Survey Guidelines

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FOREWORD

Praise our gratitude to the presence of Allah SWT, for His help, the College Conversion activities can be carried out well and smoothly. Shalawat and salam may remain poured out to the Prophet Muhammad *Shalallahu alaihi wassalam*. We all hope to be included in the group of people who get his intercession on the Last Day.

This guideline is a form of LPM's commitment to support the sustainable development of UIN Maulana Malik Ibrahim Malang. With a commitment to maintaining quality through surveys conducted, it is hoped that UIN Maulana Malik Ibrahim can continue to provide excellent service to all its stakeholders.

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The preparation of these Guidelines is a form of LPM's commitment to maintaining sustainable quality and a form of public responsibility.

Malang, August 30, 2022
Chairman of LPM

Helmi Syaifuddin

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CHAPTER I. INTRODUCTION

A. Background

Public services by government officials today still have many weaknesses so they cannot meet the quality expected by the community. This is indicated by the existence of various public complaints conveyed through the mass media, so that it can create an unfavorable image of the government apparatus. Various efforts have been made by the government to improve the quality of public services, one of which is the enactment of Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services and Government Regulation of the Republic of Indonesia Number 96 of 2012 concerning the Implementation of Law Number 25 of 2009 concerning Public Services, as well as the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Preparing Public Satisfaction Surveys for Public Service Delivery Units.

According to Law of the Republic of Indonesia Number 25 of 2009, public service is an activity or series of activities in the context of fulfilling service needs in accordance with laws and regulations for every country and resident for goods, services, and / or administrative services provided by public service providers. The law mandates all government agencies, both at the central and regional levels, to conduct community satisfaction surveys on all types of services provided, which are used as a benchmark for optimizing the performance of public services by government officials to the community.

UIN Maulana Malik Ibrahim Malang is a government agency that organizes higher education and government agencies that provide public services. As a government agency that organizes higher education, its organization and management follow the Law of the Republic of Indonesia Number 12 of 2012 which mandates that Higher Education aims: a) developing the potential of students to become human beings who are faithful and devoted to God Almighty and have noble character, healthy, knowledgeable, capable, creative, independent, competent, and cultured for the benefit of the nation; b) producing graduates who master branches of Science and / or Technology to fulfill national interests and increase the nation's competitiveness; c) Science and Technology are produced through Research that pays attention to and applies Humanities values to benefit the progress of the nation, as well as the advancement of civilization and the general welfare and intellectual life of the nation; and d) the realization of Community Service based on reasoning and research work that is useful in advancing the general welfare and intellectual life of the nation.

To carry out the mandate of the Law above, various regulations related to higher education have also been established, one of which is the National Higher Education Standards (SN-Dikti), which are regulated in the Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 3 of 2020. To ensure that higher education has exceeded SN-Dikti, the Higher Education Quality Assurance System is stipulated in the Regulation of the Minister of Research, Technology and Higher Education of the Republic of Indonesia Number 62 of 2016, which stipulates that the Internal Quality Assurance System is implemented using the Determination, Implementation, Evaluation, Control, and Improvement (PPEPP) cycle. Evaluation is carried out through internal quality audits and can be carried out through service user satisfaction surveys.

Therefore, UIN Maulana Malik Ibrahim Malang views service user satisfaction surveys as a way that can be used as a benchmark and alarm for UIN Maulana Malik Ibrahim Malang in maintaining the quality of its services. In the current era of openness, satisfaction surveys help two-way communication between service users and UIN Maulana Malik Ibrahim Malang. Through the service user satisfaction survey, service users can directly convey their expectations of UIN Maulana Malik Ibrahim Malang, and can be an input for UIN Maulana Malik Ibrahim Malang. This is solely done to improve the quality of service of UIN Maulana Malik Ibrahim Malang. To provide clear and directed guidance on the implementation of service user satisfaction surveys, UIN Maulana Malik Ibrahim Malang compiled Service User Satisfaction Survey Guidelines. With these guidelines, it is expected that the implementation of service user satisfaction surveys at UIN Maulana Malik Ibrahim Malang will be carried out periodically, using valid and reliable instruments, analyzed and used for decision making, followed up for continuous improvement and quality improvement, published and easily accessible to stakeholders.

