



# PARKING SERVICES EVALUATION REPORT

## ACADEMIC YEAR 2024/2025



**QUALITY ASSURANCE AGENCY  
UNIVERSITAS PGRI SEMARANG**

*Upgrading with Quality*



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## TABLE OF CONTENTS

	Page
FRONT COVER .....	1
TABLE OF CONTENTS .....	2
FOREWORD.....	3
A. BACKGROUND .....	4
B. QUALITY STANDARDS FOR STUDENT WELLBEING EVALUATION .....	5
C. IMPLEMENTATION OF STUDENT WELLBEING EVALUATION.....	5
D. STUDENT WELLBEING EVALUATION TOOLS.....	6
E. STUDENT WELLBEING SCORING METHODS .....	6
F. EVALUATION RESULTS .....	7
G. EVALUATION AND FOLLOW-UP .....	8
H. CONCLUSION .....	10
I. RECOMMENDATIONS.....	11
J. CONCLUSION .....	12
K. REFERENCES .....	13

## FOREWORD

Praise and thanks be to Allah SWT for all His blessings and guidance, enabling the Quality Assurance Agency (LPM) to complete this Report on the Evaluation of Student Satisfaction with Parking Services at the Universitas Persatuan Guru Republik Indonesia, Semarang (UPGRIS) for the 2024/2025 Academic Year.

Parking services are a vital supporting facility that directly influences the comfort, safety, and smooth daily mobility of the academic community within the campus environment. This evaluation is conducted periodically to measure the effectiveness of security/parking staff and the adequacy of the available infrastructure. The results of this report are intended to serve as an objective database for the continuous improvement of parking service quality.

We would like to express our gratitude to the university leadership, the facilities management team, and all students who have taken the time to complete this evaluation questionnaire objectively. We hope that the constructive criticism and suggestions contained in this report will help bring UPGRIS's facilities services up to optimal quality standards.



Chair of the UPGRIS LPM

Dr. Ary Susatyo Nugroho, M.Si.

## A. BACKGROUND

Public facility services within the university environment are a vital supporting pillar that directly influences the comfort, productivity, and satisfaction of the academic community in carrying out the university's threefold mission. As one of the leading private higher education institutions in Central Java, Universitas Persatuan Guru Republik Indonesia, Semarang (UPGRIS) remains committed to providing an excellent and conducive academic environment. Such comfort is not only built through well-equipped classrooms, modern laboratories, or an adaptive curriculum, but is also largely determined by the quality of daily support facilities and infrastructure, one of which is the quality of management and governance of campus parking facilities.

In line with the growth in the number of active students pursuing undergraduate (Bachelor's) and postgraduate (Master's) degrees, the volume of motor vehicle traffic on the UPGRIS campus has seen a massive daily increase. This high volume of traffic poses particular challenges for the institution's parking facilities. The complexity of managing parking within an urban campus environment often triggers various technical and non-technical challenges, ranging from potential vehicle congestion at the main gates during critical hours just before lectures begin, limited effective parking capacity, obstacles to vehicle manoeuvring, to the dynamics of security and parking staff on the ground. If these aspects are not managed according to clear and targeted service quality standards, parking issues can become a source of minor stress (daily hassles) that psychologically disrupts students' concentration and mental readiness before they begin their lectures in the classroom. Therefore, there is a need for regular, measurable, and objective evaluations to monitor service performance quality across two main dimensions: the quality of human resources (courtesy, speed, information proficiency, consistency, and punctuality of staff) and the quality of physical facilities (availability of amenities, sufficient parking capacity, and clarity of parking procedures).

Through a quality control instrument initiated by the Quality Assurance Agency (LPM) of Universitas Persatuan Guru Republik Indonesia, Semarang, the collection of feedback from service users is carried out in a structured manner via the distribution of a Parking Service Questionnaire. This evaluation serves as a non-academic internal audit tool to map actual achievements and identify service gaps in the field. Through the collection of objective and anonymous data to ensure the independence of

respondents' answers, the leadership and management of Universitas Persatuan Guru Republik Indonesia, Semarang can make data-driven decisions when formulating tactical policies and strategic follow-up plans to continuously improve the quality standards of safe, orderly, and comfortable parking services within the UPGRIS campus.

