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DIMENSIONS OF RELIABILITY AND ASSURANCE IN THE SERVICE QUALITY OF DIGITAL DEGREE LEGALIZATION AND ONLINE CERTIFICATES AT OPEN UNIVERSITY OF BENGKULU

Septiogani Harmedaziwa [1], Djonet Santosi [2] , Nour Farouzi Agus [3]
[1] *Master of Public Administration, Faculty of Social and Political Sciences, University of Bengkulu*
[2] *Department of Public Administration, Faculty of Social and Political Sciences, University of Bengkulu*
[3] *Department of Public Administration, Faculty of Social and Political Sciences, University of Bengkulu*

A B S T R A C T

In measuring and analyzing the service quality of academic administration in the form of the aksi.ut.ac.id application within Open University of Bengkulu, the researcher used the SERVQUAL (Service Quality) method. This is the most well-known and commonly used evaluation method for measuring the quality of academic administration services at universities. The analysis of academic administration service quality through the aksi.ut.ac.id application will reveal which dimensions of the five SERVQUAL dimensions are not met based on the researcher's experience as a user of the application. Although broadly speaking, academic services at Open University of Bengkulu can be categorized as satisfying the desires and needs of students and alumni, especially for the aksi.ut.ac.id application, there are two obstacles that the researcher believes reduce the quality of academic services at Open University of Bengkulu, namely the dimensions of reliability and assurance. These factors contribute to the decline in the quality of academic services at Open University of Bengkulu. This research was conducted at Open University of Bengkulu because the researcher works at Open University of Bengkulu, which also provides access to the use of the aksi.ut.ac.id application, and the researcher is also a user of the application in serving students and alumni. The researcher is interested in further investigating the quality aspects that have not been fulfilled by the implementation of the aksi.ut.ac.id application, so that the objectives of academic administration service quality have not been fully achieved.

INTRODUCTION

The Indonesian government has currently implemented bureaucratic reform based on the introduction of e-government in government agencies, which is a form of public service. The implementation of e-government in Indonesia brings a breath of fresh air to bureaucratic reform. On one hand, information technology offers opportunities to increase the efficiency and transparency of public services. However, on the other hand, e-government also presents new challenges in technology adaptation and work culture change. Services combined with

advances in information technology are expected to bring various changes to all levels of society and lead to increased convenience. In accordance with the provisions stated in the Decree of the Minister of Administrative Reform and Bureaucratic Reform Number 11 of 2011, one indicator of the success of bureaucratic reform is the increasing adoption of electronic government systems or e-government in all provincial and district/city government agencies. The implementation of public service quality improvement has begun since the early 1990s. The transformation focused on optimizing information technology to integrate management systems and work processes across all government agencies. This aims to ensure that all levels of society can easily access information and public services.

Academic services at universities are no exception to the role of information technology development, according to research by Rahmawati et al. (2021) (Rahmawati et al., 2021). The rapid development of information technology has triggered a paradigm shift in obtaining information. The internet has become the main source of information, replacing traditional media. Information systems play a significant role in managing data with high speed, precision, and accuracy, thus producing relevant information for decision-making (Suminten et al., 2021). In the academic environment, the increasing use of technology has a significant impact on both teaching and learning activities and in meeting administrative needs for both active students and alumni (Nuraeni et al., 2018). Not only is access unlimited, but technological advancements also simplify academic administrative services for students and alumni, even without directly managing affairs at the relevant university office. One university actively optimizing remote academic administrative services is Open University of Bengkulu.

The Open University, as a government institution providing public services in the field of distance education, is constantly innovating to develop e-government in providing services to students. One form of e-government implementation within the open university is through the implementation of the Bionic Office Integration System (BOIS). This is a breakthrough launched by Open University on December 27, 2021, with innovations in the form of an integrated application to manage the internal administration of Open University and provide fast and efficient academic services for students. The implementation of BOIS in the work system of Open University employees will begin through office automation supported by the aksi.ut.ac.id Application (Administration of Graduation, Certificates, and Degrees) to provide information system

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services to students related to digital degree legalization and digital certificates.

In measuring and analyzing the service quality of academic administration in the form of the aksi.ut.co.id application within Open University of Bengkulu, the researcher used the SERVQUAL (Service Quality) method. This is the most well-known and commonly used evaluation method for measuring the quality of academic administration services at universities. The analysis of academic administration service quality through the aksi.ut.ac.id application will reveal which dimensions of the five SERVQUAL dimensions are not met based on the researcher's experience as a user of the application.

