

# Customer Satisfaction Index (CSI) Universiti Teknologi Malaysia Institutional Knowledge Repository : (UTMIK) Repository 2025

Bahagian Ilmu Pengetahuan Institusi  
JABATAN PERPUSTAKAAN UTM

# DASHBOARD

## SURVEY DETAILS

**392**

TOTAL  
RESPONDENTS

**25 NOV 2025  
- 11 DEC 2025**

CSI PERIOD



## SURVEY TOOL



## 7 MAIN CONSTRUCTS

**SECTION 1** : Demographic profile

**SECTION 2** : Before & After Experience

**SECTION 3** : Digital Experience

**SECTION 4** : Content & Information Quality

**SECTION 5** : Awareness & Support

**SECTION 6** : Trust & Overall Satisfaction

**SECTION 7** : Feedback

## APPROACH METHOD

- Email
- UTM Library Portal
- Digital Posters
- Social Media Channels
- Physical Approach

## DATA ANALYSIS



$$CSI = \frac{\sum(\text{Weighted Scores})}{\text{Maximum Possible Score}} \times 100$$

# SURVEY OBJECTIVES

## Assess Overall User Satisfaction

Evaluate system usability, reliability, interface design, and enjoyment of use.

## Measure Digital Content Quality

Understand how users perceive the accuracy, relevance, and accessibility of UTMiK Repository.

## Evaluate Cross-Device Digital Experience

Assess responsiveness, speed, and clarity across mobile, tablet, and desktop platforms.

## Review Support & Help Resource Awareness

Check if users know about and benefit from guides, tutorials, and library assistance.

## Explore System Usage & Future Intentions

Track how often and why users access the system as well as if they plan to keep using it.

## Gauge Academic & Productivity Impact

Determine whether the system helps users work more efficiently in learning or research.

## Apply TAM Constructs

Capture user perceptions of ease of use, usefulness, and intention to adopt the system.

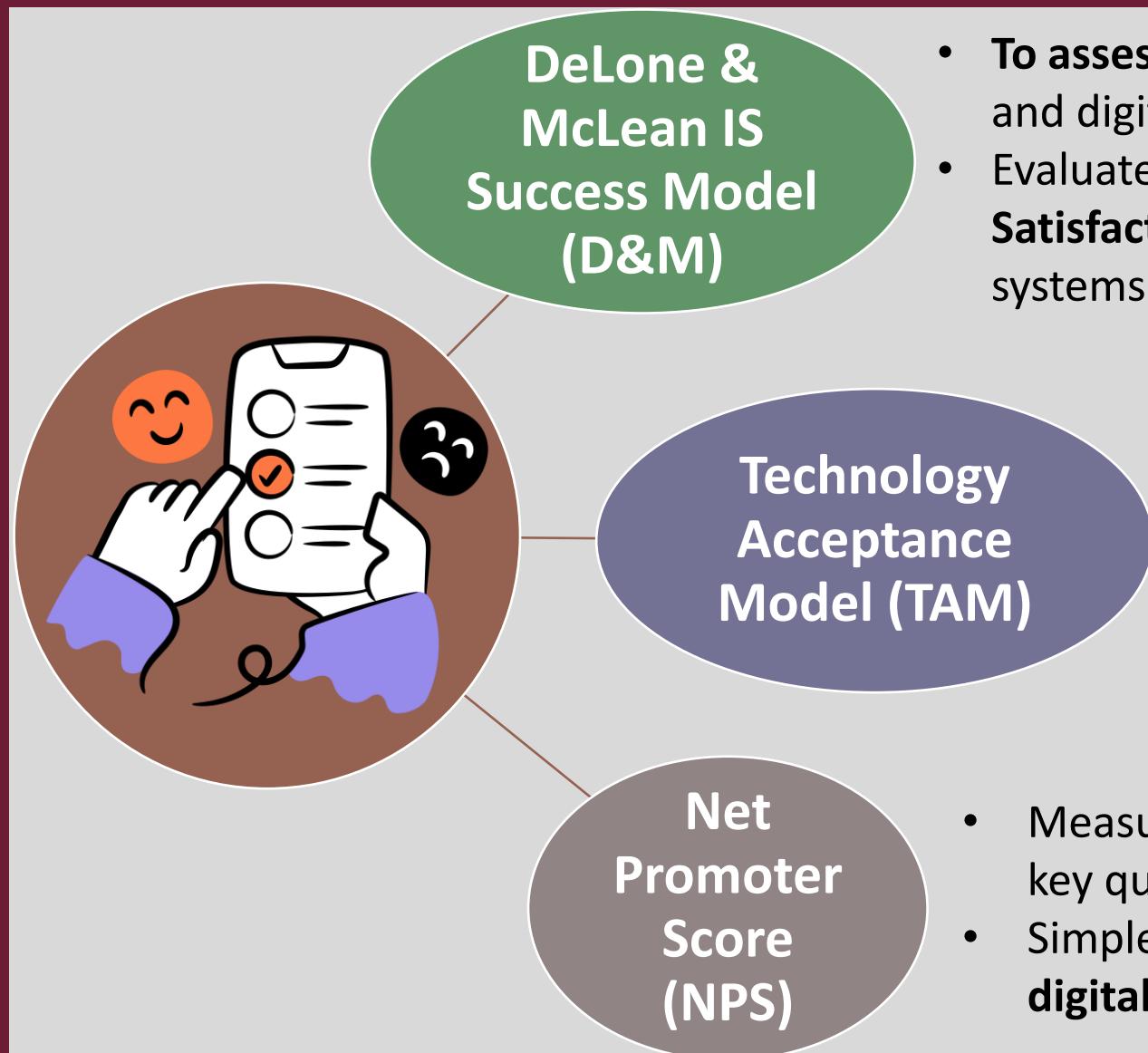
## Use Net Promoter Score (NPS)

