



Evaluation of Satisfaction in Research and Community Service in University

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Abstract

The evaluation of research and community service management in university is carried out institutionally. Indicators in national higher education standards need to be reviewed annually. This study uses a quantitative approach with a survey method and the object of the research is LPPM of Universitas Islam Bandung (Unisba). Primary data are collected through questionnaires to partner population chosen by cluster sampling with internal samples of 191 and external samples of 87. Data analysis is descriptive with parametric statistical tests as descriptions on a Likert scale with eight sub-indicators of a satisfaction survey. Secondary data is collected through focus group discussions on internal and external stakeholders. The results show that most of the respondents are satisfied with the management of research and community service managed by LPPM Unisba. However, there are suggestions that can be made, including third-party funding, research based on community needs, and conducting ongoing evaluations.

Keywords: Survey; Research and Community Service; LPPM Unisba

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Introduction

University is a place for various sciences that can develop civilization and society by creating superior generations who know (1). Developing the quality of higher education can be done in various ways, one of which is to improve infrastructure and the performance of educators and education staff (2). In the industrial revolution 4.0, applying the three pillars in universities has a high function and position in the development of society (3). The three pillars of higher education include education and teaching, research, and community service, which all are interrelated (4). The development and guidance of the three pillars of higher education influences on the improvement of quality of lecturers as human educational resources (5) (6).

In Indonesia, lecturers must write scientific papers for various purposes, including capacity building, accreditation, teaching materials, workshops, and available positions (7). That's why lecturers need to have an awareness of their duties in the three pillars of higher education, especially in terms of research and community service (8). In carrying out research and service, a lecturer must act and think analytically and critically and refer to the community's needs (9). In reality, the productivity of lecturers in producing scientific works needs to be continuously improved, including the productivity of lecturers

in writing books, writing for journals, and also conducting research and community service (10). Thus, universities need to motivate their lecturers to be productive in carrying out their three pillars.

Each university, as described in the government regulation concerning national standards for higher education on the management of research and community service, need to be based on the scope of the national research standards, which include results standards, content standards, process standards, assessment standards, researcher/servant standards, facilities and infrastructure standards, management standards, funding standards, and financing (11). Research and community service activities by lecturers in universities need to be managed explicitly by a particular unit, such as the Lembaga Penelitian dan Pengabdian Kepada Masyarakat (LPPM). Universitas Islam Bandung (Unisba), following its statute, states that LPPM functions to plan, direct, coordinate, implement, evaluate and administer research and community service activities (12). Following its objectives, an organization must carry out an evaluation stage to determine policies that can advance the organization (13).

The evaluation stage is one of the critical stages and needs to be measured in a directed manner, but the results of the evaluation test are not the only benchmark in determining policies within the organization (14). Evaluation is a process of controlling that needs to be carried out so that members of the organization can work well together and have the same movement towards achieving the goals and general goals of the organization (15). Evaluation of the policy can be done by looking at the program's effectiveness, efficiency, suitability, equity, responsiveness, and usefulness (16). Evaluation activities are carried out to determine the effectiveness and efficiency of a program and the impact that occurs after the program is implemented. Evaluation provides valuable data and information for improving a program as a form of follow-up to the evaluation results (17).

In the theory, organization should be able to evaluate the programs and policies it makes (18). In several studies related to educational organizations, the position and role of human resources have a crucial function for its progress and success (19) (20). Therefore, organizations need to conduct periodic and systematic evaluations on standards by assessing satisfaction (21). LPPM Unisba, as an institution that oversees the management and services for lecturers in terms of research and community service, needs to conduct a measurable evaluation. This study seeks to measure the satisfaction of partners who are users of research and community services at LPPM Unisba as an evaluation material in improving the performance of lecturers in the university environment. This measurement of the level of user satisfaction can be an evaluation for institutions and universities to improve the quality of their lecturers.

University needs to develop a new framework for evaluating the university's scientific research capabilities by expanding and enriching its evaluation tasks in the future (22). Performance measurement can be done by measuring data of productivity, effectiveness, efficiency to lecturer satisfaction with supporting implementation (23). However, in measuring organizational performance, that is, service, one can be measured through the satisfaction variable from its user partners (24). In several studies, measuring the level of satisfaction can determine positive or negative responses to the quality of service and institutional management (25) (26) (27) (28). Assessment of management efficiency in the field of education management can be carried out using a systems approach, which involves an analysis of the conditions for improvement of the management system and its basics (29). This study seeks to measure the level of satisfaction of research partners and community service as indicators to improve the quality of research and community service management in universities.

