

Effectiveness of Open University Website as Administration and Academic Dissemination Media to UPBJJ-UT Mataram Students

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Abstract

This study aimed to identify and analyze the effectiveness of Open University Website as administrative and academic information dissemination media to UPBJJ-UT Mataram students. The method used in this study was a descriptive correlational survey. This research was conducted at UPBJJ-UT Mataram, West Nusa Tenggara Province. The results indicated that student characteristics and the quality of interaction with Open University website had positive but insignificant relationship with the effectiveness of Open University website as a medium for dissemination of administrative and academic information at UPBJJ-UT Mataram. Furthermore, the usability of the Open University website and the quality of website information showed significantly positive relationship with the effectiveness of the Open University website as a medium for dissemination of administrative and academic information at UPBJJ-UT Mataram.

Keywords

effectiveness; dissemination; administration and academic; open university website



I. Introduction

The rapid development of science, information, globalization, and technology has a very strong influence on people's lives, because basically people's lives cannot be separated from knowledge and technology. According to Cash in Kasemin (2015) since the discovery of computers several decades ago, the development of information technology has become extremely rapid. This development is also supported by the development of telecommunications technology, thus computers are broadly used in many aspects of human life, transforming traditional communities into information communities. The rapid development of science and technology triggers the creation of sophisticated information and communication technology (ICT) tools which help human to do their jobs. Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

This leads to the more open and disseminated information and knowledge all around the world without space and time limitation. Information plays a very strategic role in the twentieth century. The development of ICT demands technological literacy. Rapid development of ICT gives an opportunity for the government to provide qualified education from basic to higher education levels.

The use of ICT in the world of education is in line with the survey results of the Indonesia Internet Service Provider Association (APJII) in 2016. There were 132.7 million

people (51.8%) of the total 256.2 million people in Indonesia had access to the Internet in 2016. Based on age, the number of the Internet users in Indonesia was 24.4 million (18.4%) for people aged 10-24 years, 32.2 million (24.4%) for people aged 25-34, 38.7 million (29.2%) for people aged 34-44, 23.8 million (18%) for people aged 45 – 54, and 13.2 million (10%) for people aged 55 years and over. This shows that Indonesian people are Internet literate, from the children to adults.

For creating education equity and improving the quality of human resources, the government continues to develop facilities and infrastructures which support education services. The government needs to utilize and develop ICT in the era of Internet-based education. One of the government's efforts in terms of equal distribution of higher education services was the establishment of Open University in 1984.

Open University provides higher education services for students through various media, such as the Internet, books (catalogs), phones, mobile phones, letters, VCDs and face-to-face communication. Open University website is one of the systems and media used by the university to disseminate information and services.

Yuhefizar et al (2009) defines a website as a whole web page in a domain which contains information. A website is usually built on many interconnected web pages. The link between one web page and another web page is called a hyperlink, while the text used as a connecting medium is called hypertext.

Mulyawaty's (2016) research results on the effectiveness of village website as a medium for disseminating development information in Malasari Village, Bogor Regency, indicated that Malasari Village website could be effectively used as a medium for disseminating development information by fulfilling website quality dimensions. The opinion leader played important role to improve the development of issues and the popularity of the website. Social media users also significantly supported the existence of the village website.

Prihandoyo et al (2014) in his research on the effectiveness of agricultural information dissemination through mobile phone media to vegetable farmers in Pacet Subdistrict, Cianjur Regency, stated that the use of mobile phones as means/media of agricultural information dissemination in Cianjur District was effective and successfully fulfilled the expectations of vegetable farmers. It effectively changed the way the farmers searched and disseminated agricultural information in Pacet Sub-district, Cianjur Regency, from conventional way to modern way by utilizing mobile phone media. The use of mobile phones was expected to help increasing productivity and improve the welfare of the vegetable farmers.

