

CUSTOMER SATISFACTION SURVEY STUDENTS' INTENTION BATCH 2022

QUALITY ASSURANCE INSTITUTE



UNIVERSITAS KATOLIK INDONESIA
ATMA JAYA
Tepercaya Kualitas Lulusannya



STUDENTS' INTENTION BATCH 2022

Pusat Eksplorasi dan
Pemberdayaan Data Lembaga
Penjaminan Mutu



UNIVERSITAS KATOLIK INDONESIA
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INTRODUCTION

Objective:

- **To analyze the expectations of the new students from external aspects (UAJ image) and internal ones (motivation)**

LPM, collaborating with the leader and staff of BKAK, distributed the questionnaire to the new students during their orientation.

The final data included the answers from 543 respondents out of 1514 new students who filled out the New Student Questionnaire (35% of the total new students).

The questionnaire was distributed via MyAtma Academic System during the student orientation period from 10 - 30 August 2022.

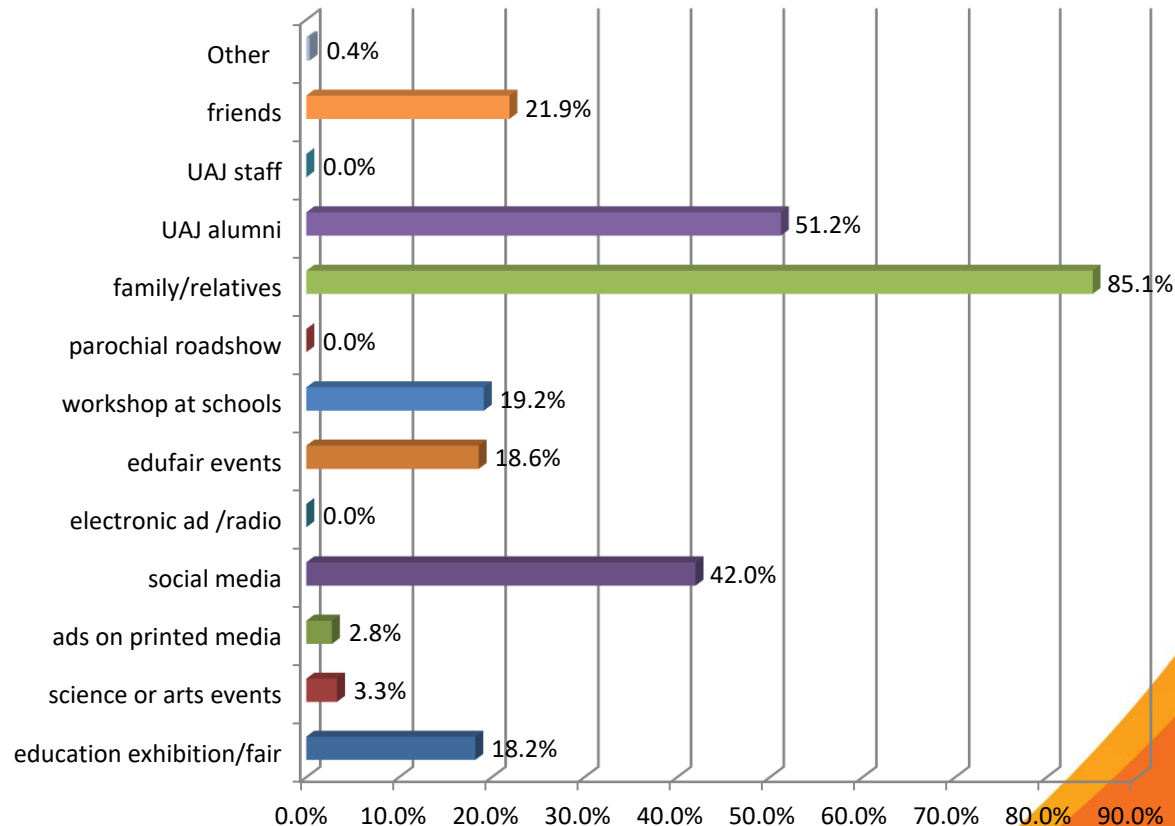


QUESTIONNAIRE RESPONDENTS: NEW STUDENTS 2022

FACULTY	STUDY PROGRAM	TOTAL	% PROG	% FAC
