

The Influence Of Responsiveness And Ease Of Access To Online Administrative Services On Student Satisfaction At The Faculty Of Economics, Jakarta State University

Zahna Ashanti Trisnantya¹, Christian Wiradendi Wolor², Darma Rika Swaramarinda³

¹Department of Office Administration Education, Universitas Negeri Jakarta, Indonesia

² Department of Office Administration Education, Universitas Negeri Jakarta, Indonesia

³ Department of Office Administration Education, Universitas Negeri Jakarta, Indonesia

Abstract

This study aims to analyze the effect of responsiveness and ease of access to online administrative services on student satisfaction at the Faculty of Economics, State University of Jakarta. In this study, a qualitative approach is used to explore in depth the experiences, perceptions, and expectations of students towards online administrative services provided by the faculty. Data collection was conducted through in-depth interviews with four purposively selected students from the Faculty of Economics, Jakarta State University, as well as observation of the use of online services, and documentation. The research findings show that staff responsiveness in responding to student questions or complaints and the ease of access to the online service interface have an important role in shaping student satisfaction levels. The results of this study are expected to provide recommendations for the university to improve the quality of online administration services in order to create a better service experience and optimal satisfaction for students.

Keywords: Responsiveness; Ease of Access; Online Administration Services; Student Satisfaction.

1. Introduction

Higher education is an institution engaged in services and plays an important role in the development of quality human resources, and this certainly requires all universities to have a key factor, namely regarding service quality. According to Rahmat and Khori (2023) in (Mutmainah et al., 2024), service quality is an activity that organizes, plans, implements, and controls services at a high level to meet customer satisfaction to achieve the goals to be achieved. Superior service quality such as response and ease of access can certainly meet the needs and satisfaction of students.

According to Philip Kotler, there are five elements contained in service quality, namely: a) Confidence or reliability, which means the ability to provide services in accordance with what is promised and of course can be trusted. b) Responsiveness, namely the ability used to provide assistance and services to customers quickly and responsively. According to Dwiyanto (2006) in (Rizatul Amalia & Fitrotun Niswah, 2018), responsiveness or what we commonly know as responsiveness is the ability of an organization to identify the needs of the community, prioritize needs, and develop them into various service programs. c) Confidence in the ability of staff to create trust. d) Empathy is very important to fulfill because it shows care and of course gives personal attention to customers. e) Tangibles, which includes the appearance of equipment, personnel, physical, and communication media (Luthfi et al., 2024).

The success of the Universitas Negeri Jakarta (UNJ) as one of the Perguruan Tinggi Negeri (PTN) is of course also largely determined by the quality of the services provided, for example, such as quality administrative services in terms of student satisfaction. Satisfaction according to Kotler (1997) in (Rahmawati, 2013) is a feeling of pleasure or disappointment by customers about the comparison of a product between what is expected and the results obtained from the product. If the Universitas Negeri Jakarta (UNJ) provides a sense of satisfaction, then this can certainly cause students to provide references to other people around them which can have a positive impact on higher education, if the opposite situation is that students are not satisfied, then they will tell or convey dissatisfaction about their bad experiences to others which of course can have a negative impact on higher education (Mutmainah et al., 2024).

2. Literature Review

2.1. Responsiveness

Responsiveness or what we commonly know as responsiveness is the ability to know the needs of the community such as creating service programs that are in accordance with the needs and aspirations of the community (Manik, 2019).

Meanwhile (Thalia, 2018) in his discussion of public service responsiveness defines that responsiveness relates to the ability of the apparatus to anticipate and indicate new knowledge.

According to (Prasetyo, 2021) responsiveness is a desire with awareness to help consumers and provide fast service, which means that it refers to the alignment between program activities and the needs and aspirations of the community.

