

MERCU BUANA UNIVERSITY CYBER PR USE THROUGH WEBSITE WWW.MERCUBUANA.AC.ID ON STUDENT SATISFACTION

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ABSTRACT

Cyber PR is a publicity means for Public Relation programs through the internet that is interactive with target publics. This study aims to examine the influence of quality of Cyber PR Website www.mercubuana.ac.id on Student Satisfaction of Faculty of Communication Science, Mercu Buana University. The theory used is the theory of Website quality as Cyber PR and stakeholder satisfaction. The method used is the Explanative Survey Method with a Quantitative approach and a positivist paradigm. The technique of collecting data was by distributing questionnaires to 130 respondents of students of Faculty of Communication Science, Mercu Buana University. Analysis of hypothesis test data using correlation test and simple regression test. The results showed that the quality of the Cyber PR website www.mercubuana.ac.id affected the satisfaction of Faculty of Communication Science students, Mercu Buana University. Practical advice for Mercu Buana University to improve the quality of its website design so that it can satisfy its stakeholders.

Keywords: Cyber PR; Informative Website; Student Satisfaction; Website Security; Website Quality

INTRODUCTION

Mercu Buana University is one of the best private universities in Indonesia. This can be proven from several rankings, such as: ranked 4th in Indonesia private universities, ranked 19th nationally, and ranked 2,512th on international scale based on the webometrics version. (<https://www.medcom.id/pendidikan/news-pendidikan/eN4GY7rK-10-universitas-swasta-terbaik-di-indonesia-2022#:~:text=Kemudian%2C%20ada%20Universitas%20Mercu%20Buana,peringkat%202.512%20di%20skala%20internasional>).

Mercu Buana University ranks 1st in private universities in Indonesia based on AD Scientific Index Analysis. The indicators used in the college assessment have three main components, such as, impact or visibility, openness or transparency, and excellence. (<https://wartakota.tribunnews.com/2022/01/31/universitas-mercubuana-pts-peringkat-satu-di-indonesia-berdasarkan-analisis-ad-scientific-index>.)

This is certainly inseparable from the role of all stakeholders at Mercu Buana University, especially the Public Relations section. One of the work of public relations is to publish information through a website as part of cyber public relations.

Mercu Buana University, abbreviated as UMB, publishes through website www.mercubuana.ac.id, which contains all information on existing academic community activities, including both internal and external PR activities. Stakeholders in the educational

institutions are lecturers, education staff, students, parents of students, and other users, etc. Mercu Buana university website has wide reaches which users could access information needed about activities at Mercu Buana University as one of the implementations of cyber public relation.

Previous research has proven that the use of cyber PR has a positive impact on both companies and agencies that run it. Some of the benefits cyber PR are constant communication and fast response (Kusumawardani, 2016); (Dhia Oktafian Kuldias Putri, 2019); (Irawan, 2018); (Yuliawati & Irawan, Pera, 2016); (Susilo, 2019). Especially the implementation of Cyber PR in universities (E. B., 2016); (Kriyantono, 2020).

The results of the study implemented cyber PR in several companies and universities, while this study focused on specific respondents, namely students of the Communication Science Study Program, who were assumed to understand the work of public relations.

Cyber PR is a public relations activity using digital platforms and the internet. Cyber PR is an innovative strategy by public relations practitioners that is usually used by companies or organizations. Utilization of the internet as an alternative to spreading news considered more efficient. This is caused of time required is relatively shorter and the publication costs required are considered lower. In addition, the coverage of the general public is also wider than the use of the old approach. Ease of access by various groups, in all places, and at various times is another advantage of using the internet. In public relations activities, users can use various platforms, including social media (Ardiansyah, 2018); (Mulyadi et al., 2022); (Ikhsano et al., 2023); (Vardya & Nurhajati, 2022).

The influence of communication technology on public relations can be formed as a tool/media or a new form of public relations activities, which raises the term Cyber PR, PR Net and other forms of public relations name or field of study in Cyber World (virtual world). Lately, PR uses the internet as a means to communicate, and a lot of communication conducted using the internet is more efficient in time and distance. Most public relations activities on the internet are still limited to the one-way communication, which is using traditional mass communication (Susilo & Putra, 2019).

According to Falk in *Kriyantono (Kriyantono, 2006)*, to manage a website in cyber PR, are: (1) Every link offered must be online (no dead online). All links must be active. Don't let the click turn out to be inactive. This clearly disappoints users, and if it happens repeatedly it will undermine public trust; (2) Contact information. If user needs more information, there should be information on how to get it. Then the user's request must be answered. If not, the website is considered unprofessional. (3) Placement of Information. Since we read from left to right, the more important information should be placed on the left side of the screen to ensure it is read first by users. (4) Use of Color. Use colors that allow the content on the website to be easily read. Color also serves to make the display more attractive as long as it does not interfere with efforts to read information. (5) Easy to use. Information on the website must be readily available and placed in a logical order. Hyperlinks must be accurate and clearly marked. Each level in the website should allow users to return to the previous level and move to the next level (previous & forward level). User also can always return to the homepage. (6) Purpose. The purpose of the website will determine the quantity and type of information in it. Websites are usually divided into three categories: Presence model, used for promotional tools, Information model, filled with various message materials, including information for the press, E-commerce model, designed to create and maintain sales.