Although broadly speaking, academic services at the Open University of Bengkulu can be categorized as satisfying the desires and needs of students and alumni, especially for the aksi.ut.ac.id application, there are two obstacles that the researcher believes reduce the quality of academic services at Open University of Bengkulu. The first obstacle is that when the submission of digital degree legalization is high, such as during the opening of CPNS and PPPK registrations, the application often experiences disruptions or the service process is slightly longer than usual. This factor contributes to the decline in the quality of academic services at Open University of Bengkulu. The second obstacle is that the

legalization of degrees and online certificates using digital signatures is not accepted by some agencies in Bengkulu Province because these agencies still require legalization of degrees or online certificates signed manually with a wet stamp from Open University of Bengkulu.

This research was conducted at the Open University of Bengkulu because the researcher works at Open University of Bengkulu, which also provides access to the use of the aksi.ut.ac.id application, and the researcher is also a user of the application in serving students and alumni. The researcher is interested in further investigating the quality aspects that have not been fulfilled by the implementation of the aksi.ut.ac.id application, so that the objectives of academic administration service quality have not been fully achieved.

MATERIALS AND METHODS

This research adopts a qualitative approach to investigate the implementation of the *aksi.ut.ac.id* web application at the Open University of Bengkulu, particularly in facilitating academic administrative services like digital legalization and certificate issuance. Data collection methods include participatory observation, semi-structured interviews, and

documentation, with informants selected through purposive sampling. Participants include service staff, students from semester two and above, and alumni living outside Bengkulu or currently employed, spanning various age groups.

The study focuses on measuring the effectiveness and quality of online services using the SERVQUAL framework (Zeithaml, 1990), which covers ten indicators across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The qualitative data is analyzed through the stages of data reduction, data presentation, and conclusion drawing, aiming to produce accurate and insightful findings on the effectiveness of digital bureaucracy reform in academic services.

RESULTS AND DISCUSSION

Academic administrative services in higher education, especially at Open University of Bengkulu, have been running well, with the aksi.ut.ac.id application, it greatly helps the process of managing degree legalization documents and online certificates, because students and alumni, especially those outside the city of Bengkulu, are greatly helped, they can still get excellent service even if they don't come to the Open University of Bengkulu office directly. However, even though aksi.ut.ac.id is very helpful in meeting the academic needs of students and alumni, especially at Open University of Bengkulu, in the reliability dimension, there are shortcomings that are complained about by students and alumni. This is related to the validity period of the degree legalization which has an expiration date and also the waiting period for document submission. This was conveyed by students and alumni through interviews with researchers:

> "*The features using aksi.ut.ac.id are very convenient but there is a drawback, namely the short validity period for the online degree legalization, it is not valid forever, unlike manual legalization which has no degree validity period. So if the validity period expires, you have to reapply for legalization.*" (Citri Yanti)

> "*For the degree legalization, there is a time limit which I think is a bit of a hassle, so there is a validity period. This has an impact on the interests of alumni when applying for jobs, one of which is when registering for PPPK, while the validity period of the degree legalization is only one week, alumni will apply for an extension or online legalization again, but the system cannot accept it because the validity period is still there even though it is only one*

week. So applying for it must be after the validity period has expired." (Citri Yanti)

"*For the submission of degree legalization letters, it is not processed immediately and requires a waiting period, thus disrupting time efficiency. In our opinion, this 5-7 day period is quite lengthy and prolonged.*" (Meisufi Zulaini)

"*I understand, but if this continues, especially during times of high demand, there will definitely be many complaints. What is the point of having an application if the submission process remains slow?*" (Dwifa Nadya Nabilla)

Consequently, it can be concluded that the remaining obstacle in the implementation of aksi.ut.ac.id as a support for academic administrative services at Open University of Bengkulu lies in the dimension of reliability. This is widely complained about by students, particularly alumni, due to the lack of flexibility regarding the validity of legalized degrees, causing inconvenience for alumni applying for jobs, especially when a new application requires waiting for the validity period to expire.

Meanwhile, another obstacle in the dimension of assurance is the perceived lengthy waiting time for the processing of digital degree legalization and online certificate requests for students and alumni. Ideally, this should take only one day; however, the

majority of online degree legalization cases take 5-7 days. This is considered to disrupt the quality of academic services that should be achieved.

CONCLUSION

Based on the research objective, which is to identify why the dimensions of reliability and assurance are hindering factors in achieving the quality of academic administrative services through the aksi.ut.ac.id application for digital degree legalization and online certificates, and considering the research results and discussion, the author concludes the following:

1. The obstacle or unmet indicator in the dimension of reliability is due to students and alumni perceiving a lack of flexibility regarding the validity of legalized degrees, causing inconvenience for alumni applying for jobs, especially when a new application requires waiting for the validity period to expire. Additionally, this leads to increased costs for degree legalization and, of course, reduces time efficiency.

2. The obstacle or unmet indicator in the dimension of assurance is due to the perceived lengthy waiting time for the processing of digital degree legalization and online certificate requests for

students and alumni, which ideally should take only one day.

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