

# What Needs to be Improved?: Analysis of Excellent Service Performance in LPPM Unilak.

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- **Abstract:** As an institute with an intermediate status in both research and community service, the Institute for Research and Community Service (LPPM) in Universitas Lancang Kuning (Unilak) is often the benchmark for several research/service institutions in several universities in Riau Province. This study aims to measure the satisfaction of the academic community consisting of research lecturers and servants in Unilak based on five important elements in the dimension of excellent service. The five elements are tangibility, reliability, responsiveness, assurance, and empathy. This study was designed using the concept of a sequential explanatory design in a mixed-method study recommended in Creswell (2010). Data collection and analysis are triangulated from three types of instruments, i.e., online questionnaires, documentation, and interviews. A total of 111 research lecturers/community servants acted as respondents through the accidental sampling technique. The results of the analysis found that Unilak LPPM was on the right track in serving and showing a positive trend in satisfying the research lecturers/community service providers in Unilak. However, there are still many things that need to be improved to be able to satisfy more research lecturers/servants as customers who must be served and satisfied in Unilak.
- **Keywords:** Province, responsiveness, triangulated, accidental, Unilak, customers,