Research Method

This study uses a quantitative approach with a survey method to obtain objective data describing the satisfaction level of partners using LPPM Unisba. Quantitative research methods are concerned with the quantification and analysis of variables to get research findings (30). Survey data collection was carried out using a questionnaire (Creswell, 2009). It was distributed through an online form to LPPM user partners. The sample of this study used a cluster sampling technique, namely sampling by carrying out several stages (32). The first stage is to determine the internal and external partner clusters, then regroup them based on the origin of the external partner institutions that have links in the research and service of Unisba lecturers through LPPM. At the same time, the sample group of internal partner is a lecturer at Universitas Islam Bandung who is active in research and community service activities. Questionnaire questions are adjusted to the sample cluster but still based on predetermined indicators.

Data analysis used is parametric statistical tests with normal distribution in the population of partners using LPPM services (33). The measurement data uses a Likert scale, which provides a

measurement of the ordinal level of a person's attitude. The Likert scale is used to get the level of sample response based on the sum of the scores given for each respondent's answer (34). Questionnaire questions are based on indicators of eight criteria, namely satisfaction with results, content, process, assessment, researchers/servicemen, facilities and infrastructure, management, and funding and financing. Each question in the questionnaire was given a score based on a positive scale measurement to determine the level of respondent satisfaction. The data is processed using the SPSS program. Tests are in the form of validity and reliability tests, testing of average data results, and scale testing, which are some of the characteristics in processing Likert scale data (35). The processed data is then described based on the research findings in statistical information. Descriptive research aims to describe the characteristics of a particular group or situation accurately (36).

To complete the statistical data, open questions need to be explored again through focus group discussions (FGD) with partners who use research and community services by LPPM Unisba. The FGD aims to complement the quantitative data that has been found in the survey results (37). Focus groups can help in the description of survey results that are in line with the topic. Once data has been collected in the follow-up survey stage, the focus group can serve as an additional venue for data collection, seeking to explore aspects of data analysis (38). Survey data with additional FGD data can produce a complete picture of the research topic.

Results and Discussion

The study divided into three sample clusters in processing research data, namely internal user partners, external research user partners, and external partners using community service programs. Through validity and reliability tests, each of these three clusters was tested, pushing the average result data and testing scales. The first cluster is the internal partner of Unisba lecturers with a total of 191 respondents. The second cluster is an external research partner with a total of 41 respondents. The third cluster is a community service external partner with 46 respondents. The discussion then was divided into three parts with the following results:

Research Partner Satisfaction Level (Internal)

From the results of the analysis, it was found that the respondents mostly disagreed with the 27th statement, namely the adequacy of the amount of research grant funding and research outputs; and with the 21st statement, namely the adequacy of the number of incentives. The results shows that both internal and external environment and states firmly agree with the first statement, namely the results of the research are disseminated (dissemination) through seminars, publications, patents, books, international conferences, exhibitions, etc.

Table 1
Respondents' Answer Criteria

Category	Amount
Strongly agree	125
Agree	66
Disagree	0
Do not agree	0

Source: Survey Data Processing (2021)

RESPONDENT'S ANSWER CRITERIA

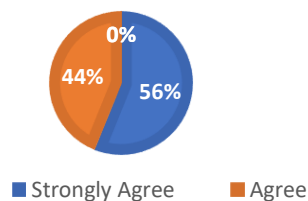


Figure 1. Diagram of Respondents' Answer Criteria
Source: Survey Data Processing (2021)

Out of 191 respondents who filled out an online questionnaire regarding the level of satisfaction with LPPM Unisba in conducting research and community service, no respondents chose the answer

disagree in conducting the research. However, 66 respondents chose to agree, and 125 respondents chose to strongly agree. Thus, based on the results of the questionnaire from the respondent's answer criteria, it can be concluded that 65% of them answered the question with strongly agree and 35% responded by deciding on the implementation of research conducted by LPPM Unisba.

The data collected provides information that the questionnaire consists of 8 indicators: research results, research content, research process, research assessment, researchers, research management, research facilities and infrastructure, research funding, and financing. After doing the analysis and calculations, it was found that 191 respondents stated strongly agree with the implementation of research and community service conducted by LPPM Unisba.

