

# USE OF THE HALLO UT APPLICATION AND QUALITY OF ADMINISTRATIVE SERVICES IN UNIVERSITAS TERBUKA STUDENT SERVICES

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## **Abstract**

Universitas Terbuka (UT) continues to strive to increase student numbers. Maintaining the number of existing students is carried out by providing good and quality services. Several elements need to be considered in providing quality public services, including convenience, timeliness, economy, and security in providing services. During the study process at UT, students need various administrative services ranging from registration to legalizing diplomas. To get administrative services, students can come directly to the UT Regional office or via the Hallo UT application. Regarding the use of the Hallo UT application for services to students, at UT Gorontalo not many students directly use the Hallo UT application, students prefer to come to UT Gorontalo. In face-to-face service, front desk officers should be able to provide quality service. In this regard, it is necessary to examine the quality of service provided by officers at the UT Gorontalo front desk, and why there are still so few students who use services via the Hallo UT application. This research use descriptive qualitative approach. Sampling was carried out by purposive sampling, among students and service officers at UT Gorontalo. Data analysis was carried out using qualitative data analysis. The research results show that the administrative services provided at UT Gorontalo are good. The Hallo UT application has not been widely used by students due to students' lack of interest in adapting to using digital-based applications.

**Keywords:** *Hallo UT, service quality, administrative services, UT students*

## **1 INTRODUCTION**

Public Service is an activity or series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen and resident regarding goods, services and/or administrative services provided by public service providers." The scope of public services includes public goods and public services as well as administrative services regulated in statutory regulations (Law No. 25 of 2009 concerning Public Services, 2009).

In the implementation of public services, currently there are still problems such as access to services and the quality of public services which often differ, depending on proximity to bureaucratic and political elites, thereby disturbing the sense of justice in society who feel they are treated unfairly by the public bureaucracy (Dwiyanto, Agus, 2021).

Universitas Terbuka (UT) as one of the Legal Entity State Universities (PTNBH) continues to strive to become a world quality Distance Education University (PTJJ). The number of UT students, which is more than 500,000 people, spread throughout Indonesia and abroad, must be maintained and served well, so that they feel satisfied with the services provided by UT. Service to students is a form of public service in the field of education.

As a university that implements stand learning, in the learning process students need various administrative services. This administrative service starts from registration for new students to legalizing diplomas for alumni. To get administrative services, students can come directly to 39 UT Regional offices spread across all provinces in Indonesia and UT overseas student services, or use the online services provided by UT for students.

As a public service provider, UT must provide quality services to students. Quality is basically related to the best service, namely the attitude or way employees serve customers or the public satisfactorily (Nurdin, 2019). Meanwhile, the quality of public services is a dynamic condition related to products, services, people, processes, and the environment where the quality assessment is determined at the time of delivery of public services (Ibrahim, 2008).

According to Zeithaml et al. The quality of public services can be measured from 5 (five) dimensions, namely: tangible, reliability, responsiveness, guarantee and empathy. 1) Tangible is a manifestation of the physical appearance of officers in providing services, the discipline of officers in carrying out services, and the availability of supporting facilities and infrastructure. 2) Reliability is the officer's ability to use tools, accuracy, and thoroughness in serving the community, clarity of service standards. 3) Responsiveness is how officers respond to every customer/applicant who wants to get service, the speed of officers in providing service, and responding to all customer complaints; 4) Guarantee; where the officer provides a guarantee of service as an effort to gain the applicant's trust, guarantee time, certainty of costs and legality of the documents to be issued 5) Empathy; where officers put the applicant's interests first, serve with a friendly and polite attitude, serve in a non-discriminatory manner, and serve with respect for each customer (A. Parasuraman, Valerie A, Zeithaml, 2018).

To provide administrative services to students, at Regional UT there is a special unit to provide services to students. Here there is a front desk whose job is to serve students. Services are carried out by special officers in a service room that is designed in such a way, which is equipped with service facilities and a comfortable waiting room for students and customers.