B. Legal Basis

1. Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services.
2. Law of the Republic of Indonesia Number 1 Year 2009 on Aviation.
3. Law of the Republic of Indonesia Number 12 Year 2012 on Higher Education.
4. Government Regulation of the Republic of Indonesia Number 96 of 2012 concerning the Implementation of Law Number 25 of 2009 concerning Public Services.
5. Regulation of the Minister of Research, Technology, and Higher Education of the Republic of Indonesia Number 62 of 2016 concerning the Higher Education Quality Assurance System.
6. Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys for Public Service Delivery Units.
7. Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 3 of 2020 concerning National Higher Education Standards.
8. Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 5 of 2020 concerning Accreditation of Study Programs and Higher Education.
9. Decree of the Minister of Transportation of the Republic of Indonesia Number KM 237 of 2020 concerning Service Standards at UIN Maulana Malik Ibrahim Malang.
10. Regulation of the National Accreditation Board for Higher Education Number 3 of 2019 concerning Higher Education Accreditation Instruments.
11. Regulation of the National Accreditation Board for Higher Education Number 5 of 2019 concerning Study Program Accreditation Instruments.

C. Purpose

The UIN Maulana Malik Ibrahim Malang Service User Satisfaction Survey Guidelines were prepared with the aim of providing clear and directed guidance on the implementation of service user satisfaction surveys, so that the implementation of service user satisfaction surveys is carried out regularly, using valid and reliable instruments, analyzed and used for decision making, followed up for continuous improvement and quality improvement, published and easily accessible to stakeholders.

CHAPTER II. THEORETICAL FOUNDATION

A. Customer Satisfaction

The buyer will be satisfied after the purchase depending on the performance of the offer in relation to the buyer's expectations. In general, satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance (or results) of a product and his expectations. (Kotler, 1997). Service satisfaction is defined as the customer's response to the evaluation of the perceived fit or mismatch between expectations about performance and the actual performance of the product felt after its use (Tjiptono & Chandra, 2005).

Tools for measuring customer satisfaction include complaints and suggestions systems, customer satisfaction surveys, stealth shopping, and customer loss analysis (Kotler, 1997), which can be explained as follows:

1. Complaints and Suggestions System.

   A customer-focused company makes it easy for its customers to make suggestions and complaints, by providing forms for guests to report their likes/dislikes, or placing suggestion boxes in the corridors, or providing comment cards for customers. This flow of information provides the company with many good ideas and allows the company to act faster to solve problems.

2. Customer satisfaction survey

   Responsive companies obtain direct measures of customer satisfaction by conducting periodic surveys, by sending out questionnaires or calling recent customers as a random sample and asking whether the customer is very satisfied, satisfied, average, dissatisfied or very dissatisfied. In addition to gathering information about customer satisfaction, these surveys are also useful for ask additional questions to measure customers' willingness to repurchase.

3. Stealth Shopping

   Companies can pay people to act as potential buyers to report their findings on the strengths and weaknesses they experienced in buying the company's products and those of competitors. These stealth shoppers may even raise specific issues to test whether the company's sales staff handled the situation well.

4. Customer Loss Analysis

   Companies contact customers who stop buying or change suppliers to learn why. It is important for companies to pay attention to the rate of customer loss, which, if it increases, clearly shows that the company is failing to satisfy its customers.

Measurement of customer satisfaction specifically for public services in Indonesia has been regulated in the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 which states that the elements of a community satisfaction survey include:

1. Requirements are the conditions that must be met in the management of a

   type of service, both technical and administrative requirements.
2. Systems, Mechanisms, and Procedures are standardized service procedures for service providers and recipients, including complaints.
3. Completion Time is the period required to complete the entire service process of each type of service.
4. Fees / Tariffs are fees charged to service recipients in managing and / or obtaining services from organizers, the amount of which is determined based on an agreement between the organizer and the community.
5. Service Type Specification Product is the result of services provided and received in accordance with predetermined provisions.

6. Implementer competence is the ability that must be possessed by the implementer including knowledge, expertise, skills, and experience.
7. Executor behavior is the attitude of officers in providing services.
8. Handling of Complaints, Suggestions, and Feedback is the procedure for implementing complaints and follow-up.
9. Facilities and Infrastructure are everything that can be used as a tool in achieving goals and objectives. Prasana is everything that is the main support for the implementation of a process (business, development, project). Facilities are used for moving objects, and infrastructure is used for immovable objects.