ECONOMICS	MANAGEMENT	70	12.9%	24.9%
	ACCOUNTING	53	9.8%	
	DEVELOPMENT E.	12	2.2%	
BUSINESS ADM. & COMMUNICATION STUDIES	BUSINESS ADM.	9	1.7%	7.7%
	COMMUNICATION	18	3.3%	
	HOSPITALITY	15	2.8%	
EDUCATION AND LANGUAGE	ENGLISH LANGUAGE	26	4.8%	16.0%
	THEOLOGY	20	3.7%	
	GUID. & COUNSELLING	12	2.2%	
	ELEMENTARY T.E.	29	5.3%	
ENGINEERING	MECHANICAL E.	4	0.7%	6.3%
	ELECTRICAL E.	6	1.1%	
	INDUSTRIAL E.	7	1.3%	
	INFORMATION SYS.	17	3.1%	
LAW		41	7.6%	7.6%
MEDICINE	MEDICINE	58	10.7%	14.0%
	PHARMACY	18	3.3%	
PSYCHOLOGY		116	21.4%	21.4%
BIOLOGY	BIOLOGY	5	0.9%	2.2%
	FOOD TECH.	7	1.3%	
	TOTAL	543	100.0%	

SOURCE OF INFORMATION ABOUT UAJ

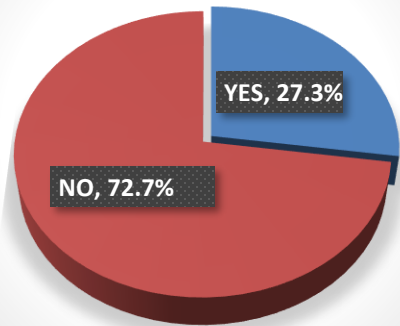
N = 543



Some of the respondents got information about UAJ from several sources (more than one source). The **three top** sources of information are **Family, Alumni and Social Media**.

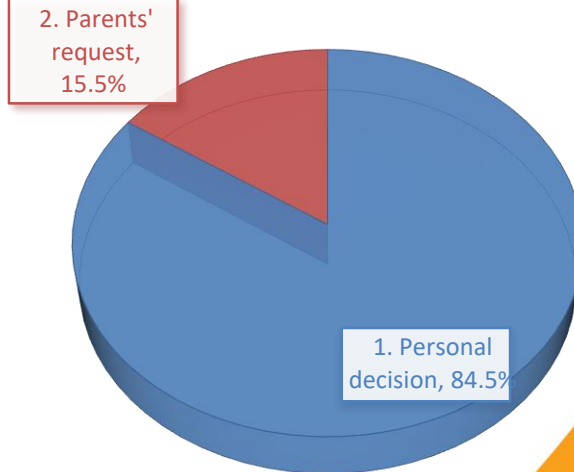
Test in another university? Who are what is the main factor?

ENROLLMENT IN OTHER PRIV. UNIV
(N=543)



TEST IN OTHER UNIV (N=148)

