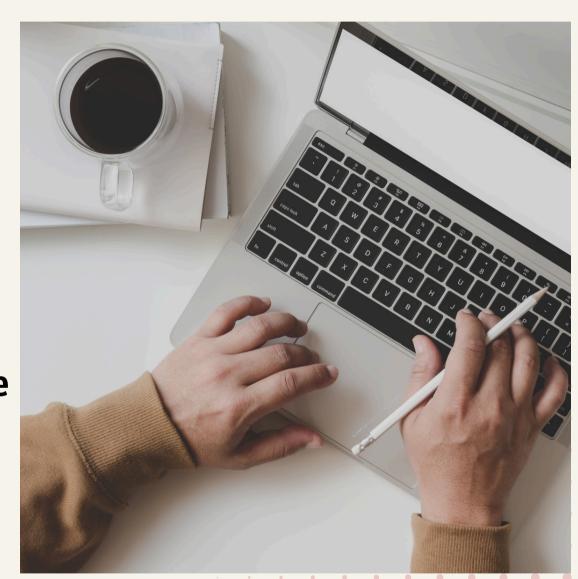# ANALYSIS OF USER SATISFACTION SURVEYS ON THE PERFORMANCE OF GRADUETE OF THE FASHION EDUCATION STUDY PROGRAM, FACULTY OF ENGINEERING
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INTRODUCTION

Higher education plays a crucial role in producing competent graduates who are ready to compete in the job market. 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. 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

LITERATURE REVIEW

- **Stakeholder Satisfaction (Kotler, P., & Keller, K. L. (2016). Marketing Management. London: Pearson Education)**
- **Competencies related to: presence, progress, and sustainability. (Tim UCC. 2021. Laporan Tracer Study Program Sarjana dan Diploma. Unesa: Bidang Kemahasiswaan dan Alumni) . (National Skills Coalition. (2018). Competency-based education: A new approach to workforce development. Retrieved from https://www.nationalskillscoalition.org)**
- **Survey. (Creswell, J. W. (2015).**

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. The satisfaction score data for users is processed for each indicator to obtain the average satisfaction level

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

FINDINGS

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.

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	**63,80%**	**28,56%**	**7,6%**	-

DISCUSSION

1. Integrity with a score of 66.67% in the very satisfied category, which includes honesty, ethics, responsibility in the workplace

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

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.

4. Technology Utilization with a score of 66.67% in the very satisfied category, which is an important part of most jobs to

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.

6. Teamwork Skills with a score of 83.33% in the very satisfied category, which is one of the aspects expected by many organizations.

7. Self-Development with a score of 63.3% in the very satisfied category, reflecting a willingness to continuously learn and develop oneself

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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