Table 2
Scale Range

SCALE	
Do not Agree	191 – 334.25
Disagree	335.25 – 477.5
Agree	478.5 – 620.75
Strongly Agree	621.75 – 764

Source: *Statistic Test (2021)*

$$\text{Scale Range} = \frac{n \times (m-1)}{m}$$

Where,

n = number of respondents

m = highest score

knowing that:

n = 191

m = 4

$$\text{RS} = \frac{191 \times (4-1)}{4} = 143.25$$

Research Partners Satisfaction Level (External)

From the results of the analysis and calculations of the survey, it was found that the majority of respondents disagreed with the 5th statement, namely the content of Unisba's research being original, renewable, and following technological developments; and with the 13th statement, namely objectivity and impartiality in research conducted by LPPM Unisba. It was also stated that they did not agree with the 7th statement, namely the ease of understanding the content of study conducted by LPPM Unisba; and with the 25th statement, namely the adequacy and optimization of Unisba research funding was adequate.

Table 3
Respondents' Answer Criteria

Category	Amount
Strongly agree	23
Agree	18
Disagree	0
Do not agree	0

Source: *Survey Data Processing (2021)*

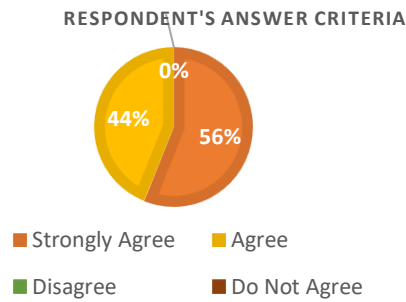


Figure 2: Diagram of Respondents' Answer Criteria
 Source: Survey Data Processing (2021)

41 respondents filled out online questionnaires regarding the satisfaction level of research partners at the Universitas Islam Bandung and no respondents chose the answers to disagree on the performance of research partners at the Universitas Islam Bandung. However, 18 respondents chose to agree and 23 respondents chose to strongly agree. Thus, based on the results of the questionnaire from the external partner respondents' answer criteria, it can be concluded that 56% of them answered the question with strongly agree and 44% responded agreeably to the research performance of Universitas Islam Bandung conducted by LPPM Unisba.

The survey provides information that the questionnaire consists of 8 indicators: research results, research content, research process, research assessment, researchers, research facilities and infrastructure, research management, research funding, and financing. After doing the analysis and calculations, it was found that 41 respondents from external partners strongly agreed on the performance of Universitas Islam Bandung research conducted by LPPM Unisba.

$$\text{Scale Range} = \frac{n \times (m-1)}{m}$$

Where,

n = number of respondents

m = highest score

knowing that:

n = 41

m = 4

$$RS = \frac{41 \times (4-1)}{4} = 34.5$$

Table 4
Scale Range

	SCALE
Do not Agree	41 - 71.75
Disagree	72.25 - 102.5
Agree	103.5 - 133.25
Strongly Agree	134.25 - 164

Source: Statistical Test (2021)

Research Partner Research Satisfaction Level (External)

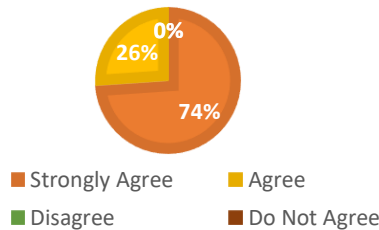
From the results of the analysis and calculations, it was found that most respondents stated they did not agree with the 1st statement, namely Objectivity and impartiality in the community service conducted by LPPM Unisba; it was also indicated that they did not agree with the 4th statement, namely the number of community service conducted by LPPM Unisba was considered adequate in terms of quantity and quality; but they agreed with the 25th statement, namely the adequacy and optimization of community service funding are sufficient; they strongly agreed with the first statement, namely there is benefit from community service results for the targeted community group; and with the third statement, namely community service results are generally oriented to the interests/needs of the community.

Table 5
Respondents' Answer Criteria

Category	Amount
Strongly agree	34
Agree	12
Disagree	0
Do not agree	0

Source: Survey Data Processing (2021)

RESPONDENT'S ANSWER CRITERIA



Source: Survey Data Processing (2021)

Out of 46 respondents who filled out online questionnaires regarding the satisfaction level of research partners at the Universitas Islam Bandung, no respondents chose the answers to disagree with the performance of external partners in organizing community service at the Unisba. However, 12 respondents chose to agree, and 34 respondents chose to strongly agree. Therefore, based on the results of the questionnaire from the respondents' answer criteria for community service external partners, it can be concluded that 74% of them answered the question with strongly agree and 26% of them responded agreeably to the performance of the implementation conducted by LPPM Unisba.