MAIN FACTOR



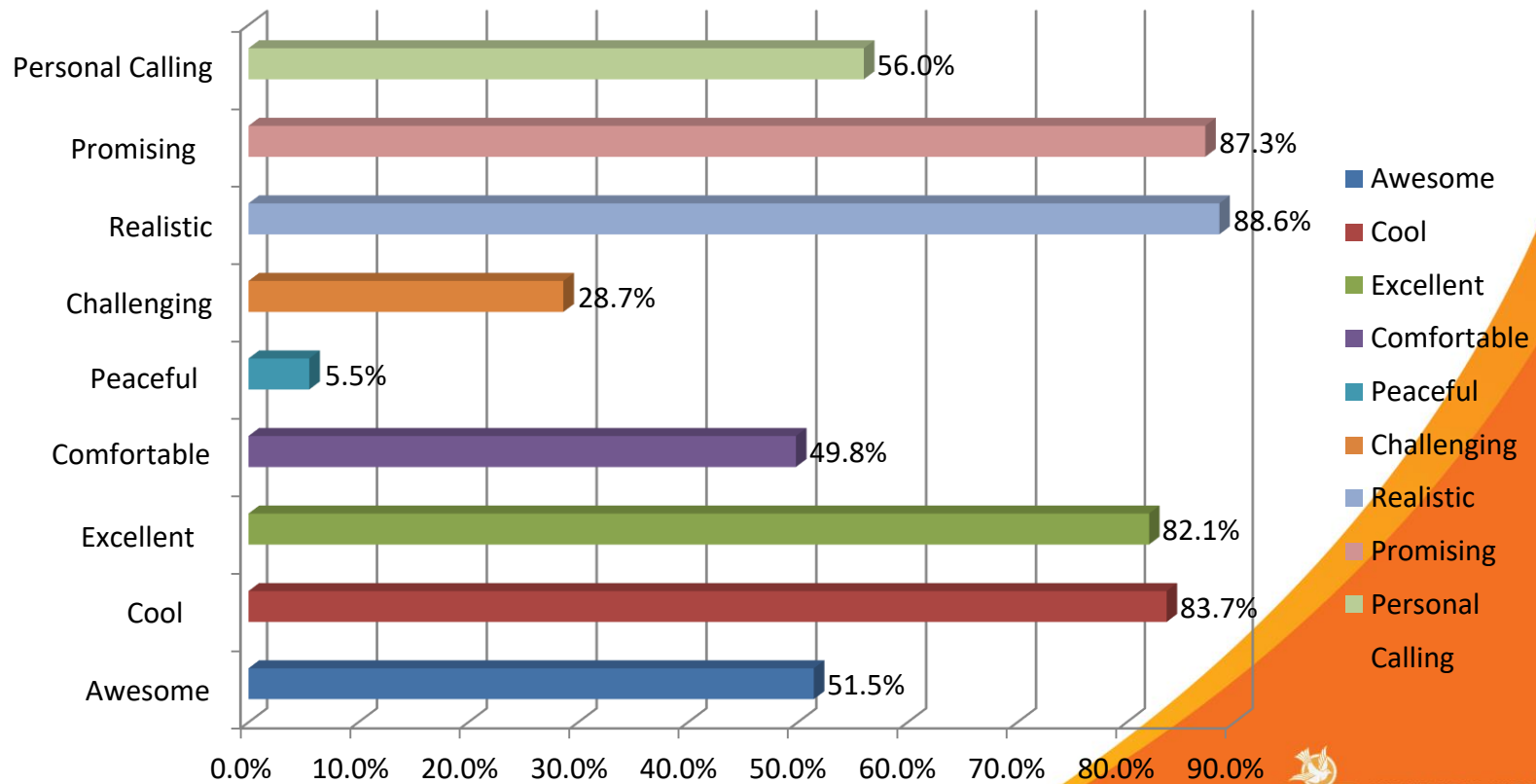
Of the 543 students, those who took the entrance test only at Unika Atma Jaya account for 395 (72,7%), while those who took the test in other universities account for 148 (27,3%)

New students who took the test based on their personal decision : 125 (84.5%), Parents' request : 23 (15.5%)