According to Zeithaml (2018), it is explained in detail regarding the indicators of responsiveness, namely: 1. Able to respond to the community because each community certainly has different characteristics, so as service officers need to know how to behave and communicate well with the community. 2. Fast service, of course, includes the vigilance and

reliability of officers in answering questions or requests from the community. 3. Accuracy in serving, namely not making mistakes and mistakes in doing work and discussion, therefore the work must be in accordance with the needs of the community. 4. Accuracy in serving, namely being careful in providing services that should be considered so that no mistakes occur which of course can harm the community. Careful service means officers who always care and are committed to providing services and meeting community needs. 5. Timeliness, meaning that officers who serve the needs of the community can do it within the specified time. 6. Ability to respond to complaints, namely every superior of the public service delivery unit is obliged to resolve any reports or complaints in the form of complaints by the public regarding dissatisfaction with the services provided in accordance with their authority. This is very necessary because so that people can get or get certainty about the service time that will be received later.

2.2. Ease of Access

Ease of access is a measure of the ease of distance of locations reached from other locations using the transportation system. The measure of affordability can be seen from the time, cost, and of course the effort in moving from one place to another.

Ease of access is a level to which someone believes that a system can be used easily and without much effort (Davis, 1989).

According to Wahyuningtyas, there are several indicators of perceived convenience, namely not requiring costs, easy to use, easy to do what you want, easy to learn to operate, easy to do what you want, and of course there are interactions that are clear and easy to understand (Kinasih & Rizqullah, 2023).

So, based on several opinions regarding the definition of ease of access, it can be concluded that ease of access is the level of ease in reaching or using a system, location, or technology with minimum effort. This includes aspects of physical distance, time, cost, and user perceptions of ease of access. Systems or locations that are easy to access are more widely used than those that are difficult to access, usually tend to be avoided or not utilized.

2.3. Online Administration Service

Online administrative services within the scope of the university are electronic-based structuring and ordering activities through the BAAK (Biro Administrasi Akademik dan Kemahasiswaan) university administration center such as the implementation of education and teaching, research activities in the context of learning activities, community service, validation of transcripts, processing of application letters, and so on.

Online administrative services within the scope of this university can certainly be carried out if supported by professional services and of course also with the awareness of students.

There are several benefits of online administration services, namely: 1. Accessing a larger user base, meaning that online administration services make it possible to reach a wider range of users due to fairly easy access. 2. Alternative communication channels to users, which means that online administration services certainly provide various communication channels such as email, chat, social media, and mobile applications. These channels certainly allow for faster, more effective interaction with users of the online administration service. 3. Improve service to users, meaning that online administrative services can certainly offer faster and more

efficient user support. With features such as online FAQs, and others can allow users to get help at any time. 4. Potential increase in user knowledge, meaning that online administrative services generate valuable data, and from analyzing this data, of course, it can provide deep insight into the needs of users who can make better decisions, and anticipate the needs of users in the future.

2.4. Student Satisfaction

Satisfaction comes from Latin which means good enough, adequate and *facio* which means making or doing. We can also call satisfaction an effort to fulfill something or make something adequate that is needed by the public in providing something.

Meanwhile, according to (Tjiptono, 1995), customer satisfaction or dissatisfaction is a customer response to the evolution of disconfirmation that is felt between previous expectations and the actual performance of the product being felt.

According to Yuliarini and Riyasa (2007), it has been suggested that the factors that affect student satisfaction if it is related to service are five factors, namely: 1. Reliability factor, which refers to the service provider to provide a service accurately and consistently in accordance with what has been promised. 2. Responsiveness factor, Responsiveness is closely related to the readiness and speed of service providers in responding to the needs and requests submitted by students. 3. Assurance Factor, Confidence is included in the knowledge, ability, and courtesy of service providers to foster user trust and confidence. 4. Empathy Factor, Empathy is related to the individualized attention and care given to users as it should. 5. Tangible Factors, which means the physical aspects in the form of facilities, equipment, and materials in communication. The scope is elements that can be seen, touched, or even felt directly by users.

3. Material and Methods

This research uses a qualitative method that aims to produce a deep understanding of the phenomenon under study, rather than simply collecting statistical data. By using qualitative methods, this research can explore richer and more contextual information about students' experiences in using online administration services.