Based on the previous description, it is necessary to study the effectiveness of Open University website as a medium for dissemination of administrative and academic information to UPBJJ-UT Mataram students. This is important considering that Open University is a tertiary institution that operates a distance learning system. Furthermore, the development of ICT and the high percentage of Internet users in Indonesia are other important considerations.

The formulation of the problem which will be examined is stated as follows: How significant is the relationship between the characteristics of students accessing the website, the usability of the website, the dimensions of website quality, the quality of the interaction of the website and the effectiveness of the website as a medium for administrative and academic information dissemination at UPBJJ-UT Mataram?

Objective of this study was to analyze the relationship between the characteristics of students accessing the website, the usability of the website, the dimensions of website

quality, the quality of website interaction and the effectiveness of the website as a medium of information dissemination and academic administration in UPBJJ-UT Mataram.

The benefits of this research weretwofold. Academically, it was expected that the results of this study could contribute to the research and development of communication, especially in the field of information. Practically, it was expected that the results of the research could provide input for UPBJJ-UT Mataram.

II. Research Method

The research method used in this study was descriptive correlational survey method. This research was conducted at UPBJJ-UT Mataram, West Nusa Tenggara Province. The study was conducted from April to December 2018 and data collection was carried out from May to June 2018. The population in this study was UPBJJ-UT Mataram active students. Based on data from the Student Record System (SRS) application during the 2017.2 registration period, there were 747 active students in the Bachelor and Diploma program of the Faculty of Economics (FE), Faculty of Law, Social and Political Sciences (FHISIP), Faculty of Mathematics and Natural Sciences (FMIPA), and Teaching and Education Faculty (FKIP). There were 1,946 students of PGSD and PGPAUD Undergraduate Programs at FKIP.

The sampling technique used was quota sampling. This was based on the population that consisted of two groups, namely the group of students from FE, FHISIP, FMIPA, FKIP and the group of undergraduate students from PGSD and PGPAUD at FKIP. Another consideration was the geographical condition of students' residences which were spread around 7 (seven) different regencies/cities. The number of samples taken was defined using the Slovin formula. Based on the Slovin formula, there were 88 samples from Bachelor and Diploma Programs of FE, FHISIP, FMIPA, and FKIP and there were 95 people from PGSD and PGPAUD undergraduate programs at FKIP. Furthermore, samples were taken using probability of simple random technique.

There were two data sources in this study, namely primary data and secondary data. Primary data referred to the data obtained directly from the respondents. Secondary data referred to the data obtained from the available data sources, including journals, books and UPBJJ-UT Mataram. Data were collected using three research instruments, namely questionnaires, interviews and documentation. To obtain good research instruments, the researcher consulted with someone who had expertise in questionnaires construction, such as senior lecturers in UPBJJ-UT Mataram. The result of the analysis of all research instruments obtained from 30 respondents using SPSS version 20.0 was 0.449, meaning that the instruments were reliable. Furthermore, the obtained data were analyzed using Rank Spearman correlation test to see the significance of the relationship of the variables. Then the data was presented in an average table and frequency table.

III. Result and Discussion

3.1 Characteristics of UPBJJ-UT Mataram Students

The respondents in this study were active students at UPBJJ-UT Mataram which consisted of two groups, namely the students of FE, FHISIP, FMIPA, and FKIP Bachelor and Diploma programs and the students of PGSD and PGPAUD Bachelor Program. The results of the study illustrated that most of the students were adults aged 26 - 45 years, which composed up to 71.0% of the whole proportion. Based on gender, the majority of students were mostly female for 61.2% and 38.8% male students. The respondents

were mostly self-employed as indicated by 43.2% of the whole proportion. The majority (56.3%) of the respondents' income was in the low category (<Rp. 1,000,000). For the ownership of ICT tools, the result was in the medium category, meaning that the respondents possessed 2 - 3 types of ICT tools. The intensity of students to access the website was low, for only 38.8% (once a month). The motivation of students to visit the website was mostly to look for information (96.7 %).