Measure trust and advocacy by asking how likely users are to recommend the platform.

## Gather User Feedback for Improvement

Collect suggestions to enhance the platform's features, content, and interface experience.

# SURVEY DESIGN APPROACH



# SURVEY STRUCTURE

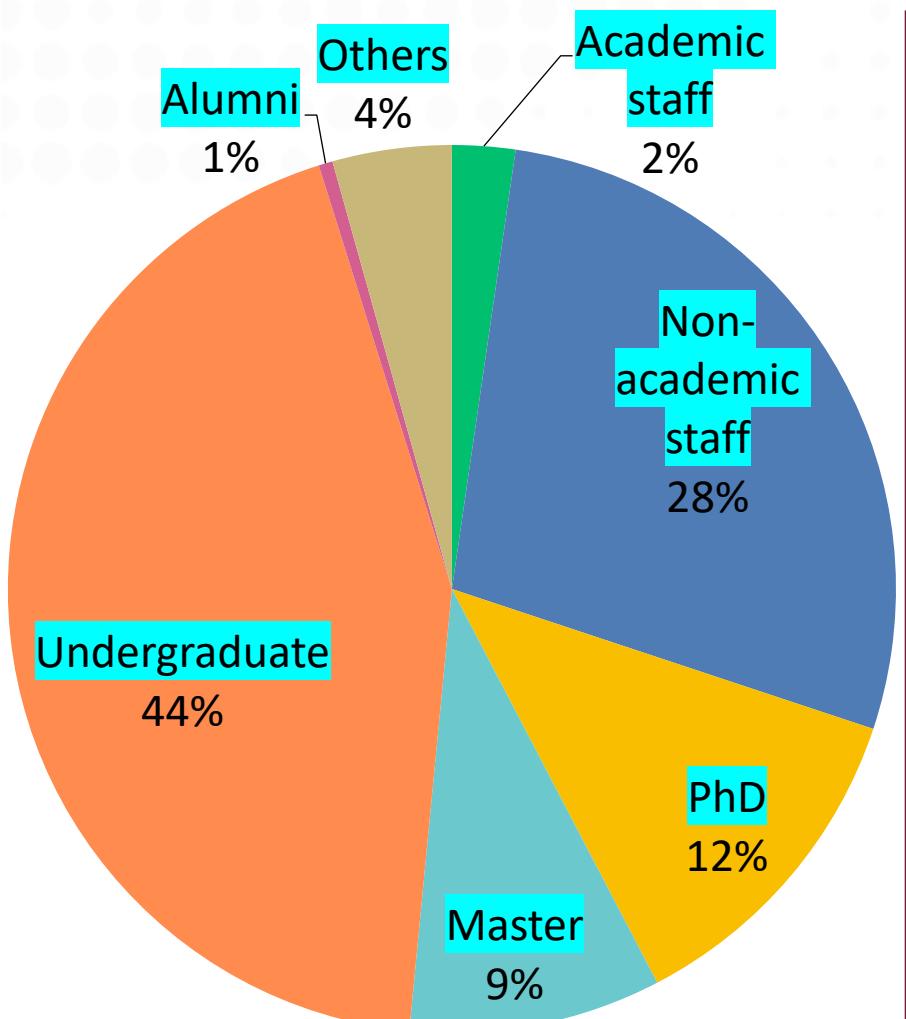
Section	Purpose	Mapped Models
1. User Demographics (Q1-Q8)	Understand user background & profile	None
2. Before & After Experience (Q9-Q13)	Measure change in user awareness, confidence, and perceived usefulness before and after using the system	TAM (Perceived Usefulness & Intention)
3. Digital Experience (Q14-Q17)	Assess cross-device accessibility, interface usability, speed, and responsiveness	D&M (System Quality) + Digital Experience
4. Content & Information Quality (Q18-Q19)	Evaluate the relevance, accuracy, and organization of institutional content	D&M (Information quality)
5. Awareness & Support (Q20-Q21)	Measure user awareness of support materials (e.g., guides/tutorials) and perceived helpfulness	D&M (Service quality)
6. Trust & Overall Satisfaction (Q22-Q25)	Assess system trustworthiness, user satisfaction, intention to reuse, and likelihood to recommend	TAM (Intention) + D&M (Use, Satisfaction) + NPS (Recommendation)
7. Your Thoughts (Q26-Q28)	Gather qualitative suggestions for content, features, and digital experience improvements	None (Qualitative/Exploratory)