Furthermore, in this study data was obtained from data collection techniques taken from libraries such as books, written materials, from previous research, internet searching, namely by searching for information using the internet network through websites to find more information related to research and of course references that are relevant to the research being conducted, as well as the results of interviews by conducting questions and answers to participants selected by the author, and of course equipped with documentation as reinforcement of research data. The data collected is detailed from research sources as many as three student participants from the Faculty of Economics, State University of Jakarta.

4. Result and Discussion

Responsiveness of Online Administration Services at the Faculty of Economics, Jakarta State University

Based on the results of interviews that the researchers have conducted, it can be seen that the services of online administration at the Faculty of Economics, Jakarta State University have a very important role in facilitating various administrative needs of students, but apparently still face several challenges in its implementation. The informants are known to use several online administration services, such as BUK UNJ, Sipermapa UNJ, and Siakad UNJ, for

purposes such as making letters, borrowing rooms, managing KRS, and internship administration. Although these services are basically helpful, there are inconsistencies in terms of responsiveness and service quality. Technical problems such as system errors and response delays, especially at the beginning of the semester or during the UAS period, are obstacles that are often faced. Furthermore, related to the services of administrative officers, the experience of informants or resource persons shows variations in terms of responsiveness and effectiveness in handling problems. There are times when officers are very helpful and provide quick solutions, but at other times the response is inadequate so students are required to come directly to campus. This situation shows that although an online administration system has been implemented, there is still a need to improve service consistency and technical handling to ensure the effectiveness of the system.

This is supported by research conducted by (Thalia, 2018) which focuses on Public Service Responsiveness (Study at Sukun Police in Malang City). The results of the research conducted have shown the results that the Sukun Malang Police in responding to the people who report are still not responding and are also still not responsive in providing services to the community, besides that the form of responsiveness provided to the community is still considered unable to make the community satisfied.

Ease of Access to Online Administration Services at the Faculty of Economics, Jakarta State University

The success of Universitas Negeri Jakarta (UNJ) as one of the Perguruan Tinggi Negeri (PTN) is of course also very much determined by the quality of the services provided, for example, such as quality administrative services in terms of student satisfaction. Satisfaction according to Kotler (1997) in (Rahmawati, 2013) is a feeling of pleasure or disappointment by customers about the comparison of a product between what is expected and the results obtained from the product.

One of the things that is needed by students is good service, from the registration process, filing, lectures, exams, until students complete their studies at the university. Of course, to support this, Universitas Negeri Jakarta (UNJ) must have careful planning, adequate facilities, and supporting human resources.

This is supported by research conducted by (Larastiyana Susanto & Siswanto, 2021) which focuses on the Effect of Service Quality of the Academic and Student Affairs Bureau (BAK) on Student Satisfaction at Trunojoyo Madura University. The results of this study indicate that service quality variables, especially the Financial Administration Bureau, have a significant effect on student satisfaction at Trunojoyo Madura University.

Based on the results of interviews conducted by researchers, it can be seen that online administrative services at the Faculty of Economics, State University of Jakarta have characteristics that support easy access for students. The informants or interviewees highlighted several positive aspects such as the simple and easy-to-understand appearance of the platform, as well as the flexibility of 24-hour access through various devices such as smartphones and laptops from various locations. However, there are still some challenges in its use, especially regarding the stability of the system during peak hours which can cause delays and disruptions in access. Regarding the availability of information, although basic information is generally easy to find, some more specific information is still considered incomplete so students

sometimes need to look for additional information through class PJs, friends, or ask directly to administrative officers. This certainly shows that although the system has been designed with user convenience in mind, there is still room for improvement, especially in terms of system stability and information completeness.

The researcher concluded that the online administration service of the Faculty of Economics, State University of Jakarta is quite good in terms of ease of use. In terms of a simple display, it certainly makes it easier for students to access the platform, and can be accessed at any time via smartphone or laptop. However, there are still two main problems that need to be fixed. First, the system often experiences interruptions when many students access at the same time. Second, information about special procedures is still difficult to find, so students are required to ask PJ classes, friends, or administrative officers to get additional explanations. To overcome these problems, the researcher proposes several solutions, namely, first, the Jakarta State University needs to increase server capabilities so that it can handle more users at once, especially during busy situations. Second, an automatic chat feature can be added to answer general student questions quickly. Furthermore, for the last one, adding a notification feature related to the status and estimated completion time of each administrative submission.