3.2 Relationship between the characteristics of students accessing the websites and the effectiveness of Open University website as a medium for administrative and academic information dissemination at UPBJJ-UT Mataram

The relationship between the characteristics of students accessing the website and the effectiveness of the Open University website as a medium for administrative and academic information dissemination in UPBJJ-UT Mataram can be seen in Table 1.

Effectiveness of Information Dissemination	Student Characteristics						
	Age	Gender	Occupation	Income	ICT ownership	Access Intensity	Motivation
Information in the website adds insight/knowledge	.042	168 *	-.065	.057	-.111	-.031	-.136
Information on the website helps study progress	-.068	.006	-.044	.046	-.039	.052	-.089
The website media looks for more information through related links	.024	.078	.039	-.035	-.041	.127	-.988
Courage to express opinions	.080	-.194 **	.049	.122	-.029	.057	-.037
Feeling satisfied with the information on the website	.054	-.999	-.111	.010	-.055	.020	-.032
Favoring the appearance of the website	.079	.078	.011	.048	-.045	.065	-.988
Interacting through the comments column	.118	-.186 *	.000	.138	-.027	.110	.020
Having willingness to actively participate in Open University academic activities	.054	-.171 *	.029	.062	.094	-.046	-.032
Having willingness to advise others to access the website	.037	.055	-.988	.106	.065	.089	-.089

Mataram

**. The correlation is highly significant at 0.01 level (2-tailed).

*. Correlation is highly significant at 0.05 level (2-tailed)

There was a positive relationship between age and the effectiveness of administrative and academic information dissemination through Open University website (www.ut.ac.id) in UPBJJ-UT Mataram. It shows that students understand and are able to adapt to the distance learning system applied by Open University. This positive relationship also shows that the briefing during the student orientation (OSMB) is very useful for students as basic knowledge to support their study in Open University.

Gender factor had a negative relationship with the effectiveness of administrative and academic information dissemination through the website (www.ut.ac.id) in UPBJJ-UT Mataram at $P < 0.01$ and $P < 0.05$. Thus, it can be stated that gender does not have a significant relationship with the information dissemination process. However, gender had a significantly positive relationship with the sub variable of information in the website adding knowledge/insight. This shows that female students think that information available on the website helps them to expand their knowledge or insight.

There was a negative relationship between the sub variable of occupation and the effectiveness of administrative and academic information dissemination through the website (www.ut.ac.id) at UPBJJ-UT Mataram. It was understandable that information dissemination has no relationship with the occupations pursued by the students. There was a positive relationship between income and the effectiveness of the dissemination of administrative and academic information through the website (www.ut.ac.id) at UPBJJ-UT Mataram. This shows that the level of income of students influences the level of Internet access to find information. The higher the level of their income is the higher the level of their access.

The sub variable of ownership of the communication information technology (ICT) media had a negative relationship with the effectiveness of the dissemination of administrative and academic information through the website (www.ut.ac.id) at UPBJJ-UT Mataram. This shows that the ownership of ICT media is not related to the level of website utilization in seeking information. Technological developments allow mobile phones to have various technologies and advanced features that enhance their performance, resembling the features in computers. This has a significant impact on the use of ICT media, especially in internet-based information retrieval. The use of information media today is more on an easy-to-operate and flexible ICT tool such as mobile phones.

There was a positive relationship between the intensity of access and the effectiveness of administrative and academic information dissemination through the website (www.ut.ac.id) at UPBJJ-UT Mataram. This is understandable because the higher the intensity of student visiting the website, the more effective the dissemination of administrative and academic information from the university to students will be. The sub variable of motivation showed a negative relationship with the effectiveness of the dissemination of administrative and academic information through the website (www.ut.ac.id) at UPBJJ-UT Mataram. This shows that students' motivation to visit the website (www.ut.ac.id) has no relationship with the effectiveness of information dissemination.