## **B. UPGRIS PARKING SERVICE EVALUATION QUALITY STANDARDS**

The Quality Standards for Parking Service Evaluation at UPGRIS refer to several Internal Quality Regulations, namely:

### **1. Campus Support Facilities and Infrastructure Standards**

Mandating that all public facilities within the UPGRIS campus must meet the criteria of safety, orderliness, and user comfort.

### **2. Internal Quality User Satisfaction Criteria (LPM)**

Stipulate that the satisfaction index regarding the performance of non-academic support service units (including parking) must achieve at least the "Good" category.

### **3. Service Competency Standards for Staff**

Requires consistency, punctuality, speed, and a friendly attitude from all service personnel within the campus environment.

## **C. IMPLEMENTATION OF THE UPGRIS PARKING SERVICE EVALUATION**

This parking service evaluation will be conducted periodically during the 2024/2025 Academic Year with the following operational details:

Timing:

1. Surveys are distributed and collected periodically in the middle of the Even Semester of the 2024/2025 Academic Year.

### **2. Sampling Method**

Data collection is carried out using a random sampling technique targeting all active university parking areas. Respondent Characteristics: Respondents are active UPGRIS students covering various Departments/Study Programmes, Cohorts/Semesters, Gender (Male and Female), and Levels of Study (Undergraduate and Postgraduate).

### **3. Nature of the Survey**

This questionnaire is anonymous; respondents are not required to provide their names to ensure the objectivity and confidentiality of their responses.

#### **D. UPGRIS PARKING SERVICE EVALUATION INSTRUMENT**

The instrument used was developed directly by the Quality Assurance Agency (LPM) as part of UPGRIS's Internal Quality Control. The questionnaire consists of 8 main statements divided into 2 dimensions/aspects of evaluation focus:

1. Staff Service Aspect (5 Indicators):
  - a. Staff friendliness.
  - b. Speed of parking service.
  - c. Staff's knowledge of information required by users.
  - d. Consistency of staff in providing service.
  - e. Punctuality of service.
2. Infrastructure Aspects (3 Indicators):
  - a. Completeness of parking facilities.
  - b. Adequacy of parking facilities (capacity/space).
  - c. Clarity of parking service procedures or processes.

#### **E. PARKING SERVICE EVALUATION SCORING METHOD**

Data was collected from respondents using an *online* questionnaire via the <https://form.upgris.ac.id/> application. The questionnaire results were subsequently processed using Microsoft Excel and scored on a scale of 1 to 4, with 1 representing 'poor', 2 'fair', 3 'good' and 4 'very good'.

$$N = \frac{((n1 \times 1) + (n2 \times 2) + (n3 \times 3) + (n4 \times 4))}{4}$$

N = Results

n1 = number of 'poor' scores

n3 = number of 'good' scores

n2 = number of 'fairly good' scores

n4 = number of 'very good' scores

The scoring criteria are as follows:

- 85 to 100 = Very Satisfied
- 70 to 84.9 = Satisfied
- 55 to 69.9 = Dissatisfied
- 0 to 54.9 = Very Dissatisfied

#### **F. EVALUATION RESULTS**

Based on the tabulation of questionnaire data collected by the Quality Assurance Agency (LPM) from student respondents, the evaluation results for the parking service are as follows:

Table 1. Evaluation Results of UPGRIS Parking Services for the 2024/2025 Academic Year

No	Evaluation Statement Item	Average Score	Achievement Categories	Analysis of Facts & Actual Conditions
<b>A</b>	<b>Dimensions of Staff Service</b>			
1	Staff friendliness.	3.12	Good	Staff are generally considered polite and friendly when directing students' vehicles.
2	Speed of parking service.	2.85	Good	The service is considered reasonably responsive, though queues often form during peak times when students are arriving for lectures.
3	Staff are knowledgeable about the necessary information.	3.2	Good	Staff are able to provide informative guidance on alternative parking locations when the main car park is full.
4	Consistency of staff in providing service.	2.9	Good	Staff performance is assessed as stable, both in the mornings and during evening lectures.
5	Punctuality of service.	3.05	Good	The car park opens on time in accordance with the campus gate operating schedule.
<b>B</b>	<b>Infrastructure Dimensions</b>			
1	Completeness of parking facilities.	2.78	Good	The availability of traffic signs, directional markings and security posts is considered adequate.
2	Adequacy of parking facilities.	2.45	Fair	Critical point: The car park is often overloaded during peak hours (08:00–11:00 WIB).