# RESULTS & ANALYSIS

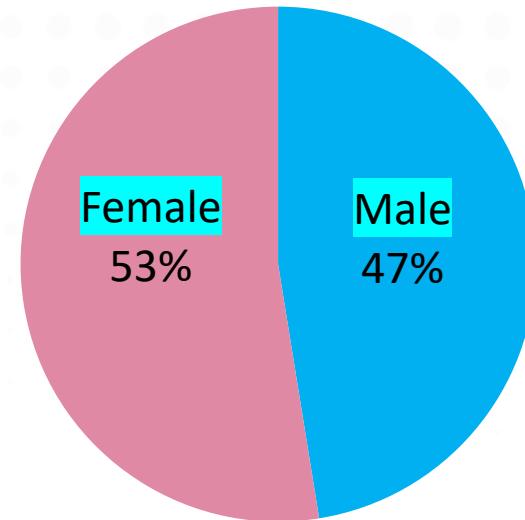
Section 1

# Demographic Profile

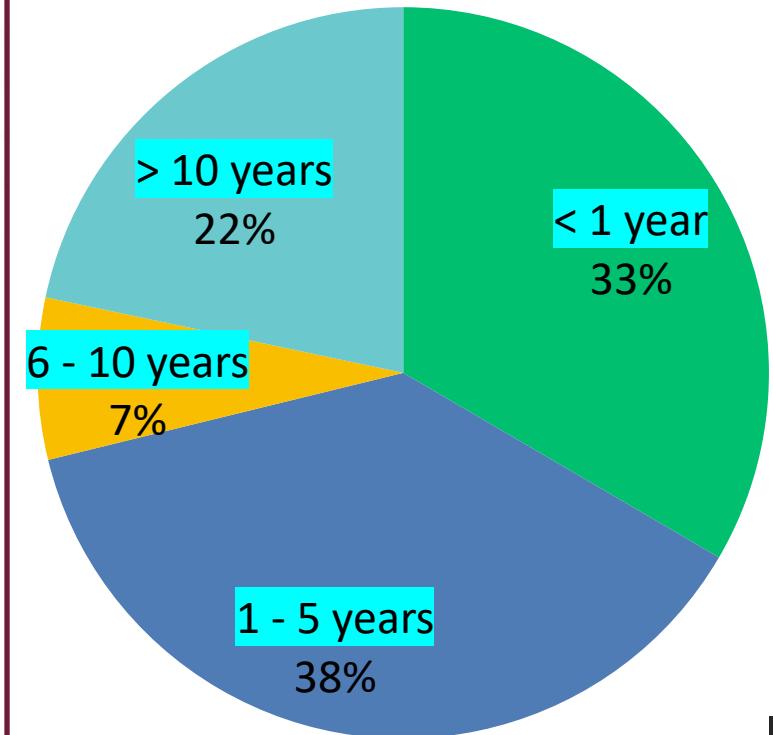
## Q2: User Category



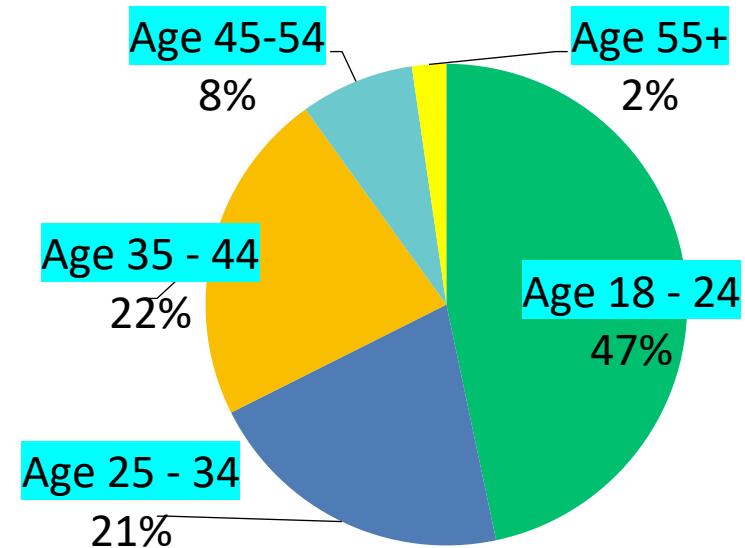
## Q3: Gender



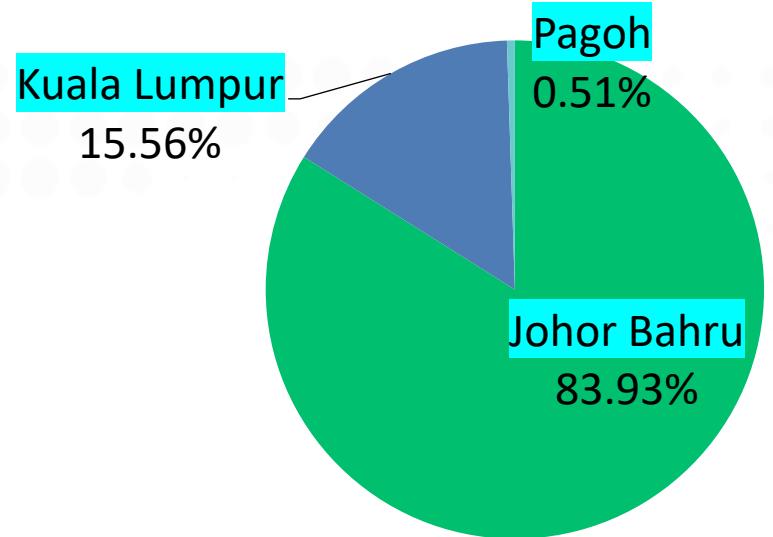
## Q5: Study/Service Period



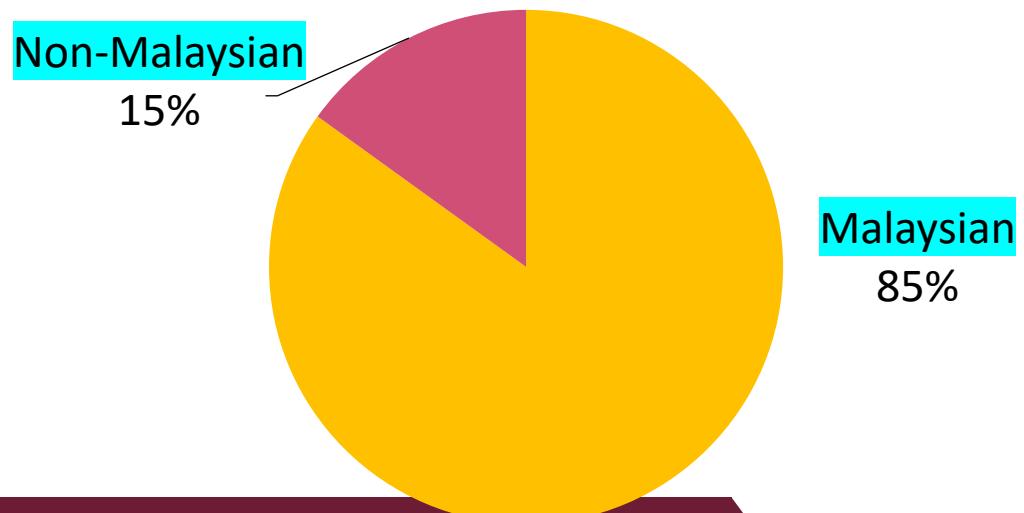
## Q4: Age Group



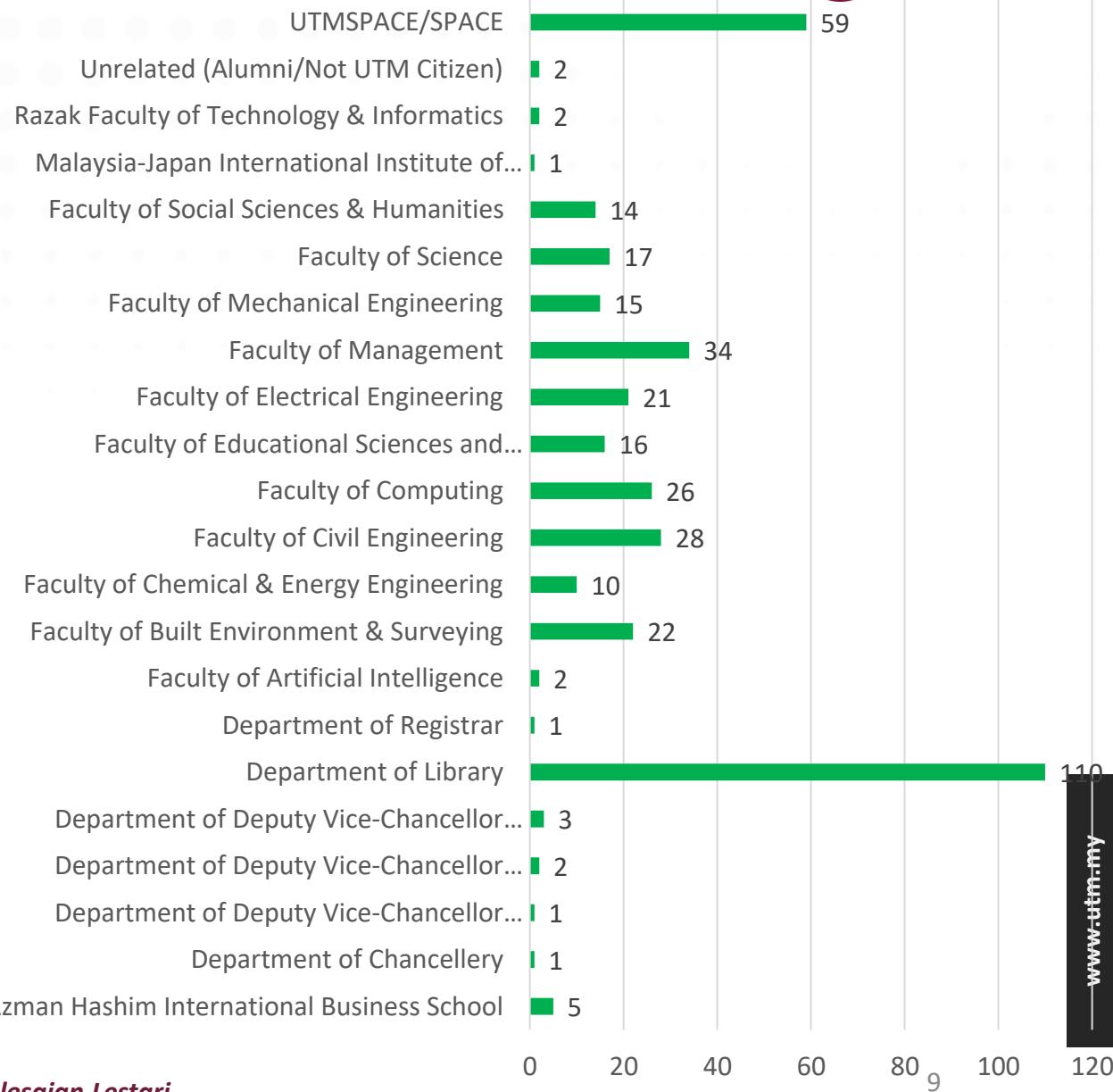
## Q6: Campus



## Q7: Nationality



## Q8: Departments/Faculties



Section 2

# Before & After Experience

# Section 2: Before & After Experience

Question	BEFORE						AFTER						Increment (%)
	SD (1)	D (2)	A (3)	SA (4)	Total Weighted Score	CSI Score (%)	SD (1)	D (2)	A (3)	SA (4)	Total Weighted Score	CSI Score (%)	
9. I was aware of what the UTMIK Repository is.	54	115	178	45	998	63.65	9	3	175	205	1360	86.73	23.08