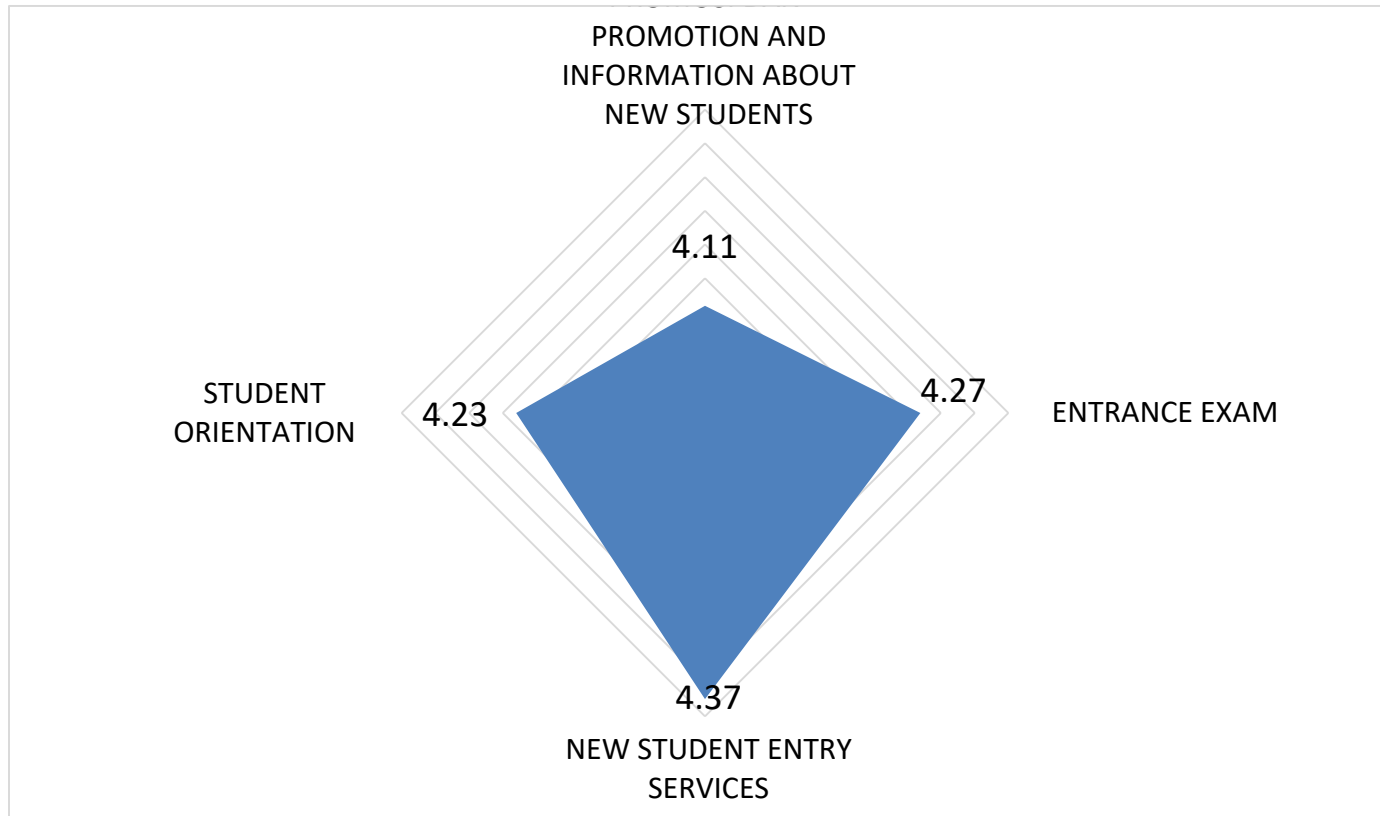


Description of Selected Study Programs

N = 543

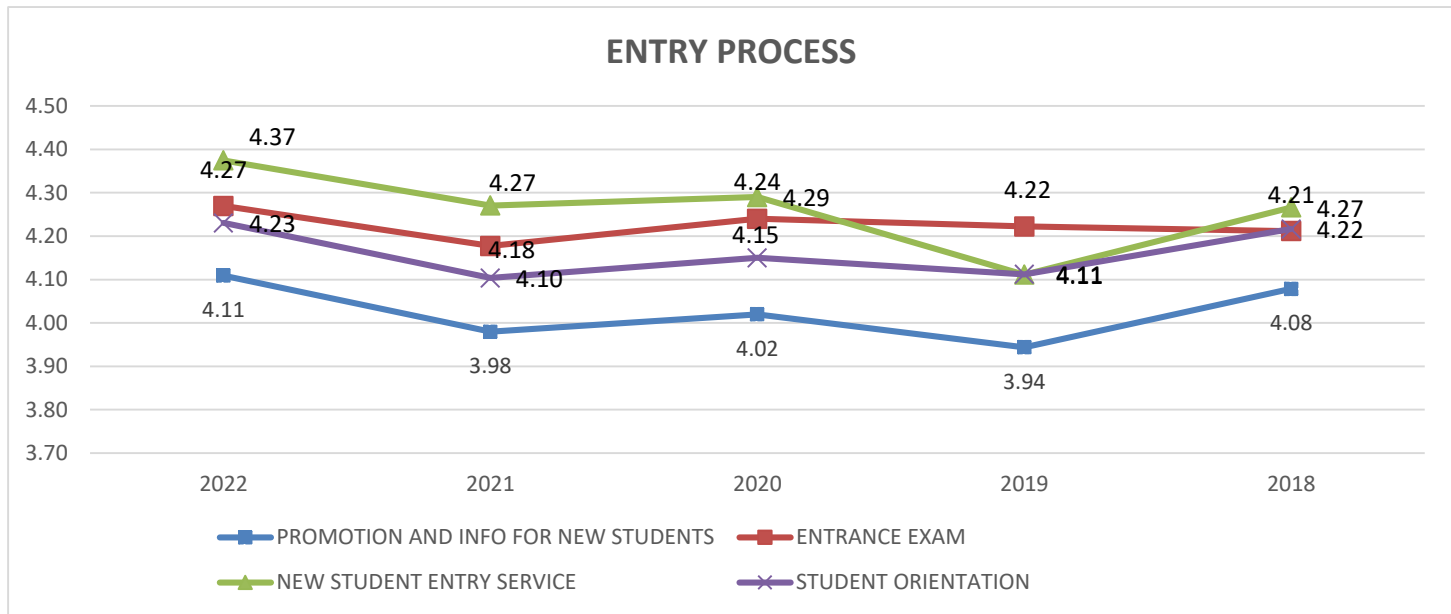


ENTRY PROCESS



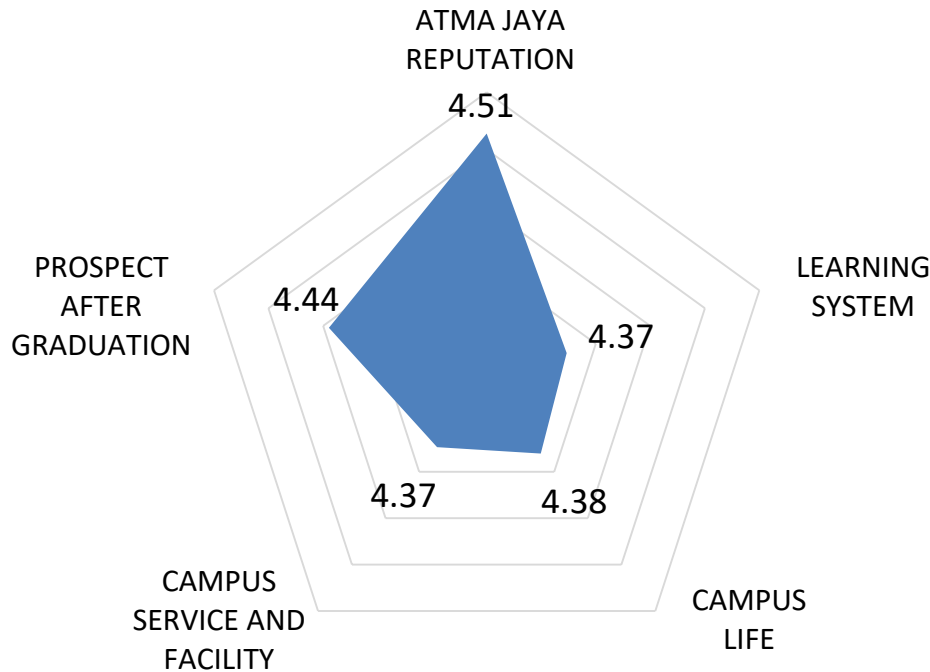
The entry process service that was allotted the lowest point is **Promotion and information about new students.**

Y-O-Y COMPARISON OF ENTRY PROCESS (5 YEARS)



All variables in the Entry Process in 2022 received a higher rating compared to 2021.