Based on the Regulation of the National Accreditation Board for Higher Education Number 5 of 2019, appendix 3, requires the measurement of user satisfaction in the preparation of the study program self-evaluation report, which includes:

1. Satisfaction of stakeholders including students, lecturers, education personnel, graduates, users, and partners with management services (C.2.8.)
2. Student satisfaction with student services (C.3.8.).
3. Satisfaction of lecturers and education personnel with HR management and development services (C.4.8.).
4. Satisfaction of the *academic community* with financial management services and facilities and infrastructure (C.5.8.).
5. Student satisfaction with services and implementation of the education process (C.6.8.).
6. Satisfaction of researchers and research activity partners with the service and implementation of the research process (C.7.8.).
7. Satisfaction of PKM implementers and PKM activity partners with PKM services and processes (C.8.8.).
8. Satisfaction of graduate users and work partners with graduate performance (C.9.5.). Based on the Regulation of the National Accreditation Board for Higher Education Number 5 of 2019, appendix 3, states that the measurement of user satisfaction is carried out with the following requirements:

1. Use instruments that are valid, reliable, and easy to use.
2. It is carried out regularly, and the data is recorded comprehensively.
3. Analyzed with appropriate methods and useful for decision making.
4. The results are published and easily accessible to stakeholders.
5. The results of satisfaction measurement are followed up for improvement and quality improvement periodically and systematically.

Based on the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017, the principles used in conducting community satisfaction surveys are:

1. Transparent, the results of public satisfaction surveys must be published and easily accessible to the entire community.
2. Participatory, in carrying out community surveys must involve the participation of the community and other related parties to obtain actual survey results.
3. Accountable, matters regulated in the community satisfaction survey must be implemented and accounted for correctly and consistently to interested parties based on generally accepted rules.
4. Continuously, community satisfaction surveys must be carried out periodically and continuously to determine the progress of improving service quality.
5. Fairness, the implementation of community satisfaction surveys must reach all service users without distinguishing economic status, culture, religion, class, and geographical location as well as differences in physical and mental capabilities.
6. Neutrality, in conducting community satisfaction surveys, surveyors must not have personal, group and impartial interests.

B. Service Quality

Most customers are no longer willing to accept or tolerate mediocre quality performance. If companies want to survive the competition, let alone make a profit, they have no choice but to implement *Total Quality Management* (TQM), which can be defined as an organization-wide approach to continuously improving the quality of all organizational processes, products, and services (Kotler, 1997). Quality is our best guarantee of customer loyalty, our strongest defense against foreign competition, and the only path to lasting growth and revenue. The definition of quality from the *American Society for Quality Control*, which has been used throughout the world, is the overall characteristics and properties of a product or service that affect its ability to satisfy stated or implied needs (Kotler, 1997). Quality is also defined as the consistent improvement of the characteristics of a product or service improvement to increase customer satisfaction (Vincent, 2006).

Based on the Regulation of the National Accreditation Board for Higher Education Number 5 of 2019, appendix 6, requires the implementation of an assessment of the level of student satisfaction with the education process using 5 aspects, namely *reliability*, *responsiveness*, *assurance*, *empathy*, and *tangible*. This is in line with service quality based on ISO 9000 which can be measured from 5 main dimensions (Rothery, 1993), namely:

1. *Tangible.* (Tangible or proven real), namely, the company's ability to show its existence to external parties.
2. *Reliability*, namely the company's ability to provide services as promised accurately and reliably.
3. *Responsiveness* is a willingness to help and provide fast and precise service to customers, with clear information delivery.
4. *Assurance* is the knowledge, politeness, and ability of company employees to foster customer trust in the company. Consists of several components including: communication, credibility, security, competence, and courtesy.
5. *Empathy*, which is to provide sincere and individualized or personal attention to customers by trying to understand customer desires.

The three main principles in providing quality services in Higher Education according to the concept of Total Quality Management TQM (Amin, 2017) are:

1. There is a common goal in improving the quality of service in higher education in a sustainable manner, especially to the *academic community*

(students, lecturers, and educators) so that the *academic community* feels comfortable on campus and provides good service to others.