No	Evaluation Statement Item	Average Score	Achievement Categories	Analysis of Facts & Actual Conditions
3	Clarity of parking service procedures.	3.32	Good	The entry process, vehicle registration document/parking card checks, and vehicle exit process were rated as very clear by students.

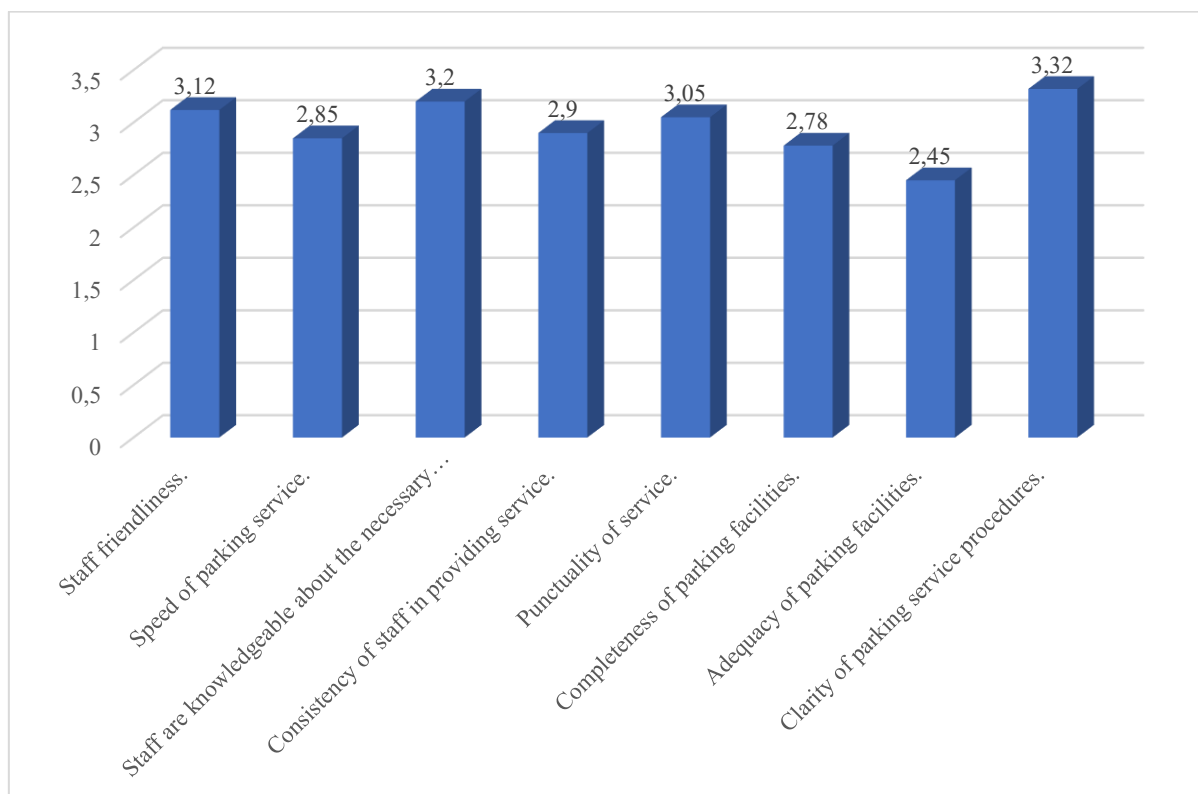


Figure 1. Parking Service Evaluation (UPGRIS) Academic Year 2025/2026

## G. EVALUATION AND FOLLOW-UP

Based on the results of the score mapping above, the Quality Assurance Agency (LPM) has formulated a gap analysis and follow-up plan as follows: Analysis of Staff Service Aspects:

