

Evaluation of Web Transparency for Higher Learning Institutions in Indonesia

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Keywords: Web-Transparencies, E-Information, E-Services, E-Participation and Navigability, and Design and Accessibility.

Abstract: In order to achieve a world class university status, it is required for the university to publish their information worldwide transparently. The purpose of this study is to evaluate Indonesian universities web transparencies in positioning themselves to become world Class Universities. In Indonesia, there are 4586 universities, where 400 of them are public universities. The study was conducted during June – July 2018 to 100 top Indonesian universities published by Ministry of Higher Learning (Kemenristek Dikti) in February 2018. In order to find out the web transparencies, this study used Global Transparency Index (GTI) developed by Saraite-Sariene, et al (2018). By using content analysis, web page of the universities were tested based on four dimensions suggested: E-Information, E-Services, E-Participation and Navigability, Design and Accessibility. The results of the study can be used by management of Institutions of Higher Learnings to improve their web transparency to achieve World Class University. The findings will also enrich research in the field of Management Information Systems and Accounting Information Systems.

1 INTRODUCTION

Transparency is defined as access to information regarding the intentions and decisions of the organization (Vaccaro & Madsen, 2009). The advantages of the transparency provides to universities according to Ricci (2013) are: (a) incrementing their legitimacy as professional entities that serve society; (b) avoiding bad management practices and; (c) facilitating public debate and participation regarding the strategic decisions of the university.

Information and communication technology (ICT) has penetrated every part of our lives and our society, and changed the way we think, we feel, and act (Zhang and Benjamin, 2007). The use of ICTs by private and government organizations around the world began to emerge (Ifinedo, 2006). However, the study of information system factors that contribute to improving limited company performance. DeLone and McLean (2003) state that information quality, system quality, service quality, intention to use and user satisfaction can improve company performance. The development of the World Wide Web has attracted public attention to the government with new developments such as government for business (G2B)

and government for Citizens (G2C)(Davidson and Wagner, 2005). Internet is a practical medium for improving the transparency of universities. Advantages (Mondéjar, Mondéjar, & Vargas, 2006); (Ojino, Mich, Ogao, & Karume, 2013): to (i) provide a wide range of information instantly to any user who requests it; (ii) it allows the creation of an interactive environment by providing different participation mechanisms such as forums and surveys; (iii) offering teaching services via e-learning; and (iv) to guarantee appropriate and accessible information to all stakeholders in an easy and cost-effective manner.

The use of the Internet and electronic pages contributes for the improvement in the organizations' transparency efficiency, as well as favors the communication of these organizations with the society, enabling to reduce information asymmetry. As the information disclosure represents a kind of report, the highlighting and the disclosure of accounting information, along with management focused on transparency, it contributes for the legitimization of the organizational activities social value (Ingenhoff and Koelling, 2009).

Lyrio, Lunkes and Taliani (2015) verified 30 years of studies about transparency, accountability and corruption in the public sector. According to the

authors, new internet emerging technologies have an important role to approach the people to the government, thereby accountability and transparency have been showing relevance in fighting corruption, although it is necessary, besides information availability, participatory practices to help the development of democracy. Therefore, transparency provides an environment of analysis and reflection through the information publicized by the public managers, but for that purpose it is necessary that the citizen receives the proper training through social participation mechanisms, so that they can enjoy the transparency instruments available (Figueiredo and Santos, 2014). In this regard, management of the information publicized through the internet must take in account the quantity of information necessary for the free formation of public opinion (Rothberg and Liberato, 2013).

The university is a public body. Simply stated, universities can be interpreted as common property, Indonesian society. Therefore we are obliged to always supervise every policy and work program of this institution. Good supervision will certainly lead us to the opportunity to enjoy the results of this public body. But what happens when a public body, namely a tertiary or negligent university, upholds the principle of transparency? The principle of transparency (transparency) in this case becomes very important.