2. Continuous improvement and enhancement of teaching and service systems. For example, the availability of reference books for students is not only stored in the library but also available online access by students so that students can access *e-books* under their courses. Likewise, the system is available for lecturers to make it easier for lecturers to evaluate student learning outcomes.
3. Implementing changes in higher education by involving the community, both the community on campus (*academic* community) and the community outside the campus such as *stakeholders* or may involve alumni, which is intended so that universities can produce graduates who can be absorbed by jobs in society, both local communities, national and international communities.

CHAPTER III. SURVEY METHODS

A. Research Methods

The method used in this service user satisfaction survey uses a qualitative method with measurements using a *Likert scale*, which is the most widely used psychometric scale in survey research. This method was developed by Rensis Likert and can be used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. With a Likert scale, the variables measured are translated into variable indicators, then the indicators are used as a benchmark for compiling instrument items which can be in the form of statements or questions (Sugiyono, 2018).

The stages carried out in the implementation of the service user satisfaction survey include the following steps:

1. Establish the implementation team.
2. Develop a survey instrument.
3. Determining respondents.
4. Determine the location and time of the survey.
5. Carry out surveys.
6. Processing survey results.
7. Present and report results.

B. Survey Period

Service user satisfaction surveys are carried out by UIN Maulana Malik Ibrahim Malang periodically with a certain period (period) every 3 months (quarter), 6 months (semester), or 1 year (annual), with the following conditions:

Table 3.1. Survey Period

NO	RESPONDENTS	SURVEY OBJECTIVES	PERIOD
1	Lecturer	Assessing satisfaction with management services	2 times in 1 semester
		Assessing satisfaction with HR management and	
		Assessing satisfaction with financial management services and facilities and infrastructure	
2	Power Education	Assessing satisfaction with management services	2 times in 1 semester
		Assessing satisfaction with HR management and	
		Assessing satisfaction with financial management services and facilities and infrastructure	
3	Graduate	Assessing satisfaction with management services	1 year
4	Other Service Users (Trainees)	Assessing satisfaction with management services	1 year
		Assessing satisfaction with education process services	
		Assessing satisfaction with facilities and infrastructure	
5	Other Service Users (Asset Lease etc)	Assessing satisfaction with management services	1 year
		Assessing satisfaction with facilities and infrastructure	
6	Cooperation Partner	Assessing satisfaction with management services	1 year
		Assessing satisfaction with the partnership	
7	Researcher	Assessing satisfaction with the service and implementation of	1 year
8	Research Activity Partners	Assessing satisfaction with the service and implementation of the	1 year
9	PKM Executor	Assessing satisfaction with the service and implementation of	1 year
10	PKM Activity Partner	Assessing satisfaction with the service and implementation of the PKM process	1 year

11	Graduate Users	Assessing satisfaction with graduate performance	1 year

C. Determination of Implementation Team

Service user satisfaction survey at UIN Maulana Malik Ibrahim Malang is done with 2 implementation methods, namely:

1. Self-managed

   If it is carried out in a self-managed manner, then the satisfaction survey implementation team

   users consist of

   a. Director

   b. Implementation:

      1) Chairman

      2) 2 members.

   c. Secretariat as many as 1 person.

2. External Surveyor

   If carried out in collaboration with other institutions, these institutions must have experience and credibility in the field of research or surveys. In addition, it is necessary to enter into a cooperation agreement between UIN Maulana Malik Ibrahim Malang and the institution. This other institution can be implemented by an independent unit, which consists of trusted Higher Education Institutions and Survey Institutions.

D. Instrument Assignment

In compiling a service user satisfaction survey, a list of questions (questionnaire) is used as a tool for collecting service user satisfaction data. The preparation of the questionnaire is adjusted to the type of service being surveyed and the data to be obtained from the type or service unit. Examples of questionnaires can be seen in the appendix and can be updated at any time according to need. In general, this questionnaire is divided into:

1. First Part

The first section contains the title of the questionnaire and the name of the institution UIN Maulana Malik Ibrahim Malang.

2. Second Part

   This section contains the identity of respondents including gender, age, education, and occupation. Identity is used to analyze the profile of respondents obtained.

3. Third Part

   This section contains a list of structured and unstructured questions. Structured questions contain multiple choice answers (closed questions), while unstructured questions contain free answers (open questions) where respondents can express their opinions, suggestions, criticisms and appreciation freely.