3.3 The relationship of Open University website usability with the effectiveness of the website as a medium for administrative and academic information dissemination at UPBJJ-UT Mataram

The relationship between the usability of the website and the effectiveness of the website as a dissemination medium for administrative and academic information at UPBJJ-UT Mataram can be seen in Table 2.

Table 2. The relationship of the website usability with the effectiveness of the website as a medium for dissemination of administrative and academic information at UPBJJ-UT Mataram

Effectiveness of Information Dissemination	The usability of Open University website						Suitable display for higher education website	Additional knowledge gained from the website
	The ease of website operation	Clear and understandable website appearance	The ease of website exploration	Easy-to-find website address	Attractive website appearance	Appropriate layout		
Information in the website adds insight/knowledge	,045	,075	,100	,111	,110	,047	-,034	-,047
Information on the website helps study progress	,153 *	,033	,168 *	,184 *	,191 **	,254 **	,091	,040
The website media looks for more information through related links	,279 **	,348 **	,299 **	,199 **	,211 **	,275 **	,384 **	,261 **
Courage to express opinions	,253 **	,361 **	,164 *	,002	,267 **	,211 **	,109	,123
Feeling satisfied with the information on the website	,301 **	,402 **	,406 **	,182 *	,279 **	,491 **	,329 **	,132
Favoring the appearance of the website	,167 *	,144	,065	,075	,436 **	,101	,242 **	,155 *
Interacting through the comments column	,351 **	,300 **	,133	,022	,160 *	,161 *	,057	,041
Having willingness to actively participate in Open University academic activities	,224 **	,049	,082	,096	,279 **	,310 **	,132	,206 **
Having willingness to advise others to access the website	,048	,131	,057	,066	,334 **	,089	,226 **	,243 **

** . The correlation is highly significant at 0.01 level (2-tailed).

* . Correlation is highly significant at 0.05 level (2-tailed)

Table 2 shows the relationship between the usability of the website and the effectiveness of the website as a medium for dissemination of administrative and academic information at UPBJJ-UT Mataram. Most of the variables had positive relationships. This shows that the website is useful and is effectively used as a medium to disseminate administrative information to students at UPBJJ-UT Mataram.

The sub variable of the ease of website operation had a significant and positive relationship with the sub variable of information on the website helping study progress at $P < 0.05$. Thus, it can be stated that the ease of website operation has an influence on students' study progress. This shows that the easier the operation of the website is the faster and easier it is for students to find the information they need. It helps students to access and seek information they need. There was also a significant and positive relationship between the sub variable of the ease of website operation and website media looking for more information through related links at $P < 0.01$ and the sub variable of favoring the website appearance at $P < 0.05$. It is understandable that the availability of related links facilitates and supports students' information retrieval. The available links will ease the students to find the information they need without leaving the website. There was a significant and positive relationship at $P < 0.01$ between the ease of website operation and the sub variable of having courage to express opinions, interacting through the comments column, and being satisfied with the information on the website. It indicates that the information services are good and satisfying for the students. The satisfaction of information services has a positive impact on students to express their opinions and interact with the university by utilizing Hallo UT contact center facility provided on the website. The significant and positive relationship at $P < 0.01$ between the ease of website operation and the variable of having willingness to actively participate in Open University academic activities show that the role of the website as an information dissemination media is successful. This is indicated by the interest and desire of students to play an active role in academic activities that are informed on the website.

There was a significant and positive relationship between the sub variable of clear and understandable website appearance and the sub variables of website media looking for more information through related links, the courage to express opinions, feeling satisfied with information on the website, and interacting through the comment column on the variable of effectiveness of information dissemination at $P < 0.01$. This shows that the website appearance is good and easy-to-understand, so it helps students to search for the needed information. The clear and understandable website appearance attracts students to visit the website.