UNIKA ATMA JAYA BRAND IMAGE

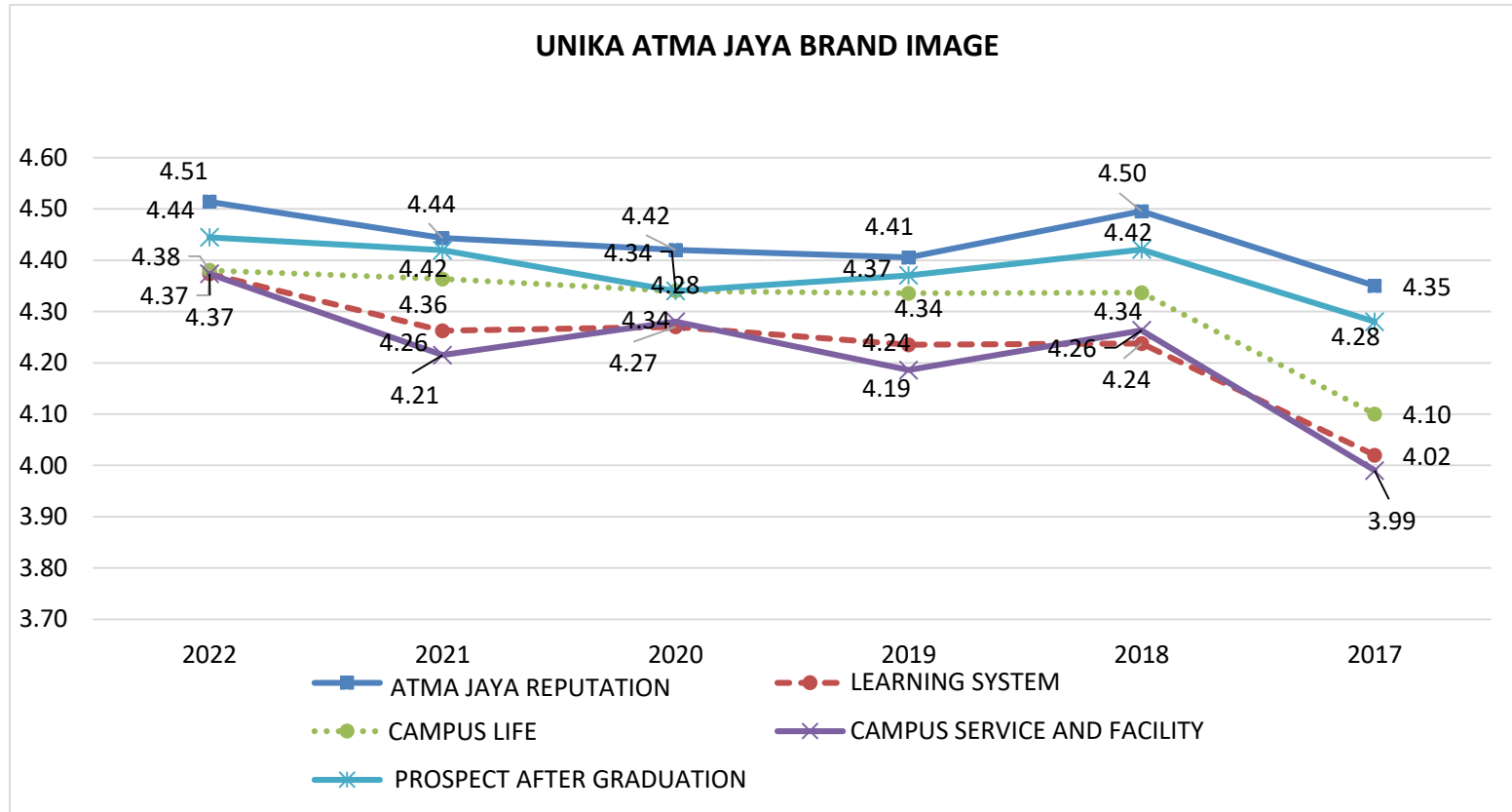


Brand Image : The image/ impression that you get because of the influence of promotion or others' word-of-mouth

The most outstanding brand image is *reputation* and *prospect after graduation*

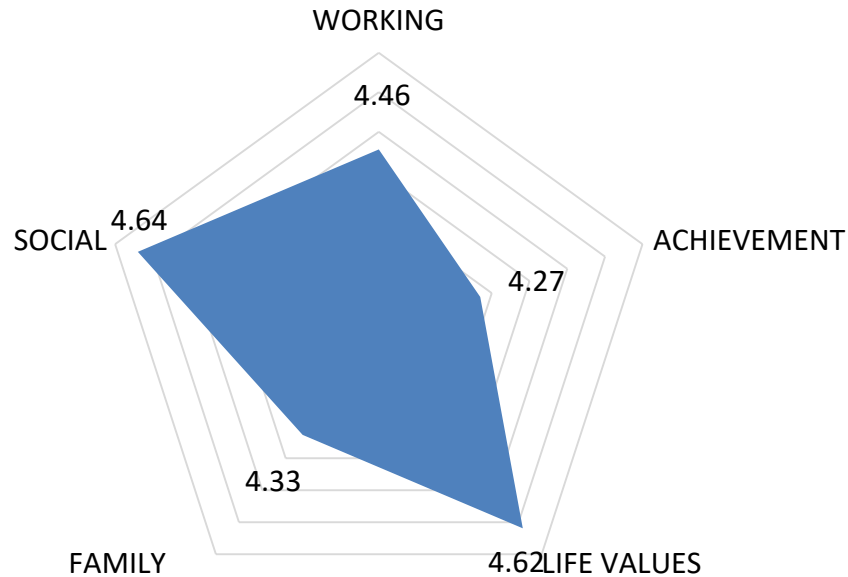


Y-O-Y COMPARISON OF UNIKA ATMA JAYA BRAND IMAGE (5 YEARS)



All variables in the **UNIKA ATMA JAYA BRAND IMAGE** in 2022 received a higher rating compared to 2021.