The answer to the question from each element of service generally reflects the level of service quality, namely from very good, good, less good or not good, with the perception of numbers (numbers) as follows:

- Number 1 is an **unfavorable** perception value
- The number 2 is an **unfavorable** perception value
- The number 3 is a **good** perception value
- 4 is a **very good** perception score

Question answers and number perceptions can be changed to suit your needs. For example, using a number perception of 1 to 5, where 5 = very good, 4 = good, 3 = neutral, 2 = less good, and 1 = not good.

E. Determination of Respondents

The sampling technique in the service user satisfaction survey at UIN Maulana Malik Ibrahim Malang follows the method stipulated in the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017, namely using the following *Krejcie and Morgan* sample table:

Table 3.2. *Krejcie and Morgan* Sample Table

Population (N)	Sample (n)	Population (N)	Sample (n)	Population (N)	Sample (n)

10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Or you can use the formula:

$$S = \{\lambda^2 . N. P. Q\}/\{d^2 (N - 1) + \lambda^2 . P. Q\}$$

Where:

S= Number of samples

λ^2 = Lamba (multiplying factor) with dk = 1, the error rate can be 1%, 5%, 10%

N = Population

P (normal population distribution) = Q = 0.5

D = 0,0

F. Location and Time of Implementation

The location of the service user satisfaction survey is at UIN Maulana Malik Ibrahim Malang or the location of other service users. For example, for graduate users, the survey is conducted at airports where graduates work and can be carried out virtually. As for the time of implementation of service user satisfaction survey activities, it is explained in the form of an implementation schedule such as the following example:

Table 3.3. Sample Survey Implementation Schedule Table

NO	ACTIVITY	MONTHS						
		JAN	FEB	MAR	APR	MAY	JUN	JUL
1	Preparation							
2	Data Collection							
3	Data Processing and Report Preparation							

G. Data Collection Technique

To obtain accurate and objective data, it is necessary to ask service users about the elements of service that have been determined. In conducting service user satisfaction surveys, there are several data collection techniques that can be used, including:

1. Questionnaire with face-to-face interviews.
2. Self-completion questionnaires, including those sent by mail.
3. Electronic questionnaire (*e-survey*).
4. Focus group discussion.
5. Unstructured interviews through in-depth interviews.

H. Data Processing Technique

Each survey question of each element is given a value which is calculated using the "weighted average value" of each service element. In calculating the service user satisfaction index of the elements studied, each service element has the same weight. For example, if the number of service elements is 9, then the weight value is determined by the following formula:

$$Weighted\ Value = \frac{Total\ Weigh}{Total\ Elements} = \frac{1}{9} = 0,1$$

To obtain the service user satisfaction index value, a weighted average approach is used with the following formula:

$$\text{Satisfaction Index} = \frac{\text{Total of Per Element Perception}}{\text{Total Elements filled}} \times \text{Weighted Value}$$

Furthermore, based on the data processing above, the performance of the service unit can be determined based on the following table:

Table 3.2. Service Unit Performance

VALUE	INTERVAL VALUE	VALUE CONVERSION	QUALITY SERVICE	SERVICE UNIT PERFORMANCE
1	1,00 - 1,75	25 - 43,75	D	Not good
2	1,76 - 2,50	43,76 - 62,50	C	Less Good
3	2,51 - 3,25	62,51 - 81,25	B	Good
4	3,26 - 4,00	81,26 - 100	A	Very good

I. Data Quality Testing

A valid instrument means that the measuring instrument used to obtain data (measure) is valid. Valid means that the instrument can be used to measure what should be measured. A reliable instrument is an instrument that, when used several times to measure the same object, will produce the same data (Sugiyono, 2018). Reliability is the level of precision, accuracy, or accuracy of an instrument. By using valid and reliable instruments in data collection, it is expected that the research results will be valid and reliable. Reliable instruments are not necessarily valid, instrument reliability is a requirement for testing instrument validity (Agung & Yuesti, 2019).

1. Validity Test

Validity is a statement of the extent to which the data collected on a questionnaire can measure what you want to measure. The validity of an instrument can be determined by conducting internal and external testing (Agung & Yuesti, 2019).

a. Internal Validity

Internal validity is achieved, if there is a match between the parts of the instrument and the instrument as a whole. In other words, an instrument is said to have internal validity if the data produced is a function of the design and instruments used. For example, an instrument about leadership will produce leadership data, not motivation. The internal validity of instruments in the form of tests must meet *construct* validity and *content validity*. While instruments in the form of non-tests used to measure attitudes are sufficient to fulfill construction validity.

b. External Validity

The external validity of the instrument is achieved when the research results can be applied to other samples, or the research results can be generalized.