There was a significant and positive relationship at $P < 0.05$ between the sub variable of the ease of website exploration on the variable of usability of the website and the sub variable of information on the website helping study progress and the courage to express opinions on the variable of effectiveness of information dissemination. This shows that the website design and template are good. The website is also completed with related links, making it easier for students to explore. The ease of finding information greatly helps students. The sub variable of the ease of website exploration also had a significant and positive relationship at $P < 0.01$ with the sub variable of website media looking for more information through related links and the sub variable of being satisfied with information. It is understandable that the ease of website exploration enables the students to explore further or open more links in the website. The significant and positive relationship between the sub variable of the ease of website exploration and sub variable of satisfaction of the website shows that the website is easy to explore and has provided various information needed by students to support their studies at Open University. There was a significant and

positive relationship between easy-to-find website addresses and information on the website helping study progress and also feeling satisfied with the information on the website at $P < 0.01$. This means that the selection of the website name (www.ut.ac.id) is right because students can easily find it on the Internet. The ease of finding the website greatly helps students to quickly obtain the needed information. It has an impact on increasing students' satisfaction with the existence of the website.

There was a significant and positive relationship between the sub variable of attractive website display and sub variables of information on the website was helping to study, website media look for more information through related links, the courage to express opinions, feeling satisfied with information on the website, like the appearance of the website, willingness to actively participate in Open University academic activities, and willingness to advise others to access the website at $P < 0.01$. The significant and positive relationship was also exist between the sub variable of attractive website display and sub variable of interacting through the comment column at $P < 0.05$. This is understandable because the attractive display design and the availability of related links are in accordance with the needs of students. The ease of exploration is the main attraction for students to visit the website frequently. The more the students search for information on the website, the more benefits they can get to help them with their study in Open University. A high intensity of access to the website will foster confidence of the students, so students are brave to interact and leave comments on the website.

The sub variable of appropriate layout in the variable of website usability had a significant and positive relationship with the sub variables of attractive website display, information on the website helping study progress, website media look for more information through related links, the courage to express opinions, feeling satisfied with information on the website, and the willingness to actively participate in Open University academic activities at $P < 0.01$. A significant and positive relationship also existed between the appropriate layout and interactions through the comments column. Therefore, it can be stated that the website layout is appropriate, so students can explore the website to find the needed information easily. The application of this system must be in accordance with the predetermined schedule. This system requires students to be on time to attend lectures at Open University. For this reason, it is important for Open University students to be able to access the website easily. The website, as one of the online-based information sources for students, must consider and plan the layout of information given on the website to enable students to explore the website to find the needed information. The ease of exploration has an impact on the speed and accuracy of information retrieval that is very helpful for supporting learning process in Open University.

A significant and positive relationship existed between the sub variable of suitable display for higher education website on the variable of website usability and the sub variables of media website looking for more information through related links, feeling satisfied with the information on the website, favoring the website, and willingness to advise others to access the website on the variable of effectiveness of information dissemination at $P < 0.01$. Thus, it can be stated that the appearance of the website is suitable for a higher education website. This is indicated by students' satisfaction of the appearance and information available on the website, giving rise to the desire for students to advise others to access the website.

There was a significant and positive relationship at $P < 0.01$ between the sub variable of getting knowledge from the website and the sub variables of media website looking for more information through related links, the willingness to actively participate in academic activities, and the willingness to advise others to access the website. Significant and

positive relationships also existed between the sub variable of addition of knowledge from website and the sub variable of favoring website appearance at $P < 0.05$. This shows that the information provided on the website is in accordance with the student's needs. It can be concluded from the students' opinion that they get additional knowledge after accessing the website. The addition of knowledge and the good website display give impacts on students' desire to suggest other people to participate and access the website.

3.4. Relationship of Information Quality of Open University website and the effectiveness of Open University website as a medium for dissemination of administrative and academic information at UPBJJ-UT Mataram

The relationship between information quality of the Open University website and the effectiveness of the website as a dissemination medium for administrative and academic information at UPBJJ-UT Mataram can be seen in Table 3.