Nowadays, the demand for transparency by universities is increasingly considered a fundamental part of the adequate accountability of these entities. Transparency can be defined as access to information regarding the intentions and decisions of the organization (Vaccaro and Madsen, 2009). Among the advantages that transparency provides to universities, Ricci (2013) highlights: incrementing their legitimacy as professional entities that serve society, (b) avoiding bad management practices and, (c) facilitating public debate and participation regarding the strategic decisions of the university (Ricci, 2013).

The Internet and, specifically web pages, are a practical medium for improving the transparency of universities as they are able to provide a wide range of information instantly to any user who requests it. Furthermore, it allows the creation of an interactive environment by providing different participation mechanisms such as forums and surveys, as well as offering teaching services via e-learning (Mondéjar and Vargas, 2006). Likewise, diverse authors state that web pages are strongly recommended to guarantee appropriate and accessible information to

all stake-holders in an easy and cost-effective manner (Ojino et al., 2013).

When dealing with the issue of transparency in the universities scope, Cerrillo-i-Martínez (2015) argues that it does not depend only on providing information, but it also involves quality and access to this information through different mechanisms, considering that one university will be transparent as the university community and the society in general are effectively informed of its activity.

In Indonesia, Best University is clustered by ministry of higher education (*Kemenristekdikti*). *Kemenristekdikti* assesses the quality of Indonesian Institutions of higher learnings in terms of four components: (i) quality of human resources; (ii) the quality of institutions; (iii) the quality of student activities; and (iv) the quality of research, scientific publications, and community service. The purpose of this research is to find out Web Transparency among Top 100 Universities in Indonesia.

2 RESEARCH METHODOLOGY

This research was done by collecting data and studying what others have written about the research question and the topic in order to obtain further understanding. Data was obtained from sources such as books, literature, journals, and articles related to Web Transparencies. This research used qualitative data analysis in data analyzing technique. As mentioned before, the purpose of this research is to find out Web Transparency among Top 100 Universities in Indonesia in term of E-Information, E-Services, E- Participation, and Navigability, Design And Accessibility. Samples are 100 universities ranked by *Kemenristek Dikti* in 2018. A content analysis was conducted to examine the information provided on university web pages. Information is codified based on a disclosure index "Global Transparency Index (GTI)" which is developed by Saraite-Sariene et,al (2018). GTI is comprised of a total 64 items distributed into four sub-indexes: E-Information (GTII), E-Services (GTIS), E-Participation (GTIP) and Navigability, Design and Accessibility (GTINDA). Score was calculated based on existence of each criteria in the main website of the university. University sub-domain was not considered in this study.

3 RESEARCH RESULTS

The analysis of web transparencies in Indonesia found out that the average score of GTI index for top 100 universities in Indonesia is 30.99. It means that in general, Web transparency at University in Indonesia is relatively very low. The highest score is for E-Information with the score of 58.63, follows by Navigability, Design and Access with score of 32.89. Table 1 shows GTI Index for each of the criteria for University's Web Transparency in Indonesia.

Table 1. GTI index for University in Indonesia.

No	Criteria	GTI Index
1	E-Information (General)	58.63
2	E-Information (Specific)	22.91
3	E-Service	14.75
4	E-Participation	31.56
5	Navigability, Design and Access	32.89
	GTI Index	30.99

Based on table 2, we can see that all universities have web pages related News services and University publications. However, the rest only has score below 75.

Table 2: E-Information-General.

No	Criteria	Score
1	Enrolment statistics	28
2	Information on university facilities (buildings, sports, education, dining, etc.)	72
3	Statistics on enrolment numbers and type in each Faculty	17
4	University job opportunities	52
5	University maps	52
6	How to get to the university	48
7	News services (announcements)	100
8	University publications (newspapers, gazettes, magazines)	100
E-Information -General GTI Index		58.63

Table 3 shows GTI Index for information on university organization and governance, University finances and management information, Financial indicators, and Information on social responsibility. It shows that universities in Indonesia do not transparent related to University finances and management information and Financial indicators.

Table 3: E-Information Specific.

