

**2012-2013 UNISEL Students' Satisfaction Survey (e-survey)**  
**Summary of Findings**

**1. Introduction**

This report provides the summary of findings of UNISEL Students' Satisfaction Survey (SSS). The survey was conducted for the first time this year from January 15th of 2013 until 31st March 2013 and mooted by the President of the University.

The purpose of this survey is to gather information from students: international and local at all levels of study regarding how satisfied they are with various instructional, support services and facilities offered by the institution.

In words of wisdom, the SSS invited students to provide feedback regarding their satisfaction, experience besides the importance of the aspects such as admission, orientation programme, management, learning resources, campus facilities and campus services respectively. This report presents selected findings from the survey and highlights three priorities in order to support UNISEL programme reviews and performance measurement activities.

The survey contained items that asked students to rate their satisfaction (agreement or disagreement) with statements about their experience in both academic and administrative areas. Students were also given the opportunity to write brief narrative comments about the best aspects of their overall experiences in the institution as well as specific suggestions for improvement.

The Satisfaction Survey is a collaborative effort of UNISEL Centre for Quality Assurance and Student Affairs.

**2. Methodology**

The SSS invites students to provide feedback regarding their satisfaction with in- and out-of-class experiences, their use of and satisfaction with various student services, and their campus involvement. The data serve as gross indicators of how UNISEL is meeting its students' needs. However, it does not provide the University with information on how to improve services or with regards to the aspects of areas of students' satisfaction or dissatisfaction. Further efforts are needed to provide greater depth and meaning to make the data actionable.

The population of this survey is UNISEL students from all levels in both Shah Alam and Bestari Jaya campuses. All students are allowed to participate in this survey through student portal. At the end of the survey, the total number of students participated in the survey was 1215 students which made up 11% from the student population.

In order to encourage students to participate in the survey, some strategies have been taken. Information regarding the survey was conveyed to the students through banners and buntings placed strategically in both campuses. Notifications were posted in UNISEL's website and student's portal in order to attract students to participate in the survey. The Student Representative Council (MPP) played an important role to disseminate the information. The data collection period lasted for two and a half months, starting from January 15<sup>th</sup> of 2013 until 31<sup>st</sup> March 2013. The survey was conducted online via student portal.

A set of questionnaire was used in this survey to obtain information and feedback from the respondents. The questionnaire is divided into two parts. The first part of the questionnaire is based on the demographic information, whereby the second part of it is further divided into four sections. Each section consists of questions on the focus areas surveyed using likert's scale. The organization of the questionnaire is as follows:

Part 1: Personal Information

Part 2: Focus Areas

- Section 1 – Teaching and Learning
- Section 2 – Facilities and Infrastructure
- Section 3 – Support Services
- Section 4 - Overall Experience

There is also one open-ended in the fourth section.

### 3. Key Findings

Table 1 shows the demographic data of the participants of this survey.

**TABLE 1 SURVEY'S DEMOGRAPHIC RESULTS**

	%
<b>Gender</b>	
Male	41
Female	59
<b>Nationality</b>	
Malaysian	98
International	2
<b>Campus</b>	
Shah Alam	67
Bestari Jaya	33
<b>Residency</b>	
Residence	35
Non-residence	65
<b>Faculties</b>	
Faculty of Engineering	5
Faculty of Computer Science and Information Technology	9
Faculty of Education and Social Sciences	15
Centre for Graduate Studies	0 (N=4)
Faculty of Biomedical and Health Sciences	2
Faculty of Art and Design	20
Faculty of Communication and Media	6
Faculty of Business	36
Faculty of Science and Biotechnology	7

Table 2 shows the student mean rating on satisfaction, and the percentage of satisfied (those answered satisfied / very satisfied, i.e. scale 4 & 5) for teaching and learning.

**TABLE 2 MEAN RATING AND PERCENTAGE SATISFIED FOR TEACHING AND LEARNING**

Aspects in Teaching and Learning	Bestari Jaya Campus			Shah Alam Campus		
	N	Mean	%satisfied	N	Mean	%satisfied
1.1 Teaching is done based on course syllabus	404	3.7	68	811	3.8	66
1.2 Lecturers are knowledgeable in their subject matters	404	3.7	68	811	3.9	72
1.3 Class and Examination timetable is systematic and changes are duly informed	404	2.8	29	811	3.0	32
1.4 Feedback on assessment is prompt	404	3.0	33	811	3.3	39

Table 3 shows the student mean rating on satisfaction, and the percentage of satisfied (those answered satisfied / very satisfied, i.e. scale 4 & 5) for facilities and infrastructure.