Measuring the validity of an instrument can be done using the following methods (Agung & Yuesti, 2019):

a. Item Validity

An instrument has high validity if the items that make up the instrument do not deviate from the function of the instrument. Item validity is done preceded by an assumption that the instrument is said to be valid if each item forming the instrument is valid. The working procedure is as follows:

1) Determine the item scores and the total score (sum of all item scores).
2) Item scores are considered as X values and total scores are considered as Y values.
3) Determine the validity index of each item by correlating the score of each item (X) with the total score (Y). The correlation formula can use *Product Moment* correlation or by using the SPSS program.
4) The minimum requirement for each instrument to be considered valid if the validity index value is> 0.3.

b. Factor Validity

An instrument has high validity if the factors that are part of the instrument do not deviate from the function of the instrument. Factor validity is carried out preceded by an assumption that the instrument is said to be valid if each factor that forms the instrument is valid. Factor analysis can be done if there is no similarity, continuity, or overlap between one factor and another (factor specificity). This can be tested by correlating the scores in the instrument, namely by correlating the number of scores on one factor with the number of scores on other factors. The working procedure is as follows:

1) Determine the sum of the scores for each factor and the total score (sum of all factor scores).
2) The sum of the scores of each factor becomes the X value and the total score becomes the Y value.
3) Determine the validity index of each factor by correlating the score of each factor (X) with the total score (Y). The correlation formula can use *Product Moment* correlation or by using the SPSS program.
4) The minimum requirement for each instrument to be considered valid if the validity index value is> 0.3.

Item validity and factor validity tests are carried out by correlating each item score or factor score with the total score. The correlation formula used is Product Moment from Pearson, which is as follows (Dewi, 2018):

$$r = \frac{N\sum xy - \sum x \sum y}{\sqrt{[N\sum x^2 - (\sum x)^2] \quad [N\sum y^2 - (\sum y)^2]}}$$

Where,

N = Number of pairs of scores

$\sqrt{x}$= Sum of x Scores

$\sqrt{y}$= Sum of y scores

$\sqrt{xy}$= sum of the products of paired scores

$\sqrt{x^2}$= sum of the squared x scores

$\sqrt{y^2}$= sum of the squared y scores

2. Reliability Test

Reliability is the level of accuracy or accuracy of an instrument. So reliability shows whether the instrument consistently gives the same measurement results about something that is measured at different times. The reliability of an instrument is known by testing externally or internally (Agung & Yuesti, 2019). Externally testing can be done with *test-retest* (*stability*), *equivalent*, and a combination of both. Internally, testing can be done by analyzing the consistency of the items on the instrument with certain techniques (Sugiyono, 2018).

Testing the reliability of an instrument can be done with several methods (Usman & Akbar, 2003), namely:

a. Retest Test

   An instrument is tested on group A, and then the scores are calculated. After that, at a certain interval, the same instrument is tested again on the same group A and the scores are calculated. The two calculated scores are correlated. If the correlation coefficient is positive and significant, the instrument is declared reliable.

b. Parallel Test

   An instrument is tested on group A, and after that, an instrument with almost the same items (equivalent) is also tested on the same group (A). Each score was calculated. Then the two scores were correlated. If the correlation coefficient is positive and significant then the instrument is declared reliable.

c. Halving Test

   An instrument is tested on a specific group and then the scores are calculated. The scores are paired randomly so that there are two large groups. For practical purposes, odd-numbered questions are tested by respondent A, and even-numbered questions by group B. The scores from groups A and B were correlated. If the correlation coefficient is positive and significant then the instrument is declared reliable.

d. Internal Consistency Test

If in the two-sided test the two-group consistency coefficient is obtained, then in the internal consistency test the interitem consistency coefficient is obtained. This instrument is tested on a certain group, then the scores are calculated and finally tested for interitem consistency. Can use three events namely Kuder-Richardson KR-20, KR-21, or Cronbach's Alpha.