10. I knew where to access UTMIK Repository.	61	122	168	41	973	62.05	3	7	171	211	1374	87.63	25.58
11. I felt confident using UTMIK Repository.	49	133	173	37	982	62.63	5	7	194	186	1345	85.78	23.15
12. I believed UTMIK Repository would be useful for my study/work.	25	77	222	68	1117	71.24	4	4	165	219	1383	88.2	16.95
13. I was familiar with searching or browsing UTMIK Repository content.	52	143	156	41	970	61.86	5	12	210	165	1319	84.12	22.26

# Data Analysis : Before - After Experience

## Improvement Percentage (Average)

Awareness (Q9,10,13): **23.64% ↑**

Confidence (Q11): **23.15% ↑**

Perceived Usefulness (Q12):  
**16.95% ↑**

**Overall Experience**  
**21.25% ↑**

Section 2 shows how users grow as they begin using UTMIK Repository. Users become **more aware** of its functions, **more confident** navigating it, and **more convinced of its usefulness**. These insights provide valuable context on how **user perceptions improve** over time, **help identify** areas that may need further guidance, and highlight **UTMIK Repository's positive impact** on overall user readiness.

Section 3

# Digital Experience

# Section 3: Digital Experience

Question	Strongly Disagree (1)	Disagree (2)	Agree (3)	Strongly Agree (4)	Total	Total Weighted Score	Possible Max Score	CSI Score
14: It's easy to open and access the UTMiK Repository.	4	12	151	225	392	1381	1568	88.07
15: The platform works well on any device (phone, tablet, laptop).	4	19	151	218	392	1367	1568	87.18
16: The system loads fast and runs smoothly.	5	23	122	242	392	1385	1568	88.33
17: The design and layout are clear and easy to use.	3	22	141	226	392	1374	1568	87.63

## Section 4

# Content & Information Quality

# Section 4: Content & Information Quality

Question	Strongly Disagree (1)	Disagree (2)	Agree (3)	Strongly Agree (4)	Total	Total Weighted Score	Possible Max Score	CSI Score
<b>18. I can find useful and relevant content in the UTMIK Repository.</b>	3	10	139	240	392	1400	1568	<b>89.29</b>
<b>19. It's easy to browse and retrieve reliable resources.</b>	5	15	142	230	392	1381	1568	<b>88.07</b>

Section 5

# Awareness & Support

# Section 5: Awareness & Support

Question	Strongly Disagree (1)	Disagree (2)	Agree (3)	Strongly Agree (4)	Total	Total Weighted Score	Possible Max Score	CSI Score
<b>20. I've seen guides or tips about how to use the UTMIK Repository (videos, posters, website).</b>	7	34	132	219	392	1347	1568	<b>85.91</b>
<b>21. I know where to ask for help if I get stuck</b>	4	43	116	229	392	1354	1568	<b>86.35</b>