Overall, staff interpersonal performance falls into the 'Good' category (average index  $> 3.00$ ). The hospitality sector and the punctuality of service opening times were rated as satisfactory. However, the service speed indicator (2.85) requires attention due to vehicle congestion at the entrance gate. Follow-up: Conduct regular service excellence

training for staff and design an automatic parking card scanning system to speed up the vehicle queuing process. Analysis of Infrastructure Aspects (Weak Points):

The parking facility adequacy indicator received the lowest score of 2.45 (Fair). Students complained about the difficulty of finding empty spaces during peak lecture hours, which often forces them to park their vehicles haphazardly. Follow-up: University management needs to optimise the use of vacant land, reorganise parking markings (particularly for two-wheelers) to improve spatial efficiency, and explore options for providing an integrated multi-storey car park in the future.

#### 1. *Gap Analysis*: Staff Service Dimension

Overall, the Human Resources (HR) aspect—specifically campus parking and security staff—is in a positive range, with an average index of 3.02 (Good Category).

- **Key Strengths (Highest Scores):** The indicator *'Staff mastery of required information'* achieved the highest score of 3.20. This indicates that parking attendants possess a thorough understanding of the campus layout and internal regulations, and are informative when interacting with both undergraduate and postgraduate students. Staff courtesy (3.12) also serves as a key indicator that the 'civilised' ethos has been well internalised.
- **Critical Root Causes:** The weaknesses in this dimension lie in *the speed of parking service* (2.85) and *staff consistency* (2.90). Through field observations, it was found that the slowness of this service is not due to staff negligence, but rather because the method of checking vehicle documentation (such as vehicle registration certificates or parking cards) is still manual. During peak lecture hours (07:30–08:00 WIB), this manual checking causes a *bottleneck* at the main campus entrance.

#### 2. *Gap Analysis*: Infrastructure Dimension

The infrastructure dimension is the most critical sector as it exhibits a significant disparity in gap scores and is the primary source of student complaints.

- **Key Strength (Highest Score):** The indicator *for the clarity of parking service procedures* received an exceptionally high score of 3.32. This figure demonstrates that the directional signs, rules, and entry-exit flow for the car park, designed by the Student Executive Board (LPM) and the campus facilities department, are highly communicative and easily understood by service users.
- **Critical Root Cause:** The indicator *for the adequacy of parking facilities* has plummeted to 2.45 (Rated 'Fair') and is the lowest score across all evaluation

criteria. Based on spatial analysis, the root cause is that the annual growth rate in the number of motor vehicles owned by students (undergraduate and postgraduate) is not commensurate with the effective parking area available on the main campus. As a result of this *space scarcity*, the *parking facility completeness* indicator was also affected, dropping to 2.78, as motorbike and car zoning markings are frequently violated because students are forced to park in close proximity to one another.

### 3. Sustainability Analysis

The Quality Assurance Agency (LPM) assesses that a well-organised and responsive parking system has an indirect impact on students' readiness to learn. If complaints regarding the difficulty of finding a parking space (Score 2.45) are left unaddressed, this has the potential to reduce attendance discipline and lower students' overall satisfaction with the campus's non-academic services. Therefore, the integration of improvements to physical facilities and the digitisation of the gate

## H. CONCLUSION

Based on all data collected through the Universitas Persatuan Guru Republik Indonesia, Semarang (UPGRIS) Parking Service Questionnaire, as well as the results of comparative analysis and root cause analysis conducted by the Quality Assurance Agency (LPM), the following key conclusions can be drawn:

1. Aggregate Satisfaction Index Falls into the 'Good' Category In general, the parking management system and services at the Universitas Persatuan Guru Republik Indonesia, Semarang for the 2024/2025 Academic Year were rated as satisfactory by service users (undergraduate and postgraduate students). This is evidenced by an Average Aggregate Index score of 2.96 out of a scale of 4.00, placing the quality of UPGRIS parking services in the 'Good' category.
2. Parking Attendants' Performance Meets Optimal Standards The dimension of Attendant Service consistently received positive ratings, with an average index of 3.02 (Good category). This success is strongly underpinned by the staff's high level of information mastery (score 3.20) and their courteous attitude (score 3.12) when directing students' vehicles. The staff are assessed as having successfully internalised communicative and humanistic service values in line with the institution's quality standards.