Table 3. Relationship between Information Quality of Open University website and the effectiveness of Open University website as a medium for dissemination of administrative and academic information at UPBJJ-UT Mataram

Effectiveness of Information Dissemination	Information Quality					
	Providing information that is easy to read and understand	Providing clear and accurate information	Providing reliable information	Providing up to date information	Providing information that is relevant to its purpose as an information medium	Presenting information in accordance with the college website format
Information in the website adds insight/knowledge	, 384 **	, 199 **	-, 014	, 034	-, 028	, 111
Information on the website helps study progress	- 055	, 033	-, 018	, 224 **	-, 036	, 184 *
The website media looks for more information through related links	, 182	, 144	-, 017	, 163 *	, 139	, 322 **
Courage to express opinions	, 105	, 156 *	, 130	, 044	, 088	, 126
Feeling satisfied with the information on the website	, 244 **	, 190 **	-, 026	, 383 **	, 307 **	, 525 **
Favoring the appearance of the website	182 *	, 144	-, 017	, 163 *	, 139	, 322 **
Interacting through the comments column	, 070	, 191 **	-, 038	, 080	, 016	, 154 *
Having willingness to actively participate in Open University academic activities	, 325 **	, 332 **	-, 026	, 270 **	, 187 *	, 268 **
Having willingness to advise others to access the website	, 279 **	, 131	-, 018	, 070	, 128	, 301 **

Table 3 shows that most sub variables have positive relationships. This shows that the quality of information available on the website is good, disseminate information well, and meet the students' needs of information at UPBJJ-UT Mataram. The sub variable of easily read and understood information in the variable of information quality had a significant and positive relationship with the sub variable of information in the website adding insight, feeling satisfied with the information in the website, willingness to actively participate in academic activities, and willingness to advice others accessing the websites on the variable of effectiveness of information dissemination at $P < 0.01$. Significant and positive relationships also existed between the sub variable of easily read and understood information and the sub variable of good website appearance at $P < 0.05$. Thus, it can be stated that the information in the website can be understood well by students, so it can add insight and knowledge. Information that is easy to read and understand by students fosters satisfaction. This satisfaction encourages students to actively participate in the academic activities at Open University and advise others to access the website.

There was a significant and positive relationship between the sub variable of clear and accurate information and the sub variable of information in the website adding insight, feeling satisfied with the information on the website, interacting through the comments column, and the willingness to actively participate in the academic activities at $P < 0.01$. Significant and positive relationships also existed between the sub variable of clear and accurate information and the courage to express opinions at $P < 0.05$. It can be understood that the clear and accurate information will have an impact on increasing student knowledge and insight. Clarity and accuracy of information will lead to a sense of satisfaction, giving rise to the desire to interact further and express opinions if there are things that they do not know or need to be conveyed. This feeling of satisfaction will also create a special interest for students to actively participate in academic activities.

Significant and positive relationships occurred between the sub variable of up-to-date information on the website and the sub variables of information on the website that helps study, feeling satisfied with information on the website, and willingness to participate actively in academic activities at $P < 0.01$. Significant and positive relationships also existed between the sub variable of up-to-date information and website media looking for more information through related links and preference to the website at $P < 0.05$. This shows that the information provided on the website is up to date and it grows the desire to dig deeper information in the website through the links provided. The fulfillment of students' need of administrative and academic information helps them in the study process. It fosters students' satisfaction, thus it raises the desire to actively participate in academic activities organized by Open University.

The sub variable of relevant information on the variable of information quality had a significant and positive relationship with the sub variable of satisfying information in the website at $P < 0.01$ and the willingness to actively participate in academic activities at $P < 0.05$. It is understandable that the existence of the website is in accordance with its initial purpose that is dissemination of administrative and academic information to students or public. This is indicated by the students' satisfaction of the existence of the website. Students are satisfied with the ease of finding information and completeness of information in the website. This satisfaction creates willingness to actively participate in every academic activity held by Open University.