No	Criteria	Score	
Information on university organization and governance	Organizational profile	100	
	Organization chart (structure)	44	
	Administrative offices and functions	21	
	Directory	28	
	Chancellor schedule	1	
	Details about bibliography of Chancellor and Vice Chancellors	15	
	Details about remuneration	3	
	University policies and regulations	22	
	Minutes of agreements made by Governing Council of the University	0	
	Regulations passed	6	
	University statutes	12	
	University finances and management information	Budget information	0
		Approved budget	3
		Budgets modification	1
Expenses		1	
Revenues		3	
Budget indicator		0	
<u>Economic-financial information</u>			
Treasury activity		0	
Outstanding debt		0	
Debt variation		0	
Noncurrent assets		0	
Variation of noncurrent assets	0		
Financial indicators (ratios)	<u>Non-financial information</u>		
	Effectiveness and efficiency indicators	0	
	Human Capital	17	
	<u>Information on management strategy and quality</u>		
	Approved strategic plan	32	
	Execution of strategic plan	5	
	Publication of invitations to tender for purchase of goods and services	0	
	Resolution of works and services	0	
	List of suppliers	0	
	Information on social responsibility	Economic impact	4
		Social impact	12
Environmental impact		14	
E-Information Specific GTI Index		21.90	

Table 4 shows GTI Index for E-services with the average score of 14.75. Based on the table, No

university disclose about Possibility to fully complete administrative transactions, including payment, for unofficial studies. It means that university web cannot be use to conduct any transaction.

Table 4: E-Service.

No	Criteria	Score
1	Availability of downloadable forms and applications for administrative procedures for official studies	29
2	Availability of downloadable forms and applications for administrative procedures for unofficial studies	28
3	Option to conduct online administrative transactions for official studies	4
4	Option to conduct online administrative transactions for unofficial studies	2
5	Possibility to fully complete administrative transactions, including payment, for official studies	2
6	Possibility to fully complete administrative transactions, including payment, for unofficial studies	0
7	e-learning for official studies	39
8	e-learning for unofficial studies	14
E-Service GTI Index		14.75

Table 5 shows score of universities' E-participation with average score of 31.55. It means that users cannot participate in decision making at the university.

Table 5. E- Participation.

No	Criteria	Score
1	Student complaints and/or suggestion box	29
2	Discussion forums on the university web page	9
3	Chat	71
4	Opinion surveys	24
5	Blog	32
6	Web page contains professor and teacher contact information	17
7	Web page contains contact information of the people in charge of the services offered by the university	12
8	Web page offers option to be included on a mailing list to receive information and news	62
9	Web page provides an email address different from webmaster for users to request general information	28
E- Participation GTI Index		31.55

Table 6 shows about E-Navigability, Design and Acces with the average score of 32,89. The web sites

cannot guide the user to conduct search easily, especially for Electronic formats utilized for the dissemination of information and Responsibility for content contained on web page.

Table 6. E-Navigability, Design and Acces.

No	Criteria	Score
1	Specific section available on web pages for accessing each type of information	33
2	Electronic formats utilized for the dissemination of information	3
3	Information supplied available in different languages	64
4	Search system on web page	78
5	Web page clearly differentiates the presence of the public institution's internal links from external ones	25
6	Site Map available that clearly identifies information content on web page	15
7	Web page utilizes hyperlinks as tool with supplied information	30
8	Responsibility for content contained on web page	5
9	Web page offers information in audio and/or visual format	43
E-Navigability GTI Index		32.89

4 CONCLUSIONS

Base on the study, it is found that not all website of Indonesia's university provide all criteria in GTI Index in their main webpage. While all universities published Organizational profile, News services, and University publications, there are 13 criterias that cannot be fulfilled by any observed universities. Most of those criterias are financial-related information that hardly disclose by universities authorities. The possible reason for these circumstances is because financial report is considered as a sensitive information to be published.

Universities in Indonesia should improve their website transparency in order to obtain positive public image. In addition, they should consider to implement integrated information system that enable users to find particular information they need. It is also encourage universities in Indonesia to develop their main webpage as the first landing page for users. This strategy can be used to increase university's webometric ranking in the world.

From government point of view, it is highly recommended for Ministry of High Learning (*Kemenristek Dikti*) to enact regulation that impose university to provide a standardize information published to academia.

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