As an agency under the Ministry of Education and Culture, UT must implement various academic policies from the ministry which must be followed and implemented by students. One of the policies most discussed by students in 2023 is the policy regarding Scientific Work as a subject that is mandatory for passing and as a requirement for the judiciary. Apart from that, many students also ask about the registration fee policy which includes delivery of teaching materials, Recognition of Past Learning (RPL), practice/practicum, grades, and so on. Regarding questions asked by students during the service process, officers at the front desk at UT Gorontalo should be able to answer and explain quickly and accurately. For this reason, officers at the front desk must update the latest information and matters related to academic policies at UT.

Similar research related to public services shows that to improve the quality of public services, the government needs to pay attention to improving quality, convenience, timeliness, economy and security in providing services (Joko Susanto, 2019). To expand access to services to many students, UT also utilizes developments in information technology and the presence of the internet in services to students.

The very rapid development of information systems and information technology is a very important resource for organizations. Information systems and technology are not only supporting, but play a key operational, high potential, strategic role to support effectiveness, efficiency, and productivity in an organization. (Wheelan, 2015) The use of information technology in public services aims to provide better public services. Besides that, it can also reduce corruption, increase transparency, increase comfort, and reduce costs (Wahyu Hidayat Ibrahim, 2017).

In this regard, UT also provides web-based service facilities through the Hallo UT application. With this application, students are expected to be able to easily report their complaints and get services from UT, without having to come to the Regional UT office.

Moreover, some UT students are working people and have different backgrounds. The introduction of the Hallo UT application to students was carried out during the New Student Orientation (OSMB). Socialization to students is important because to accept a technology several stages are required, including knowledge, persuasion, decision, implementation, and confirmation stage (Rogers, 2003). With this outreach, it is hoped that students will be able to know about the Hallo UT application and use it in services during lectures.

To enter the Hallo UT application and request services regarding problems experienced by students, go through the login process. The contact center at the central UT and officers at the Regional UT will respond and provide services, as well as resolve problems experienced by students in the application within the specified time frame. This web-based student service will make it easy for students to carry out services according to their needs.

Similar research related to web-based public services shows that an online public service system can make it easier for people to apply for services without having to come to the office. Besides that, admins can manage service data quickly, precisely, and accurately. Having a website-based system can reduce the risk of data loss. (Yusti Farlina, 2020)

The use of the Hallo UT application for services to students, especially at UT Gorontalo, is not widely used by students. Students prefer to come to UT Gorontalo and ask for face-to-face services. In this regard, it is necessary to know the quality of the administrative services provided by officers at the front desk at UT Gorontalo, and why there are still so few UT Gorontalo students who use services via the Hallo UT application. It is hoped that this research can provide input and enrich the body of research on the quality of public services and digital-based services.

## **2 METHODOLOGY**

This research uses a qualitative descriptive approach which attempts to describe the objects and subjects studied as they are with the aim of systematically describing the facts and characteristics of the objects being studied accurately and understanding each phenomenon's context (Anggito, Albi & Setiawan, 2018).

This research was conducted at UT Gorontalo in 2023. The population in this research were students and UT Gorontalo student service officers. Data source sampling was carried out using purposive sampling, namely students who provided services at UT Gorontalo Region. The sample in this research consisted of front desk officers, ICT officers, and UT Gorontalo students.

Research data collection was carried out through interviews and observations. Also conducting literature studies and reviewing legislation and documents related to public services and the use of applications in services to students. The data obtained is expressed qualitatively and presented narratively (Yusuf, 2017). This analysis is used to describe the quality of public services and the use of the Hallo UT application in serving UT students at UT Gorontalo.

### 3 FINDINGS AND DISCUSSION

#### 3.1 FINDINGS

UT Gorontalo was founded in 2002 on Sulawesi Island, with 6 coverage areas in Gorontalo Province including Gorontalo City, Gorontalo Regency, Bone Bolango Regency, North Gorontalo Regency, Bolamo Regency, and Pohuwato Regency. Currently, UT Gorontalo's coverage area has been expanded to reach South Bolaang Mongondow Regency in North Sulawesi and Togean Islands in Tojo Una-Una Regency in Central Sulawesi Province. In the 2022/2023 (2) period, UT Gorontalo has 1868 students. This number will increase in the 2023/2024 (1) period to 2220 people, with 7 active Working Groups. These students are students from non-Pendas, Pendas, and postgraduate programs.