There was a significant and positive relationship between the sub variable of suitability of information format with the college format and the sub variable of information on the website helping study process and interaction through the comment column at $P < 0.05$. Significant and positive relationships also existed between the

suitability of information format with the college format and the sub variable of website media seeking more information through related links, feeling satisfied with the information on the website, preference to the website, willingness to participate actively in academic activities and the willingness to advise others to access the website at $P < .01$. It is understandable that the suitability of this format makes it easier for students to understand the website, so it can help students in the study. Furthermore, it is also easy to find the information needed through the links available in it. This conformity fosters confidence in the university legality status as a recognized university by the Ministry of Research, Technology and Higher Education. This belief fosters the desire for students to actively participate in academic activities organized by Open University.

3.5 Relationship between the Interaction Quality of Open University Websites and the effectiveness of Open University website as a medium for dissemination of administrative and academic information at UPBJJ-UT Mataram

The relationship between the interaction quality of the Open University website and the effectiveness of Open University website as a medium for dissemination of administrative and academic information at UPBJJ-UT Mataram

Table 4. Relationship between the Quality of Interaction of Open University Websites and the effectiveness of Open University website as a medium for dissemination of administrative and academic information at UPBJJ-UT Mataram

Effectiveness of Information Dissemination	Interaction Quality						
	Having a good reputation	A sense of security in interactions and transactions	A sense of security in conveying personal data	Attract students to interact	There is a community atmosphere	Ease of giving feedback	A high level of trust in the information submitted by the website
Information in the website adds insight/knowledge	, 218	, 030	, 208	, 256	, 256	, 213	, 319
Information on the website helps study progress	, 158	, 140	, 126	, 027	, 225	, 238	, 142
The website media looks for more information through related links	, 170	, 315	, 142	178	, 316	, 263	, 161
Courage to express opinions	-, 074	, 232	, 205	, 308	, 378	, 250	, 171
Feeling satisfied with the information on the website	, 231	, 259	, 343	, 328	, 328	, 216	, 346
Favoring the appearance of the website	, 369	, 156	, 295	178	, 247	, 326	, 294
Interacting through the comments column	-, 066	, 238	, 172	, 368	, 257	, 212	, 225
Having willingness to actively participate in Open University academic activities	, 231	, 149	, 237	, 280	, 328	, 347	, 300
Having willingness to advise others to access the website	, 348	, 215	, 271	, 159	, 159	, 238	, 206

Table 4 shows that there was no significant relationship between the quality of interaction of Open University websites and the effectiveness of Open University website as a medium for dissemination of administrative and academic information at UPBJJ-UT Mataram. This is understandable because the interaction between students and the website is only limited to information search without direct contact between students and website managers. The impact is that there is no closeness between communicators (website) and communicants (students). Such conditions lead to a low level of interaction intensity, indirect interaction, delayed feedback, and one direction communication. Therefore, the relationship between the qualities of the website interaction with the effectiveness of the website as a medium for information dissemination is not significant.

The results showed that of the four independent variables, the variable of student characteristics and interaction quality showed positive but not significant relationship with the variable of effectiveness of the website as a medium for dissemination of administrative and academic information at UPBJJ-UT Mataram. Furthermore, the variables of usability and information quality of the website indicated a significant and positive relationship with the variable of effectiveness of the website as a medium for disseminating administrative and academic information at UPBJJ-UT Mataram. Therefore, it can be concluded that this research hypothesis can be accepted.

IV. Conclusion

1. There was a positive but not significant relationship between student characteristics and the effectiveness of the website as a medium for dissemination of administrative and academic information at UPBJJ-UT Mataram.
2. There was a significant and positive relationship between the usability of the website and the effectiveness of the website as a medium for dissemination of administrative and academic information at UPBJJ-UT Mataram.
3. There was a significant and positive relationship between the quality of website information and the effectiveness of the website as a medium for dissemination of administrative and academic information at UPBJJ-UT Mataram.
4. There was a positive but not significant relationship between the quality of interaction of the Open University website and the effectiveness of the website as a medium for dissemination of administrative and academic information at UPBJJ-UT Mataram.

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