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### **Analysis of User Satisfaction Surveys on the Performance of Graduate of the Fashion Education Study Program, Faculty of Engineering Surabaya State University**

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#### ABSTRACT

The Bachelor of Fashion Education Study Program is one of the study programs that produces graduates who are ready to work, both in the academic and industrial fields. It is hoped that this research can be used as a reference in aligning user/stakeholder satisfaction with graduates of the world of work and can also be input for universities in aligning competencies and preparing the next graduates. The aim of this research is to determine stakeholder satisfaction with the performance of graduates of the Bachelor of Fashion Education study program. The type of research used in this research is descriptive to see the results of the study evaluation. This research uses a cross sectional approach based on the method of data collection. This research is a survey research because the data collection uses a questionnaire. Several supporting criteria for user satisfaction in this study include: integrity, field of expertise, English language proficiency, technology utilization, communication skills, teamwork, and self-development. The seven criteria used for assessment in this research, the category with "very satisfied" is found in the field of expertise at 90%, while the category of "satisfied" is related to English language proficiency at 26.6%. Overall, the user satisfaction level for graduates of the Bachelor's Degree in Fashion Education Program is categorized as very satisfied, with a total percentage of 63.80% satisfied, 28.56% satisfied, and 7.6% with a satisfactory result.

**Keywords:** Survey, Stakeholder Satisfaction, Graduate performance

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#### 1. Introduction

Higher education plays a crucial role in producing competent graduates who are ready to compete in the job market[1]. As an educational institution, universities are responsible for ensuring that their graduates possess the competencies that align with industry needs and can adapt quickly to professional environments. The Bachelor's Degree in Fashion Education Program at the Faculty of Engineering, Surabaya State University, is one of the

programs focused on practical skills and professionalism. One of the challenges is to continually align the curriculum and teaching methods to remain relevant to the demands of the job market[2].

The Bachelor's Degree in Fashion Education Program is one of the programs that prepares graduates to be ready for work, both in academic fields and in industry. The competencies of this program are closely related to the presence, progress, and sustainability of alumni in the job market[3]. To evaluate the extent to which graduates meet the expectations of employers, tracer studies and user satisfaction surveys become important tools. Tracer studies serve to track the absorption of graduates into the workforce, while user satisfaction surveys provide direct feedback from those who employ alumni. The purpose of the user satisfaction survey is to obtain data from users or stakeholders who interact directly with alumni in the workplace, which can provide an objective perspective on the graduates' performance and the relevance of their skills[4].

User perceptions regarding the performance of graduates serve as a benchmark for improving the quality of education. Additionally, it can help identify aspects related to the accreditation preparation that will be carried out by the Bachelor's Degree in Fashion Education Program at the Faculty of Engineering, Surabaya State. This research is expected to provide an assessment of user feedback on the outcomes of the study program in enhancing graduates' competencies and preparing them to enter the job market. Furthermore, it can also provide significant benefits in aligning graduates' competencies with the expectations of the job market, supporting program accreditation, and contributing to the continuous improvement of education quality.

## 2. Methods

The method used in this research is a survey study. A survey study is a research procedure that administers surveys to a sample or the entire population[5]. Using a cross-sectional approach based on data collection, the data was gathered through questionnaires. The population for this study consists of alumni from the Bachelor's Degree in Fashion Education Program, conducted in the workplaces of the alumni, both in government and private institutions. The variables studied in this research include seven criteria: (1) integrity, (2) field of expertise, (3) English language proficiency, (4) technology utilization, (5) communication skills, (6) teamwork, and (7) self-development. These seven variables are analyzed to determine user satisfaction (stakeholders).

The satisfaction score data for users is processed for each indicator to obtain the average satisfaction level. Next, the user satisfaction index regarding alumni performance is calculated by determining the grand mean (the average of the averages). User satisfaction is determined based on the range of the satisfaction index scores as follows.

**Table 1:** Assessment Criteria

| No | Criteria       | Score |
|----|----------------|-------|
| 1  | Very Satisfied | 4     |
| 2  | Satisfied      | 3     |
| 3  | Less Satisfied | 2     |
| 4  | Not Satisfied  | 1     |

### 3. Results and Discussion

#### 3.1. Results

This research was conducted from March to October 2024, with a total of 30 respondents. The following is the presentation of the table related to user satisfaction data.