Services to students are provided every weekday. In the UT Gorontalo student services section, there are 2 front desk officers whose job is to provide administrative services to students. In their service, the officers at the front desk are assisted by the PJ for Registration, PJ for teaching materials, and supported by all employees at UT Gorontalo.

##### 3.1.1 Public Services at UT Gorontalo

To become a UT student, students go through stages starting from admission and registering for courses. Next, students will attend New Student Orientation, Distance Learning Skills Training (PKBJJ), assignment workshops and exam clinics. After that, students will take part in a series of tutorials and independent study, as well as exams. The last one is graduation for students who have graduated.

UT Gorontalo provides various administrative services to students, starting from the new student admission process, to legalizing diplomas for alumni. The following is service data at UT Gorontalo for the 2022/2023 (2) period.

**Tabel 1. Services at UT Gorontalo 2022/2023 (2)**

No	Type of Service	Status	Number
1.	Certificate of being active in college	finished	136
2.	Request list of test scores	finished	203
3.	Student Registration	finished	736
4.	Tutorials	finished	117
5.	Exam & Mark	finished	140
6.	Changes to Personal Data	finished	50
7.	Diplomas and graduation	finished	245

8.	Information about UT	finished	37
9.	Reset Password	finished	32
10.	moving	finished	12
<b>Total Number</b>			<b>1742</b>

Research Data 2023

From the table the highest number of services provided to students is in registration activities. These registration activities include admission, course registration, RPL, repeat registration, Atpem tutorial registration, and payment of education fees. Even though there are facilities for students to register and register independently via the [sia.ut.ac.id](http://sia.ut.ac.id) page, many students still ask for help from UT Gorontalo officers. Services at UT Gorontalo start from 08.00 to 16.30 WITA. During registration and exam periods, services are also open on Saturdays and Sundays.

The next service that is most frequently provided at UT Gorontalo is services related to diplomas and graduation. Students who have graduated must submit a passport photo of their diploma to UT Gorontalo to be sent to UT Central. Students also often ask for information about graduation ceremonies, and students who have graduated must come directly to collect or legalize their diplomas at UT Gorontalo.

The results of interviews with several students regarding the quality of administrative services at UT Gorontalo, they stated that the services provided by UT Gorontalo front desk officers were good. The officers welcomed the arrival of students well, responded quickly to problems, and answered well questions asked by students. The officers at the front desk provide service in a friendly, relaxed manner and have a neat appearance. Regarding facilities, the service waiting room is also clean, neat, air-conditioned, and decorated with fresh flowers. The service room is equipped with good service facilities, there are computers and scanners for students who will register independently, and payment facilities using EDC.

### *3.1.2 Use of the Hallo UT Application in Student Services*

According to information from ICT, regarding the Hallo UT application, "Students who have used the Hallo UT application are students who are used to using computers and applications in services, and the number of these students is still small. Some UT Gorontalo students have not yet adapted to using digital-based applications. Besides that, the Hallo UT application sometimes cannot immediately solve the problems faced by students. Students were directed again to contact other units at Central UT, without being given instructions or other technical information. "To enter the Hallo UT application, students must log in first. After entering,

sometimes students forget their ticket number, so the student cannot get the information provided in the application."

According to the officer at the UT Gorontalo front desk, because they don't want the hassle of using the application, "most UT Gorontalo students prefer to come to the UT Regional office if they experience problems and ask for service from the front desk officer. In providing services, front desk officers will enter the Hallo UT application via a special channel for officers in the SIAP application. Information from Hallo UT will be conveyed to students.

UT Gorontalo students who were interviewed stated that they already knew about the Hallo UT application, because it had been explained during the OSMB implementation. Until now, I have never used the Hallo UT application because if there is a problem, choose to come directly to the office or contact the official at UT Gorontalo. Some other students said that they had not used the Hallo UT application because they had not had any problems during lectures.

### **3.2 DISCUSSION**

In providing various of services to students, there are problems that can be resolved directly at UT Gorontalo, and there are also those that require follow-up from units at central UT, such as the faculty, Directorate of Information Systems, Directorate of Academic Administration and Graduation, Center for Learning Management, Center Testing Processing, and other units. Cases like this sometimes take several days to resolve, therefore front desk officers must also inform students about the case resolution mechanism at UT.