Cyber Public Relations or E-PR is a public relations initiative that uses the internet as a means of publicity (Basit & Rahmawati, 2018). By utilizing the internet, companies are trying to build a one-to-one relationship simultaneously and interactively with their target public. These cyber public relations activities can produce what is called the 3R for the company, namely: 1. Relations, able to interact with various target audiences to build relationships and corporate image 2. Reputation, as the most important asset in a business. Cyber public relations is an art in building online reputation on an ongoing basis 3. Relevance, online public relations initiative activities are relevant to corporate public targets.

Regarding cyber PR, there are several other names that are often used, including e-PR, online PR, new media, online media, and so on. In general, e-PR is an abbreviation of the words electronic, public, and relations. In terminology, according to Onggo, e-PR is a PR initiative that uses the internet as a means of publicity. (Basit & Rahmawati, 2018); (Hidayatullah et al., 2021)

Some cyber public relations strategies that can be used include: 1. Online publications 2. Social Media 3. Online communities, one of which is a Website.

"Website is an internet facility that connects documents both locally and remotely" (Ardiansyah, 2018). "Web is a system related to documents that are used as media to display text, images, multimedia, and others on the internet network" (Kaleel et al., 2019). "Website design is a process of planning and creating the look and feel of a website. Website design is a representation of the physical environment of the store that can affect customer perceptions of the store" (Azam, 2015); (E. B., 2016)

According to Hsiu (Lee & Lin, 2005), "Website design is the extent of user-friendliness to shop at online retailers. Website design also represent the usability of the website, reliability, convenience of access, and ease of use. Website design found to be a significant determinant of customer satisfaction for online retailers".

Website design has a second effect on customer satisfaction. Website features related to website appearance allow customers to use the website easily and provide hedonic value. For example, logos and background borders help consumers to find information easily and provide a pleasant shopping experience. Online shopping can satisfy customers when the website has information that is easy to find, fast, and fun.

"Website design is measured by six aspects, online retailers are visually attractive, have a well-organized display, reliable, easy to access, easy to use, and comfortable to use. (Ardiansyah, 2018); (Priskila & Priskila, 2020). "Website design found to be a significant determinant of customer satisfaction for online retailers. The better the quality of the design, including attractive visuals, website appearance and fast website response, consumers will be more satisfied with the website. Consumers tend to buy from e-commerce where they can recognize the quality of the website". "Information quality has a big effect on customer satisfaction. Additional information will improve the quality of the choices customers made, which in turn results in experiences that create higher customer satisfaction when choices are made." (Prasetiyo & Priyadi, 2018); (Chang et al., 2009); (Humaizi et al., 2020); (Kaleel et al., 2019). Based on this research, it can be concluded that website design has a positive impact on customer satisfaction

According to Hsiu (Lin, 2007) (Lee & Lin, 2005), Informativeness is an ability to inform customers about product alternatives, presenting information to audiences in an easy way, promotions that seek to develop good demand from services, organizations, people, places, ideas, and problems. There are four items to measure variable of informativeness. Online retailers provide up-to-date, accurate, useful, and complete information.

Hsiu stated, "Security of online transaction is a protection system designed to protect computer systems and data from intentional or accidental damage or access by unauthorized persons". Security of online transaction is the extent to which customers believe that online payments are secure. "Security of online transactions are policies, procedures, and technical measures used to prevent unauthorized access, alteration, theft, or physical damage to information systems". (Lin, 2007); (Sahi, 2015).

In accord with Hsiu (Lee & Lin, 2005), "Indicators of safe online transactions are secure credit cards usage to make payments and safe in making payments online". According to Fernandus and Legowo (Fernandus & Legowo, 2020), "Indicators of website security are, personal information is safe, privacy is protected when using e-commerce, assurance and safe transactions."

Customer satisfaction is assessed by three statements, such as, online retailer information meets the needs of customer, ease of access on product purchases at online retailers, and satisfaction with the online transaction experience. Statements about customer satisfaction, namely e-commerce is used quite efficiently, the shopping experience exceeds expectations, recommends e-commerce to others, and e-commerce is considered quite effective. (Lin, 2007); (Fernandus & Legowo, 2020); (Ananda & Devesh, 2019); (Yarimoglu, 2013).

Based on these information, this study examines the impact of the quality of the Cyber PR website www.mercubuana.ac.id on satisfaction level of student of Communication science faculty of Mercu Buana University.

Based on the literature above, the hypotheses of this research are:

H0. : There is no influence between the quality of cyber PR website www.mercubuana.ac.id on student satisfaction of communication science faculty of Mercu Buana University

1. Ha. : There is influence between the quality of cyber PR website www.mercubuana.ac.id on student satisfaction of Faculty of Communication Science, Mercu Buana University
2. Ha : There is influence between the design of cyber PR website www.mercubuana.ac.id on student satisfaction of Faculty of Communication Science, Mercu Buana University
3. Ha. : There is influence between informativeness of cyber PR website www.mercubuana.ac.id on student satisfaction of Faculty of Communication Science, Mercu Buana University
4. Ha. : There is influence between security of cyber PR website www.mercubuana.ac.id on student satisfaction of Faculty of Communication Science, Mercu Buana University.

