Services of Pedagogic Affairs Department

- Staff are reminded to remain courteous and patient when receiving visitors, and are encouraged to attend quality service training programmes to enhance service standards;
- The Department will review whether there is a need to increase staffing after 17:45;
- The Campus Management Division performs monthly inspections and filters cleaning of air-conditioning and ventilation systems. Users may contact campus security or management immediately if malfunctions are identified. Routine patrols will also continue, discouraging eating and drinking in classrooms and addressing any odour-causing activities or waste promptly;
- Relevant issues have already been referred to the appropriate departments for follow-up;
- Related departments are reviewing improvements to payment arrangements and service hours. Regarding course content, email reminders have been sent to lecturers to ensure timely updates and notifications to students;
- Feedback remains focused on concerns over staff service attitude and inconvenient service hours. To deliver stable and high-quality services, the Department will continue to streamline and optimise service processes and implement further electronic services to enhance accessibility. Suggestions relating to frontline services will be addressed through improved communication with frontline staff, identifying their challenges at work, and providing timely technical support and information to elevate the professionalism of counter services;
- In addition, feedback concerning other areas has been relayed to the relevant departments for their reference and follow-up, with the aim of further improving the overall quality of University services.



Services of Educational Restaurant (DFB)

- The majority of feedback from customers consisted of compliments on the service attitude of staff/students, the food quality of the restaurant and the overall service standards. The next most common comments were to increase the menu options and to improve the taste of the desserts.
- In response to customers' suggestions to increase dish choices, the Educational Restaurant has introduced several new dishes in the first quarter of the same year, as well as a Christmas set menu during the Christmas period in December, both of which were well received by the public.

5. Trend Analysis (Compared with previous year)

Service Factors	Sub-Factors	2023 (Last Year)		2024 (Current Year)	
		Grading for Sub-Factors	Average Satisfaction Level	Grading for Sub-Factors	Average Satisfaction Level
Services of Staff Members	Initiative	4.47	4.50	4.56	4.57
	Attitude	4.53		4.58	
Environment and Facilities	Convenience	4.20	4.32	4.39	4.47
	Venue hardware and supporting facilities	4.34		4.46	
	Venue Security	4.43		4.55	
Operation Procedures	Efficiency	4.50	4.52	4.54	4.55
	Convenience	4.53		4.56	
Availability of Service Information	Accessibility	4.7	4.46	4.55	4.52
	Accuracy	4.7		4.51	
	Detailedness	4.44		4.49	
Performance Pledge Programme Service Assurance	Scope	4.49	4.51	4.55	4.57
	Satisfaction with Indicators	4.53		4.60	
E-Services	Ease of use	4.40	4.42	4.46	4.48
	Security	4.42		4.52	
	Coverage	4.43		4.48	
Performance Information	Adequacy	4.47	4.46	4.56	4.55
	The channel of distribution	4.45		4.55	
Service Integration	Cross-departmental program optimization	4.46	4.46	4.53	4.53



Service Factors	2023 (Last Year)	2024 (Current Year)	Compared with previous year
Services of Staff Members	4.50	4.57	0.07
Environment & Facilities	4.32	4.47	0.14
Operation Procedures	4.52	4.55	0.03
Availability of Service Information	4.46	4.52	0.06
Performance Pledge Programme Service Assurance	4.51	4.57	0.06
E-Services	4.42	4.48	0.07
Performance Information	4.46	4.55	0.09
Service Integration	4.46	4.53	0.07

The satisfaction scores of this year are similar to those of the previous year, with all factors and sub-factors achieving above 4 points. No item received a score below 3 points, nor showing a decrease of more than 1 point compared to last year. The UTM will continue to monitor the results of the Satisfaction Survey for 2025.

- The End -