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STAKEHOLDER PERCEPTIONS OF THE LAM-PTKES WEBSITE

Persepsi Stakeholder terhadap Website LAM-PTKes

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Abstract

Background: LAM-PTKes has a website that is used as a medium for sharing information with stakeholders.

Aims: To describe stakeholder perceptions of the content and benefits of the LAM-PTKes website.

Methods: The study used a cross-sectional design, and data collection was done through an online questionnaire. The survey was sent to all LAM-PTKes stakeholders. The total population was 4,901 people and 1,371 people responded. Analysis was performed using descriptive statistics.

Results: Respondents' perceptions of the LAM-PTKes website are good (above 95%). Some of the lower results include the speed with which customer service responds to complaints via the website (93.14%), the ease of submitting complaints (93.50%), the completeness of information according to needs (94.75%), the ease of finding information on accreditation fees (94.82%), and the timeliness of presenting information (95.77%). Most of the respondents perceive that information on the accreditation status of study programs on the website is useful (99.27%). This information is mostly used for graduate users (84.86%).

Conclusion: The content on the LAM-PTKes website is good and provides benefits for stakeholders. It is recommended to increase the speed of customer service responding to complaints through the website, restructure the LAM-PTKes website menu so that the information needed by stakeholders is easier to find, and increase the timeliness of presenting information.

Keywords: LAM-PTKes website, content, benefits, accreditation, stakeholders

Abstrak

Latar Belakang: LAM-PTKes memiliki website yang digunakan sebagai media berbagi informasi dengan stakeholder.

Tujuan: Tujuan penelitian ini untuk mengetahui gambaran persepsi stakeholder terhadap konten dan manfaat website LAM-PTKes.

Metode: Penelitian menggunakan desain cross-sectional, dan pengumpulan data melalui kuesioner online. Survei dikirimkan ke seluruh stakeholder LAM-PTKes. Total populasi berjumlah 4.901 orang dan yang merespon sebanyak 1.371 orang. Analisis dilakukan dengan menggunakan statistik deskriptif.

Hasil: Persepsi responden terhadap website LAM-PTKes menunjukkan sudah baik (di atas 95%). Beberapa hasil yang lebih rendah diantaranya kecepatan customer service merespon keluhan melalui website (93,14%), kemudahan memberikan keluhan (93,50%), kelengkapan informasi sesuai dengan kebutuhan (94,75%), kemudahan mencari informasi biaya akreditasi (94,82%), dan ketepatan waktu penyajian informasi (95,77%). Sebagian besar responden berpersepsi bahwa informasi status akreditasi program studi di website bermanfaat (99,27%). Informasi tersebut paling banyak digunakan untuk pengguna lulusan (84,86%).

Kesimpulan: Konten pada website LAM-PTKes sudah baik dan memberi manfaat untuk stakeholder. Disarankan untuk meningkatkan kecepatan customer service merespon keluhan melalui website, restrukturisasi menu website LAM-PTKes sehingga informasi yang dibutuhkan oleh stakeholder semakin mudah dicari, dan meningkatkan ketepatan waktu untuk menyajikan informasi.

Kata kunci: website LAM-PTKes, konten, manfaat, akreditasi, stakeholder