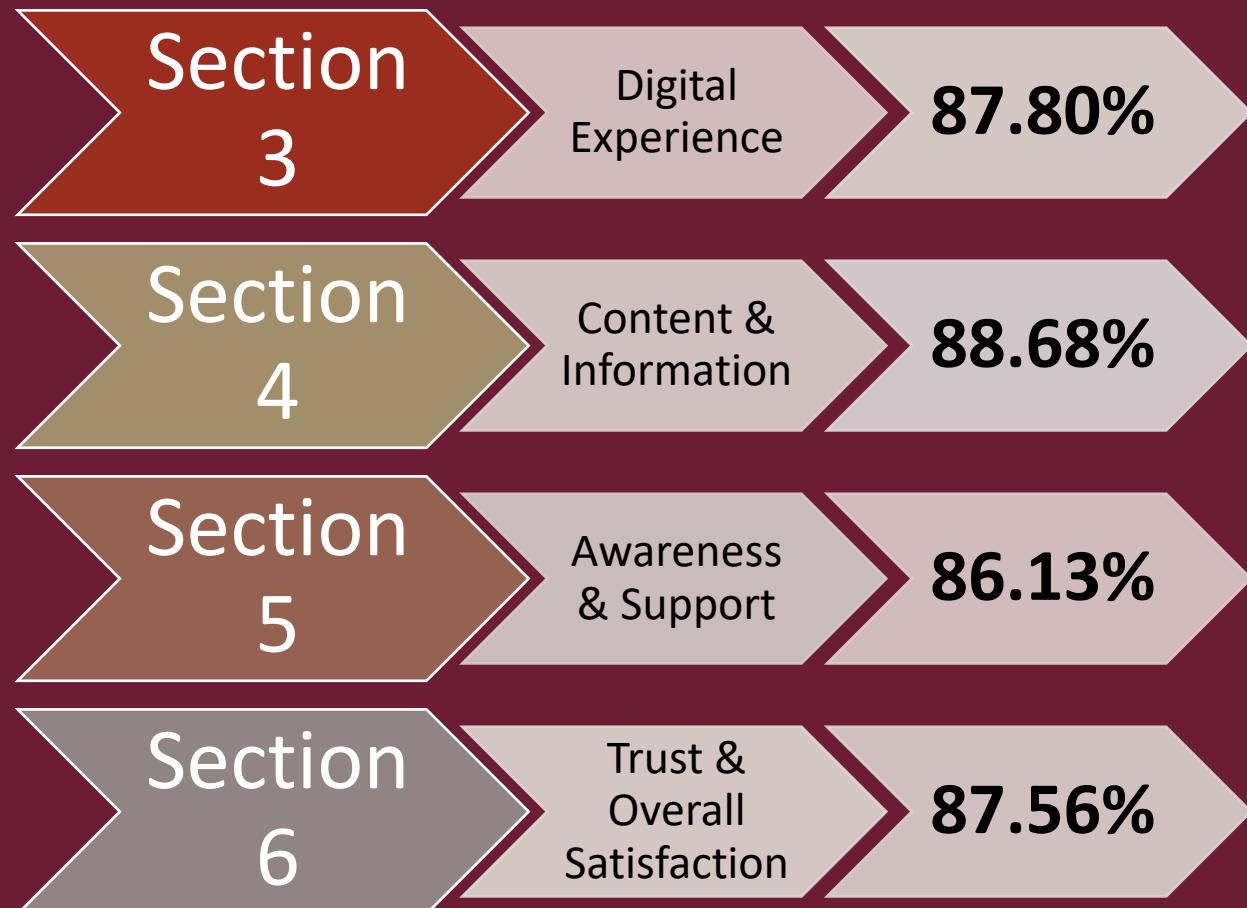
Section 6

# Trust & Overall Satisfaction

# Section 6: Trust & Overall Support

Question	Strongly Disagree (1)	Disagree (2)	Agree (3)	Strongly Agree (4)	Total	Total Weighted Score	Possible Max Score	CSI Score
22. I trust the UTM IK Repository as a secure and reliable platform.	2	4	155	231	392	1399	1568	<b>89.22</b>
23. I'm satisfied with my first experience using it.	3	16	152	221	392	1375	1568	<b>87.69</b>
24. I plan to use the UTM IK Repository regularly	3	19	155	215	392	1366	1568	<b>87.12</b>
25. I would recommend it to my friends or course mates.	3	10	187	192	392	1352	1568	<b>86.22</b>

# Data Analysis : CSI



This study focuses on the Customer Satisfaction Index (CSI) analysis of responses from **Section 3 to Section 6**. These sections contain measurable indicators of **system quality, information quality, service quality, trust, and user satisfaction**, which are required to compute a valid CSI score.