**TABLE 1 MEAN RATING AND PERCENTAGE SATISFIED FOR FACILITIES AND INFRASTRUCTURE**

Aspects in Facilities and Infrastructure	Bestari Jaya Campus			Shah Alam Campus		
	N	Mean	%satisfied	N	Mean	%satisfied
2.1 Classrooms, lecture theatres, labs, studios and workshops are conducive	404	2.6	25	811	2.7	22
2.2 Signage on campus (building, office, direction, campus map, etc) are available	404	2.8	28	811	3.0	26
2.3 Internet on campus is accessible and at a reasonable speed	404	2.1	12	811	2.5	18

Table 4 shows the student mean rating on satisfaction, and the percentage of satisfied (those answered satisfied / very satisfied, i.e. 4 & 5) for support services.

**TABLE 4 MEAN RATING AND PERCENTAGE SATISFIED FOR SUPPORT SERVICES**

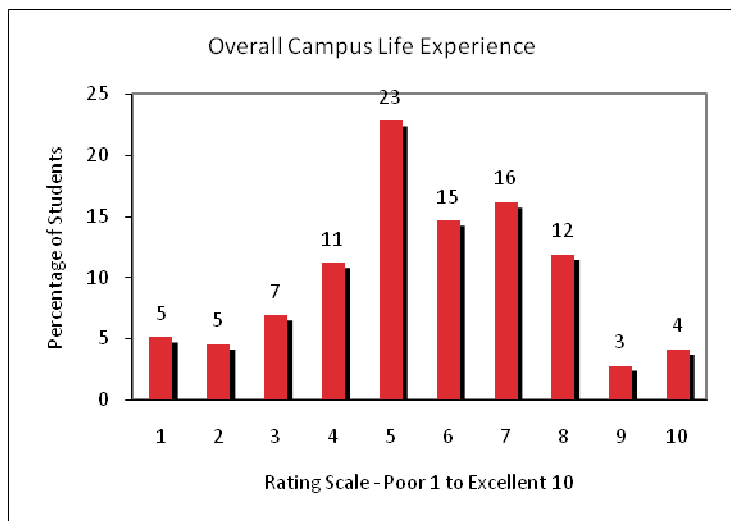
Aspects in Support Services	Bestari Jaya Campus			Shah Alam Campus		
	N	Mean	%satisfied	N	Mean	%satisfied
3.1 Online registration (I-daftar) process is efficient	404	2.8	33	811	3.0	37
3.2 Duration and content of New Student Orientation (MTS) is suitable	404	3.0	31	811	3.3	39
3.3 University policies and practices (vision, mission, academic and hostel regulations,etc) are well informed and updated.	404	2.6	21	811	3.1	35
3.4 Channels for feedbacks and complaints are available	404	2.4	12	811	2.8	24
3.5 Food pricing is affordable	404	2.2	11	811	2.9	25
3.6 Food outlets are clean	404	2.3	8	811	3.0	29
3.7 Toilets Are Clean and In Good Condition	404	2.4	15	811	2.5	19
3.8 Facilities for the disabled are adequate (parking/ramp/toilets/hand rails)	404	2.6	18	811	2.6	16
3.9 Security and safety in university (including hostel) area	404	2.7	24	811	3.1	30
3.10 References listed in the course content are available	404	2.6	21	811	3.1	31
3.11 Current version of references is available	404	2.5	16	811	3.0	27
3.11 Hostel maintenance (cleanliness, furniture, electrical appliances, etc)	404	2.1	9	811	2.8	16
3.12 Quality of customer service (service counter, telephone service, information services, security etc)	404	2.2	9	811	2.7	20
3.13 Various methods of complaints and feedback are provided	404	2.2	9	811	2.8	21

Students were also asked to rate their satisfaction on the services they received from various units, departments or offices. Table 5 shows the percentage of students used the services and the percentage of them who are satisfied with the services used, in both Bestari Jaya and Shah Alam campus, respectively.