3. Clarity of Procedure Flow as a Strength of Facilities Within the Facilities and Infrastructure dimension, the indicator for the clarity of parking service procedures achieved the highest score of all items in the instrument, namely 3.32 (Good Category). This result indicates that the circulation flow system, directional signage, and vehicle identification verification mechanisms designed by the university are highly transparent and easily understood by students.
4. Land Capacity as a Critical Issue Requiring Improvement Although most indicators fall within the safe range, this evaluation identified one major weakness (the weakest link), namely the indicator for the adequacy of parking facilities, which plummeted to a score of 2.45 (Fair Category). The limited capacity of the available land area to manage the surge in motor vehicle volume during peak lecture hours is the single factor hindering the optimisation of students' non-academic wellbeing index in areas outside the classroom.

## **I. RECOMMENDATIONS**

Based on the conclusions of the evaluation results and the gap analysis of the Universitas Persatuan Guru Republik Indonesia, Semarang (UPGRIS) Parking Services for the 2024/2025 academic year, the Quality Assurance Agency (LPM) has formulated several strategic recommendations to improve the efficiency and comfort of the campus's non-academic facilities as follows:

1. Optimisation of the Layout (Relayout) of the Motorcycle Parking Area

To address the parking facility adequacy indicator (score 2.45), the Infrastructure and Facilities Department (Sarpras) is recommended to repaint the motorcycle parking markings using a 45-degree angle layout. This pattern has been proven to spatially increase capacity by up to 15–20% more than the 90-degree facing parking model currently in use.

2. Implementation of Four-Wheeled Vehicle (Car) Zoning Policy

Given the limited space on the Main Campus, campus management needs to enforce parking zoning restrictions for student cars during peak lecture hours (08.00–11.00 WIB). Students using cars are directed to utilise secondary parking bays or parking areas at the branch campuses, which have more available space.

3. Provision of Double-Lane Entry During Peak Hours:

To address the low parking service speed score (2.85) at the entrance, the security team leader is advised to open two dedicated parallel inspection lanes in the morning

(07:15–08:00 WIB). This measure is crucial to alleviate long queues of vehicles on the roads surrounding the campus gates.

## **J. CONCLUSION**

This Evaluation of Student Satisfaction with Parking Services at the Universitas Persatuan Guru Republik Indonesia, Semarang (UPGRIS) for the 2024/2025 Academic Year has been compiled as a tangible demonstration of accountability, transparency, and a sustained commitment to maintaining the quality of the campus's non-academic services. Through the collection of objective and anonymous data, this report has successfully provided an honest picture of the dynamics of on-site parking management from the perspective of students as the primary service users.

The Average Aggregate Index score of 2.96 (Good Category) indicates that the operational framework for the university-managed car park is generally functioning within the appropriate parameters. The friendliness of staff, the clarity of procedures, and the timeliness of service are key assets that must be maintained and appreciated. However, the results of this evaluation also provide a very clear early warning regarding a critical issue concerning the adequacy of parking space capacity (score 2.45), which requires concrete and immediate action.

The Quality Assurance Agency (LPM) hopes that all the gap analyses, recommendations, and follow-up plans formulated in this report will not merely remain as documents on paper. Synergistic cooperation between university leadership, the facilities and infrastructure department, and the security unit in implementing recommendations—such as re-engineering the layout of the site or initiating the digitisation of the automatic gate system—is key to delivering excellent support services.

Finally, the LPM would like to express its deepest gratitude to the entire academic community for their support in ensuring the smooth preparation of this report. It is hoped that the recommendations set out in this document can be realised promptly to create a campus environment at Universitas Persatuan Guru Republik Indonesia, Semarang that is increasingly orderly, safe, comfortable, and outstanding in the future.

## K. REFERENCES

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