In this regard, it is necessary to analyze the quality of administrative services and the use of the Hallo UT application in student services at the UT Gorontalo front desk. The quality of administrative services is a form of public service according to Zeithaml et al. measured from 5 (five) dimensions, namely: tangible, reliability, responsiveness, assurance and empathy.

#### **1) *Tangibel***

In providing services, officers at the front desk must appear neat. Officers must also be disciplined in their service time to students. In providing services, each officer at the UT Gorontalo front desk is equipped with a computer with an internet network, printer and telephone, making it easier for officers to carry out their duties and communicate in the service process.

To make it easier for students to pay tuition fees at UT Gorontalo, EDC is also available from several UT partner banks. Apart from that, special computers and scanners are also available for students who will register independently. For customer comfort, it is necessary to continue to ensure that the waiting room and other supporting facilities are clean, comfortable, and functioning well. UT Gorontalo must provide the best service facilities for students and customers.

## **2) Reliability**

All officers at the UT Gorontalo front desk must be able to use all service facilities, in this case computers, printers, telephones, EDC, and all applications used in student services. Officers must also serve students carefully. One of the services provided by front desk officers is serving students who are registering. In serving registration for new students, officers must be careful in informing and checking the completeness of the files. However, all of this is made easier because of the application system to check the completeness of new student files. Officers must also be skilled in guiding new students who will register for courses in registration applications and pay educational fees through various modes, either by coming directly to UT or by communicating via communication tools.

## **3) Responsiveness**

Officers are expected to be able to serve students quickly and accurately. Officers must be alert in responding to questions asked by students, and responsive to complaints submitted by students. In connection with the large number of students who choose to come to UT Gorontalo to solve their problems, front desk officers must be able to communicate and serve well, providing fast and accurate information, especially those related to the Open University's academic policies and implementation. Front desk officers at UT Regional are expected to be able to disseminate various UT policies and answer student questions and complaints politely, quickly, and accurately. It is certain that front desk officers at UT Regional have received updates on the latest policies and developments in educational services at UT.

## **4) Assurance**

In providing services to students, officers provide a guarantee that the services provided are in accordance with the provisions and on time. UT also sets a target time for solving the case of 3 days or according to the problem. Officers must not charge fees for services, and must also provide correct information to students, especially regarding entry requirements and education costs. Fees paid by UT students include fees for admission, course registration, RPL, reprinting



of student cards, Atpem registration fees, graduation fees, and diploma legalization fees. Officers must provide legal guarantees for all services provided.

### **5) *Empathy***

UT Gorontalo students come from various circles and different backgrounds. Starting from those who have just graduated from high school and are not yet working, employees, teachers, and other practitioners. UT Gorontalo students also have various ages, with different backgrounds. In providing services, front desk officers must not discriminate against students, services to students must be provided fairly. Officers must also be friendly, polite, courteous, respectful of those they serve, and put students' interests first.

To improve the ability and quality in providing services, UT Gorontalo front desk officers must update their abilities by being given training on excellent service and other training. All this is done so that they can provide the best service.

Regarding the use of the Hallo UT application in services, until now not many UT Gorontalo students have used the application to complain about problems. This is caused by differences in adaptation and absorption of technology between one person and another.

In technology acceptance, including in the service process, it was found that there are four main constructs that play an important role as determinants of behavioral intention and use behavior, namely performance expectations, effort expectancy, social influence and facilitating conditions (Windra Irawan, Nur Asiah, 2018). Apart from that, there are also four moderators, namely gender, age, willingness, and experience, positioned to moderate the impact of the four main constructs on behavioral intention and behaviour use (Sedana, 2009).

In this regard, all of this influences the use and acceptance of technology among UT students with different and varied backgrounds. More specifically, it influences the use of the Hallo UT application in serving UT Gorontalo students.

## **4 CONCLUSION**

From the research results, it can be concluded that the quality of administrative services, which is one form of public service provided at UT Gorontalo, is good. There is not much use of the Hallo UT application among UT Gorontalo students due to the low interest of students in adapting to using digital-based applications in the service process. UT Gorontalo needs to continue to improve the quality of face-to-face services to students, especially those related to the ethics of communicating with customers and updating information about the latest

academic policies. UT Gorontalo also needs to provide better outreach regarding the use of the Halo UT application to students to further increase student independence.

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