Student Satisfaction with Online Administration Services at the Faculty of Economics, Jakarta State University

Superior service quality such as response and ease of access can certainly meet the needs and satisfaction of students. As the main element, student satisfaction with administrative services in higher education certainly reflects the success of higher education institutions or institutions in providing a very useful experience in the processes in the academic and administrative aspects of students. Academic services are services provided by academic staff to students according to predetermined standards to ensure the implementation of services correctly (Mutmainah et al., 2024).

This is supported by research conducted by (Luthfi et al., 2024) which focuses on evaluating the level of student satisfaction with educational services at the West Aceh State Community Academy. The results of the research that has been done show the results that most or the majority of students are satisfied with the quality of service that has been provided, although there are still several aspects that still need improvement.

Based on the results of interviews that researchers have conducted, it can be seen that online administrative services at the Faculty of Economics, Jakarta State University have provided significant benefits for students in terms of time and energy efficiency, especially due to reducing the need to come directly to UNJ in taking care of various administrative needs. However, the informants also identified several aspects that require improvement to optimize the service. The main problems seen were system instability during peak hours which often resulted in errors or downtime, the speed of response from the administration which was sometimes slow, and the need for more complete and structured information about administrative procedures. Of course, informants or interviewees hope for improvements in terms of server stability, especially during peak hours, as well as a more user-friendly platform display, especially for new students or those who are less familiar with technology. So although the system has helped the efficiency of the administrative process, significant updates are still needed to achieve an optimal and satisfactory level of service for all users.

5. Conclusion, Implication, and Recommendation Conclusion

Platforms such as BUK UNJ, Sipermapa UNJ, and Siakad UNJ have enabled students to take care of various needs such as letter writing, room borrowing, KRS management, and internship administration online. However, the research revealed some significant challenges in their implementation. First, there are inconsistencies in service speed and quality. Second, the service quality of administrative officers sometimes provides services quickly and effectively, but on other occasions the response is inadequate, requiring students to come directly to campus.

The online administrative services of the Faculty of Economics, Jakarta State University have been designed with characteristics that support easy access for students, such as a simple display, 24-hour access flexibility, and can be accessed using anything. However, there are some challenges that must still be considered, especially regarding system stability during peak hours which can hinder users.

Online administration services at the Faculty of Economics, Jakarta State University have provided significant benefits for students in terms of time and energy efficiency. Although the system has helped the efficiency of the administrative process, of course, significant updates are still needed to achieve an optimal and satisfactory level of service for all users.

Implication

For theoretical implications, the results of this study provide a new understanding of the online administration service system at the Faculty of Economics, Jakarta State University by explaining the importance of consistent operational standards to ensure a good user experience. Furthermore, the ease of access to online administration services is not enough without being supported by a stable system, especially during peak hours or user spikes. Of course, from this, continuous system updates are needed to achieve optimal levels of efficiency and service quality.

As for the Practical Implications, the first is that Jakarta State University needs to ensure better training for administrative officers in order to provide consistent service. In addition, periodic monitoring and evaluation of the performance of platforms such as BUK UNJ, Sipermapa UNJ, and Siakad UNJ is also needed to increase student satisfaction. Furthermore, Jakarta State University can increase server capacity to ensure system stability during peak hours. In addition, the system needs to be accompanied by an easy-to-understand usage guide so that students can use the platform optimally. Finally, Jakarta State University can make regular updates to improve the speed, stability, and responsiveness of the service.

Recommendation

Based on the data results and conclusions that the researchers have described previously, the researchers propose several recommendations:

1. Further research is expected to include students from various faculties at Jakarta State University to get a clearer picture of online administrative services at Jakarta State University.
2. Further research is expected to explore from the perspective of administrative officers to understand the obstacles they face in providing services.

3. further research is expected to use quantitative methods to statistically measure the level of student satisfaction with online administrative services at Jakarta State University

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