STUDY MOTIVATION

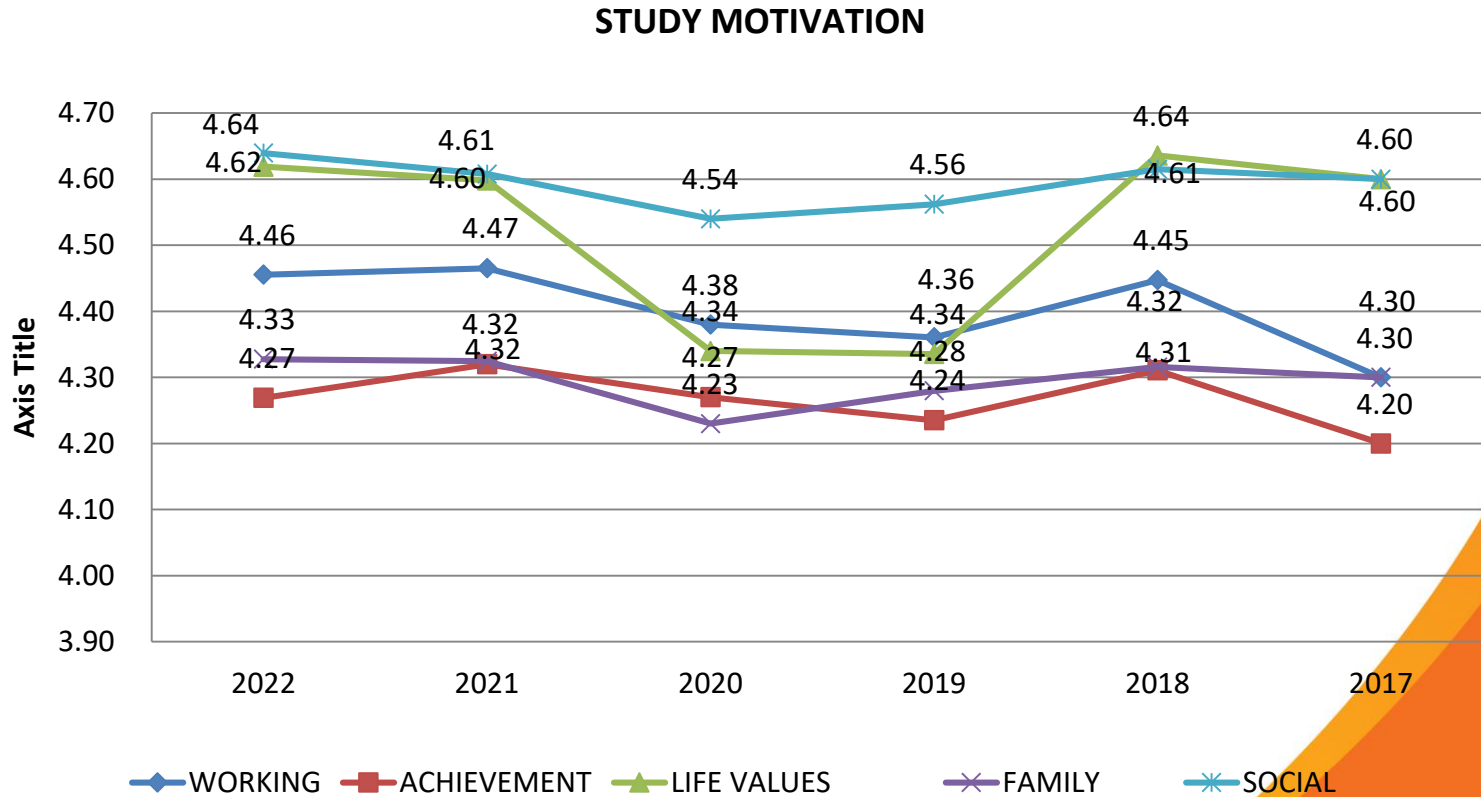


Study motivation is the reason and motivation why you decide to study at the university.

The most salient study motivation among the new students of 2022 is **Life Values**, while the least is **achievement**.



Y-O-Y COMPARISON OF STUDY MOTIVATION (5 YEARS)



In the category of study motivation in 2022, three variables received a higher rating compared to 2021.



Table of Average of New Students' Intention Year 2017 - 2022

UNIKA ATMA JAYA BRAND IMAGE

VARIABLE	2022	2021	2020	2019	2018	2017
ATMA JAYA REPUTATION	4.51	4.44	4.42	4.41	4.50	4.35
LEARNING SYSTEM	4.37	4.26	4.27	4.24	4.24	4.02
CAMPUS LIFE	4.38	4.36	4.34	4.34	4.34	4.10
CAMPUS SERVICE AND FACILITY	4.37	4.21	4.28	4.19	4.26	3.99
PROSPECT AFTER GRADUATION	4.44	4.42	4.34	4.37	4.42	4.28