The reliability test is used to determine the consistency of the measuring instrument,

whether the measuring instrument used is reliable, and remains consistent if the measurement is repeated. There are several methods of testing reliability including the retest method, Flanagan formula, Cronbach's Alpha, KR (Kuder-Richardson) formula method -20, KR-21, and Hoyt's Anova method. The method that is often used is the Cronbach's Alpha method (Dewi, 2018).

a. Reliability of the Scale

To measure the reliability of a scale (e.g. Likert scale) or questionnaire, Cronbach's Alpha formula can be used as follows:

The formula for Cronbach's alpha is:

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N-1) \cdot \bar{c}}$$

Where:

N = the number of items,

c̄ = average covariance between item-pairs, and

v̄ = average variance.

b. Test Reliability

To measure the reliability of the test using the KR-20 formula, because the score

The test is dichotomous, that is, the correct answer is given a score of 1 and the answer is given a score of 2.

The KR-20 formula is as follows:

$$r_{KR20} = \left(\frac{k}{k - 1}\right)\left(1 - \frac{\Sigma pq}{\sigma^2}\right)$$

- r_{KR20} is the Kuder-Richardson formula 20
- k is the total number of test items
- Σ indicates to sum
- p is the proportion of the test takers who pass an item
- q is the proportion of test takers who fail an item
- σ^2 is the variation of the entire test

CHAPTER IV. REPORTING, PUBLICATION AND FOLLOW-UP PLAN

A. Survey Result Report

The implementation team is required to compile a report on the results of the service user satisfaction survey, where this report is one of the media to improve service performance gradually, consistently, and continuously. The report on the results of the service user satisfaction survey is prepared following the writing systematic as follows:

CHAPTER I: Introduction, including background, aims and objectives, and legal basis.

CHAPTER II: Methodology, explaining the methodology used in data processing, which includes the implementation team, determination of instruments, determination of respondents, location and time of implementation, data collection techniques, and data processing techniques.

CHAPTER III: Results and Discussion, contains survey data and its analysis, as well as data quality testing using validity and reliability tests.

CHAPTER IV: Closing, containing conclusions and suggestions.

A. Publication of Survey Results

The results of the service user satisfaction survey must be informed to the public at least in the service room or through print media, online news media, or other social networking media. Publication can also be done by publishing a report on the results of the service user satisfaction survey on the UIN Maulana Malik Ibrahim Malang website, namely https://spmi.uin-malang.ac.id/.

B. Follow-up Plan

Based on the service user satisfaction survey report, the management of UIN Maulana Malik Ibrahim Malang is obliged to hold a management review meeting to develop an action plan. Follow-up plan

Further improvements can be made with priorities starting from the element with the worst results. Determination of improvements must be planned with short-term (less than 12 months), medium-term (more than 12 months, less than 24 months), or long-term (more than 24 months) improvement priorities. The follow-up plan for improving the survey results can be outlined in the following table:

Table 4.1. Follow-up Plan for Improvement of
Service User Satisfaction Survey

NO	ELEMENT PRIORITIZATION	PROGRAM/ACTIVITY	TIME				RESPONSIBLE

CHAPTER V. DATA PROTECTION

A. Protection of Personal Data

Any information provided by respondents during the implementation of the survey will be treated as confidential information and will be kept confidential in accordance with applicable laws and regulations related to personal data protection. Data obtained from respondents will only be used for the purpose of analyzing and reporting survey results. The data will not be used for any other purpose without the written consent of the respondent. The data collected will be processed anonymously so that the personal identity of the respondents will not be identifiable in the published survey results or in any reports compiled based on the survey data. The data collected will be stored in a secure system and can only be accessed by authorized parties for the purposes of data analysis and processing. The data will be kept for the period necessary for the purpose of the survey and in accordance with the applicable data retention policy.

B. Compliance with Regulations

The survey organizer is committed to complying with all applicable regulations related to personal data protection and privacy, including but not limited to applicable national and international regulations.

The method used in this service user satisfaction survey uses a qualitative method with measurements using a *Likert scale*, which is the most widely used psychometric scale in survey research. This method was developed by Rensis Likert and can be used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. With a Likert scale, the variables measured are translated into variable indicators, then the indicators are used as a benchmark for compiling instrument items which can be in the form of statements or questions (Sugiyono, 2018).

Respondents have the right to know how their data will be used and the right to request deletion or updating of their data at any time, in accordance with applicable legal provisions.

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