**Table 2: User Satisfaction Data**

| No | Type of Skills               | User Respon Result |               |                |               |
|----|------------------------------|--------------------|---------------|----------------|---------------|
|    |                              | Very Satisfied     | Satisfied     | Less Satisfied | Not Satisfied |
| 1  | Integrity                    | 66,67%             | 26,6%         | 6,6%           |               |
| 2  | Field of expertise           | 90%                | 10%           | 0%             |               |
| 3  | English language proficiency | 33,33%             | 40%           | 26,66%         |               |
| 4  | Technology utilization       | 66,67%             | 23,33%        | 10%            |               |
| 5  | Communication skills         | 43,3%              | 50%           | 6,67%          |               |
| 6  | Teamwork                     | 83,33%             | 16,67%        | 0%             |               |
| 7  | Self-development             | 63,33%             | 33,33%        | 3,33%          |               |
|    | OVERALL AVERAGE SCORE        | <b>63,80%</b>      | <b>28,56%</b> | <b>7,6%</b>    | -             |

Several supporting criteria for user satisfaction in this study include: integrity, field of expertise, English language proficiency, technology utilization, communication skills, teamwork, and self-development. Based on Table 2 regarding overall user satisfaction data related to the seven criteria used for assessment in this research, the category with "very satisfied" is found in the field of expertise at 90%, while the category of "satisfied" is related to English language proficiency at 26.6%. Overall, the user satisfaction level for graduates of the Bachelor's Degree in Fashion Education Program is categorized as very satisfied, with a total percentage of 63.80% satisfied, 28.56% satisfied, and 7.6% with a satisfactory result.

#### 3.2. Discussion

Several aspects of the study on user satisfaction regarding graduates' performance show the following results:

1. **Integrity** with a score of 66.67% in the very satisfied category, which includes honesty, ethics, and responsibility in the workplace. Stakeholders tend to be more satisfied with graduates who demonstrate high integrity because they are trustworthy and maintain ethical standards in all aspects of their work<sup>[6]</sup>.
2. **Field of Expertise** with a score of 90% in the very satisfied category, which encompasses mastery in the field of study as an important aspect to meet specific job requirements. Graduates with strong academic backgrounds possess a deep understanding of theories and practices in their field, enabling them to contribute effectively<sup>[7]</sup>.
3. **English Language Proficiency** with a score of 40% in the satisfied category, as the increasingly global nature of the job market makes English proficiency an important asset. Graduates who are fluent in English tend to communicate more easily with international stakeholders and access a wider range of information, thus providing greater satisfaction to organizations with a global orientation<sup>[8]</sup>.

4. **Technology Utilization** with a score of 66.67% in the very satisfied category, which is an important part of most jobs today. Stakeholders value graduates who can use technological tools, specialized software, and relevant digital systems to enhance work efficiency<sup>[9]</sup>.
5. **Communication Skills** with a score of 43.3% in the very satisfied category, indicating that effective communication, both verbal and written, is crucial for conveying ideas, instructions, and information clearly. Graduates with good communication skills can interact effectively with colleagues and clients, enhancing productivity and the quality of collaboration<sup>[10]</sup>.
6. **Teamwork Skills** with a score of 83.33% in the very satisfied category, which is one of the aspects expected by many organizations. Graduates who can work well in teams tend to adapt more easily and support the achievement of shared goals, increasing user satisfaction with their ability to work in a cooperative environment<sup>[11]</sup>.
7. **Self-Development** with a score of 63.3% in the very satisfied category, reflecting a willingness to continuously learn and develop oneself, which demonstrates a graduate's commitment to personal quality improvement. Stakeholders are more satisfied with graduates who are proactive in attending training, obtaining additional certifications, or deepening their knowledge in their field, as this indicates their readiness to contribute sustainably<sup>[12]</sup>.

These results are consistent with the opinion of Kotler and Keller (2016), which states that understanding stakeholder satisfaction with university graduates indicates that high skills and competencies lead to stakeholder satisfaction because graduates are able to meet the needs and expectations of users<sup>[13]</sup>. Additionally, stakeholders tend to be more satisfied because graduates can contribute effectively to their jobs. The integration of employability in higher education provides long-term benefits for graduates, making them not only more competent at the beginning of their careers but also more capable of adapting amidst changes in the job market<sup>[14]</sup>.

#### 4. Conclusion

The level of user satisfaction regarding the performance of alumni from the Bachelor's Degree in Fashion Education Program shows that 63.80% of users feel very satisfied overall. Additionally, 28.56% are satisfied, while 7.6% are somewhat satisfied. This indicates that the rate of alumni absorption is continuously increasing, along with numerous testimonials from various organizations stating that alumni can perform well in their jobs. Furthermore, the identification of the main factors influencing alumni satisfaction lies in their abilities related to their field of expertise and teamwork.

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