STUDY MOTIVATION

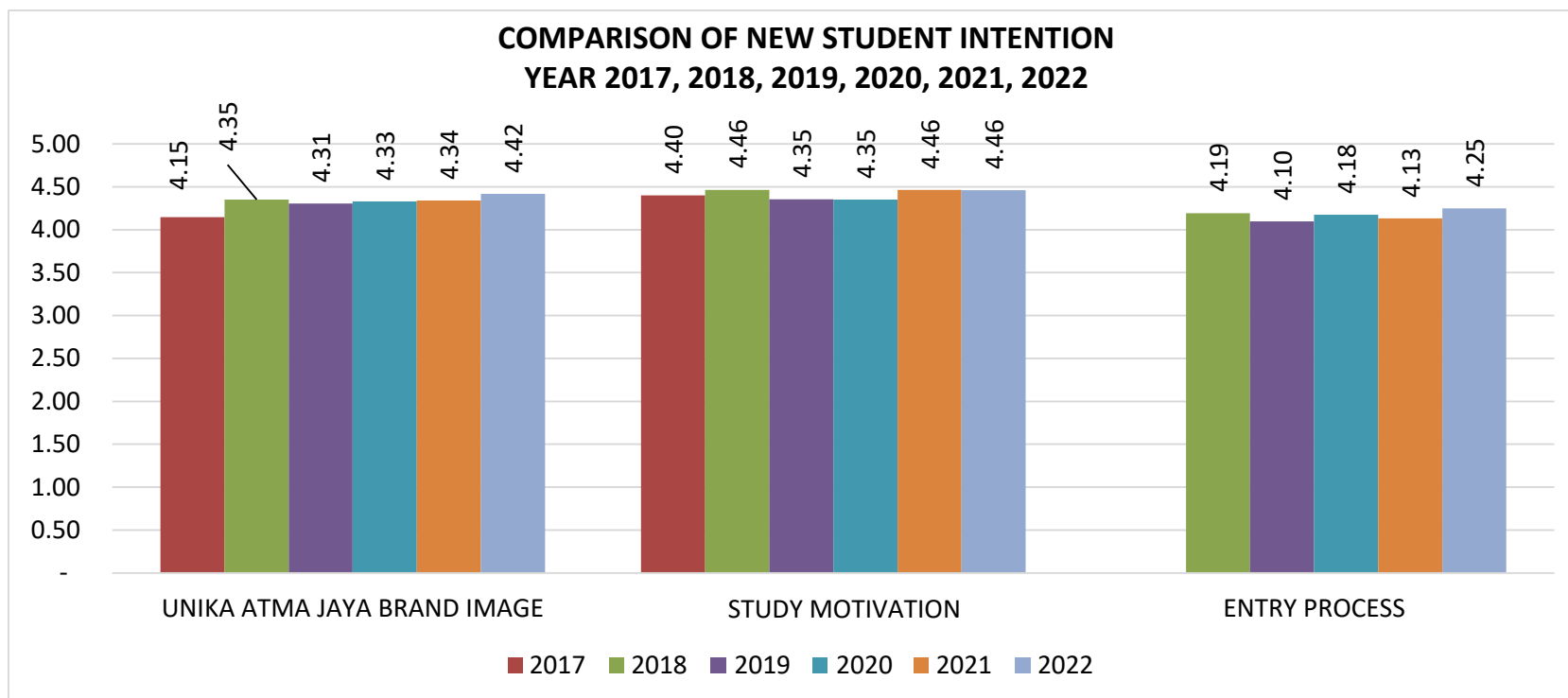
	2022	2021	2020	2019	2018	2017
WORKING	4.46	4.47	4.38	4.36	4.45	4.30
ACHIEVEMENT	4.27	4.32	4.27	4.24	4.31	4.20
LIFE VALUES	4.62	4.60	4.34	4.34	4.64	4.60
FAMILY	4.33	4.32	4.23	4.28	4.32	4.30
SOCIAL	4.64	4.61	4.54	4.56	4.61	4.60

ENTRY PROCESS

	2022	2021	2020	2019	2018	2017
PROMOTION AND INFORMATION FOR NEW STUDENTS	4.11	3.98	4.02	3.94	4.08	
ENTRANCE EXAM	4.27	4.18	4.24	4.22	4.21	
NEW STUDENT ENTRY SERVICES	4.37	4.27	4.29	4.11	4.27	
STUDENT ORIENTATION	4.23	4.10	4.15	4.11	4.22	



TABLE OF COMPARISON OF NEW STUDENTS' INTENTION YEAR 2017, 2018, 2019, 2020, 2021, 2022



VARIABLE	2017	2018	2019	2020	2021	2022
UNIKA ATMA JAYA BRAND IMAGE	4.15	4.35	4.31	4.33	4.34	4.42
STUDY MOTIVATION	4.40	4.46	4.35	4.35	4.46	4.46
ENTRY PROCESS		4.19	4.10	4.18	4.13	4.25



Thank You!

LEMBAGA PENJAMINAN MUTU



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