**CSI for UTM Institutional Knowledge Repository**

**87.59%**

Section 7

# Your Thoughts

- Comments & Recommendations

## Question 26: What do you like most about the UTM IK Repository?

Ease of Access & Convenience	Centralised & Comprehensive Academic Hub	Availability of Key Academic Materials	User-Friendly Interface & Design	Support for Study & Research Needs
<ul style="list-style-type: none"> <li>“Easy access wherever and whenever I want or need it.”</li> <li>“Easy to access and easy to use.”</li> <li>“Very convenient.”</li> <li>“Fast accessibility.”</li> <li>“Easy to find any resources.”</li> <li>“Everything is easy to access and search.”</li> </ul>	<ul style="list-style-type: none"> <li>“One-stop centre, a hub for information and data retrieval.”</li> <li>“Acts like an online library.”</li> <li>“Everything related to academic resources can be accessed in one place.”</li> <li>“All in one access of information from different sources.”</li> <li>“I like that it centralizes UTM’s research in one place.”</li> <li>“Centralised data collection.”</li> </ul>	<ul style="list-style-type: none"> <li>“Easy to find past year questions.”</li> <li>“Provides lots of sources such as past year exam papers.”</li> <li>“I can search and download theses related to my field.”</li> <li>“Wide variety of journals.”</li> <li>“Past exam resources and thesis.”</li> </ul>	<ul style="list-style-type: none"> <li>“Simple interface.”</li> <li>“Organised and easy to navigate.”</li> <li>“Clean and brief interface.”</li> <li>“User friendly and very easy user interface.”</li> <li>“Simple, clean and not too fancy with unnecessary buttons.”</li> <li>“The user interface is not outdated.”</li> </ul>	<ul style="list-style-type: none"> <li>“Very useful for my study.”</li> <li>“Helps me quickly find the research I need.”</li> <li>“Sufficient for my research.”</li> <li>“Provides reliable information in one place, which saves a lot of time.”</li> <li>“Helps me understand topics faster.”</li> <li>“It is a powerful and useful platform for searching research resources.”<sup>23</sup></li> </ul>

## Question 27: How can we make it better for you?

## Question 28: Any other ideas or suggestions?

Improve User Interface (UI), Navigation & Overall User Experience (UX)	Enhance Search Functionality & Filters	Mobile App Integration & Multi-Platform Access	Increase Visibility, Awareness & User Training	Structural Improvements (Metadata, Organisation, Categorisation)
<ul style="list-style-type: none"><li>“Change layout and make it easier to find information. Too much button need click.”</li><li>“The interface has so many sub-sections which lead to new window pages and require another login.”</li></ul>	<ul style="list-style-type: none"><li>“Enhance the search and filtering features.”</li><li>“Improve the search function.”</li><li>“Provide more details filters.”</li><li>“Make it easier to filter by faculty.”</li><li>“If I paste the full thesis title, it doesn’t appear even though it’s there.”</li><li>“Include ‘Exam Paper’ as an item type like in DMS.”</li></ul>	<ul style="list-style-type: none"><li>“Make an app so students can access easily.”</li><li>“Embed it in UTMSmart App.”</li><li>“Make it easier to find the website from UTM Portal.”</li><li>“Launch it as an application so we can download it on devices.”</li><li>“Sometimes typing UTMIK in Google doesn’t show the correct link.”</li></ul>	<ul style="list-style-type: none"><li>“Make it more known to other students using social media.”</li><li>“Before this, I didn’t know the existence of this website — promote it widely.”</li><li>“Make short videos to explain how to use each feature.”</li><li>“I honestly don’t know where to access UTMIK except from the email link.”</li></ul>	<ul style="list-style-type: none"><li>“Thesis materials should be sorted by faculty for easier browsing.”</li><li>“Metadata display is not consistent.”</li><li>“Make information type selection appear at the front site.”</li><li>“Author dashboard for researchers to view metrics.”</li></ul>

# Conclusion

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The CSI for UTMIK Repository has exceeded the 85% target, with an overall score of **87.59%**. This reflects the survey objectives: users are satisfied with the system, find it easy to use, and trust it as a reliable academic platform.

The results also show positive improvements in **awareness, confidence, and perceived usefulness**, which aligns with our goal of measuring users' readiness before and after using UTMIK Repository.

Users highlighted UTMIK Repository's **ease of access, centralised academic resources, and clean, user-friendly design**, supporting the objectives of assessing system usability, digital experience across devices, and content quality.

At the same time, users provided constructive suggestions that relate to our objectives on awareness, support, and future improvements which include better navigation, stronger search functions, more updated content, and better visibility through promotion and training.

Overall, the survey confirms that UTMIK Repository is achieving its purpose as a key platform for learning and research at UTM. The feedback gives us a clear direction for improvement of UTMIK Repository to be even more accessible, user-friendly, and impactful as part of the university's digital knowledge ecosystem.



# THANK YOU