The survey provides information that the questionnaire consists of 8 indicators: community service results, community service content, community service process, community service assessment, servants, community service facilities and infrastructure, community service management, community service funding, and financing. After conducting analysis and calculations, it was found that 46 respondents from external partners strongly agreed on the performance of the implementation of the community service conducted by LPPM.

$$\text{Scale Range} = \frac{n \times (m-1)}{m}$$

Where,

n = number of respondents

m = highest score

knowing that:

n = 46

m = 4

$$\text{RS} = \frac{46 \times (4-1)}{4} = 34.5$$

Table 6
Scale Range

SCALE	
Do not Agree	46 – 80.5
Disagree	81.5 – 115
Agree	116 – 149.5
Strongly Agree	150.5 - 184

Source: Statistical Test

LPPM Quality Improvement Suggestions

Among the questionnaire questions, one open question accommodates aspirations and suggestions that can develop the LPPM of Universitas Islam Bandung. The results are summarized and categorized based on the criteria that measure the level of satisfaction in the implementation of research and community service conducted by LPPM.

Table 7
Respondents Suggestions in Improving the Quality of LPPM

No	Criteria	Performance Improvement
1	Results	Publication of research results and easy access of articles for the public
2	Contents	The topic is oriented to the needs of the community and its development, as well as elevating Islamic values
3	Process	Increased collaboration with partners and agencies
4	Servant	Improving quality of researchers with assistance & training
5	Management	Addition of quotas and special schemes
7	Facilities and infrastructure	Completeness of facilities and infrastructure and an integrated information system
8	Funding & Financing	Increased funding and cooperation with third parties

Source: Survey (2021)

To obtain a comprehensive picture of improvements in the management of research and community service at Unisba, secondary data was collected by conducting focus group discussions (FGDs) with internal and external partners to obtain qualitative data that can more clearly describe the form of evaluation needed in the management of research and community service carried out by LPPM Unisba.

Table 8
Responses and Suggestions of FGDs Resource Persons

Resource	Suggestion
<i>External Partners of Unisba</i>	
Universities	<ul style="list-style-type: none"> - The limited scope that comes from government agencies challenges the downstreaming of research results; it is necessary to downstream research that refers to government policies. - The need for extracting the unique value that is the DNA of Unisba. Unisba is an individual entity. - Fund allocation needs to be carefully calculated, whether it is implemented (intangible) or tangible, or methods used in one area. - Forming a society, namely research stakeholders, some from the mass media, NGOs, and some from the industry. - LPPM should try to carry out longitudinal research.
Government	<ul style="list-style-type: none"> - Government has been greatly helped by the research and community service programs carried out by Unisba, including the innovations - The movement program to build villages.
Organization	<ul style="list-style-type: none"> - Involved the students to go directly to the community. - Programs are expected to be carried out on an ongoing basis. - Encourages to promote digital literacy in the community.
Mass Media	The community needs the contribution of universities to build a civilization in the digital space
<i>Internal Partners of Unisba (research representative):</i>	
Lecturer	Regarding the measurement of researcher satisfaction, it must be carried out periodically. It is not only limited to happiness, but inputs also needs to be followed up since the study program and university accreditation technique emphasized on the method used, recording, and data analysis. LPPM needs to follow them up regularly and systematically.

Source: Focus Group Discussion (2021)

The results of the measurement on the level of satisfaction in conducting research and community service is a form of evaluation with a positive value measurement on the Likert scale. The study consisting of three clusters (the internal partner cluster, the research external partner cluster, and the external partner cluster in community service) shows that the majority of respondents stated they were satisfied and very satisfied with the management of research and community service carried out by LPPM Unisba. However, it was still found that there was dissatisfaction with the distribution of membership and approach to the target group.

The results of the FGD showed that several inputs could be developed in the management of research and community service at LPPM including aspects of funding, training of researchers and service personnel, development of research topics needed by the community, as well as publications to the community and periodic evaluations that is carried out in a measurable manner and directed to produce outputs in accordance with the vision and mission of the university and the needs of the community.

Conclusions

This study has implications for assessments that must be deepened and sustainable, developing leadership policies in response to partners' suggestions, and continuing various programs that are considered to have satisfied partners and increasing partner involvement, funding, and facilities and infrastructure. The eight criteria that serve as indicators of respondent satisfaction raise several inputs, especially in terms of improving the quality of content, managing results, developing facilities and infrastructure, and adding grant funds as part of improving the quality of lecturers in carrying out the tri dharma of higher education, especially in research and service to society. The results shows that LPPM need the strategy to improve services by involving various parties, including industry, government, institutions, the community, and the mass media. Performance measurement also needs to be done regularly and systematically.

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