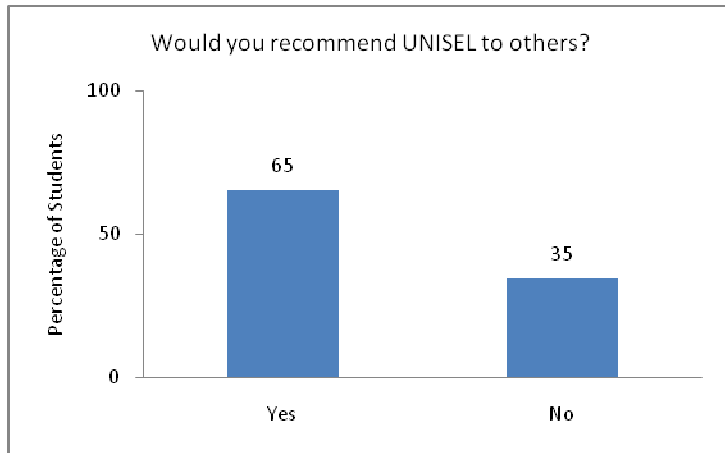
**TABLE 5 SATISFACTIONS ON SERVICE USED**

Aspects in Support Services	Bestari Jaya Campus		Shah Alam Campus	
	% used services	%satisfied	% used services	%satisfied
Faculty's Administration Office	95	30	95	14
Finance Department	94	22	93	13
Students Activities Unit	68	10	73	15
Students Welfare Unit	67	12	68	14
International Student Unit	35	10	48	12
Accommodation (Hostel) Unit	85	8	60	11
Co-curriculum Unit	73	12	74	20
Examination Unit	92	21	93	24
Students Record Unit	88	22	92	23
Campus and Panel Clinic	87	20	79	23
Student Centre	91	18	81	16
Student Portal	95	18	95	19

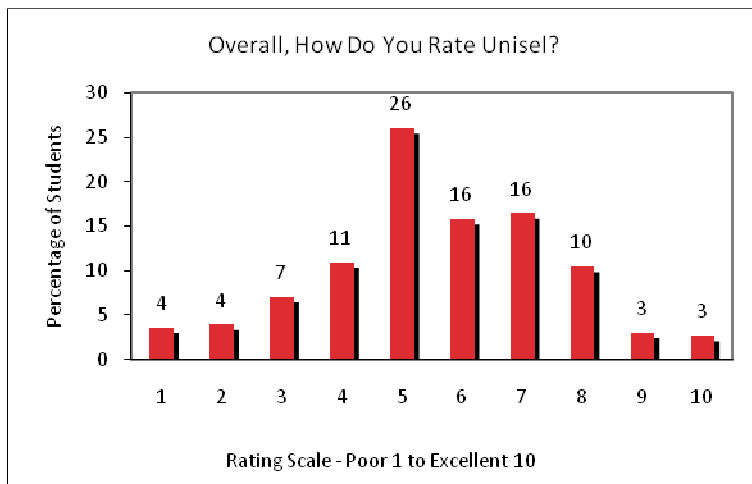
Three questions were asked for the overall assessment of the university: “Overall campus life experience”, “Would you recommend UNISEL to others?” and “Overall, how do you rate UNISEL? Figure 1, 2 and 3 illustrate the results.



**FIGURE 1: SCORE FOR OVERALL CAMPUS LIFE EXPERIENCE**



**FIGURE 2: WOULD YOU RECOMMEND UNISEL TO OTHERS?**



**FIGURE 3: OVERALL RATING OF UNISEL**

At the end of the questionnaire, students were asked to give their comments on their best experience in UNISEL and the aspects that need to be improved. Overall, the areas of concern mentioned by the students in their comments were related to facilities, management, feelings on life at UNISEL, and customer services.

#### **5. Follow-up Actions**

Summary of follow-up actions taken based on the survey shall be included later in this report.

#### **4. Conclusion**

In conclusion, even though the satisfaction on most of the aspects were low, students were found to be loyal and happy to study in UNISEL and more than 70% of the respondents have rated UNISEL modestly on the score 5 and above at the scale of 10. In order for UNISEL to achieve its vision and mission, UNISEL is committed to take strategic actions to improve the issues raised by the students through the survey conducted.