METHOD

This study uses a positivistic paradigm. The method used is an explanatory quantitative survey. Primary data obtained by questionnaire. In this study, the choice of population is limited population and will be the subject of research, communication science graduate school student of Universitas Mercu Buana (UMB), Jakarta. In this study, sampling done using purposive technique. This technique is used in selecting samples specifically based on research objectives. The number of active students at the Faculty of Communication Sciences UMB in 2020/2021 is 4168 students (https://pddikti.kemdikbud.go.id/data_pt/RjBCQTY0RjctRDJGRS00RjQ2LUI4QUMtRERCNUYzMTBGQjU1). The sample of this study chosen was limited to 130 graduate students. The determination of the sample size of 130 respondents was carried out directly and purposely because it was not known with certainty from the population. This sampling technique was

chosen based on purposive sampling. The data analysis technique used is to test the hypothesis. Hypothesis testing is answered by using inferential statistical tests with correlation tests and simple regression tests.

RESULT AND DISCUSSION

The results of this study began with testing the instrument on the respondents. The results of the reliability test are as follows:

Table 1.1. Reliability Statistics Test

Cronbach's Alpha	N of Items
.942	23

Based on the results of the reliability test, Cronbach's Alpha result of 0.942, means that the questionnaire instrument is reliable and can be continued to distribute the questionnaires to the respondents of Mercu Buana University (UMB), Communication Science students, as one of public target of PR.

The identity of the respondents in this study can be described, namely: Respondents are students of the Faculty of Communication Sciences, Communication Studies Program which consists of Broadcasting (55.4%), Public Relations (23.8%), Marketing Communication and Advertising (12.3%) and Digital Communication (8.5%). Respondents consist of women (55.4%) and men (44.6%).

Next is the research results obtained by conducting Hypothesis Testing by conducting correlation tests and regression tests, as follows: (1) Hypothesis Testing 1: Website Quality Variables on Student Satisfaction Variables.

Table 1.2. Correlation test on Website Quality and Student Satisfaction

		Quality of Cyber PR Website www.mercubuana.ac.id	UMB Student Satisfaction
Quality of Cyber PR Website www.mercubuana.ac.id	Pearson Correlation	1	.847**
	Sig. (2-tailed)		.000
	N	129	129
UMB Student Satisfaction	Pearson Correlation	.847**	1
	Sig. (2-tailed)	.000	
	N	129	130

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the table above, the correlation between the quality of the website www.mercubuana.ac.id and student satisfaction of the Faculty of Communication Sciences at Mercu Buana University is positive and strong at 0.847.

Furthermore, in table 1.4. the results of the test of the effect of the quality of the website www.mercubuana.ac.id on student satisfaction of the Faculty of Communication Sciences at Mercu Buana University is 0.714. This means that the contribution of the variable quality of the website www.mercubuana.ac.id to student satisfaction of the Faculty of Communication Sciences at Mercu Buana University is 71.4%, the remaining 28.6% is influenced by other variables not examined in this study.

Table 1.3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.847 ^a	.717	.714	1.61894

a. Predictors: (Constant), Kualitas Website Cyber PR www.mercubuana.ac.id

Table 1.4. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	842.036	1	842.036	321.269	.000 ^b
	Residual	332.863	127	2.621		
	Total	1174.899	128			

a. Dependent Variable: UMB Student Satisfaction

b. Predictors: (Constant), Quality of Cyber PR website www.mercubuana.ac.id

Based on Table 1.4. shows the calculated F value of 321,269 with a Significant level of Sig 0.000 < 0.05, while the F_{table} value at the 95% with confidence level ($\alpha = 0.05$) is = 3.94. Thus the value of $F_{count} > F_{table}$, which is $321.269 > 3.94$. This means that hypothesis 1 is proven that there is an influence on the quality of the Cyber PR website www.mercubuana.ac.id on UMB student satisfaction.

Table 1.5. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.515	1.253		2.008	.047
	Quality of cyber PR website www.mercubuana.ac.id	.395	.022	.847	17.924	.000

a. Dependent Variable: UMB student satisfaction.

Based on the table above, a = 2.515, which means that if there is no quality Cyber PR website www.mercubuana.ac.id (X) then the consistency value of Faculty of Communication Sciences student satisfaction at Mercu Buana University (Y) is 2.515. Meanwhile, b = 0.395, which means that for every 1 point added to the quality of the cyber PR website www.mercubuana.ac.id (X), Communication Sciences student satisfaction at Mercu Buana University.

t count 17.924

t table = $(0.05/2 : 127) = 0.025 : 127 = 1.97882$

t count > t table, so it can be concluded that the quality of the Cyber PR website www.mercubuana.ac.id has an effect on Communication Sciences student satisfaction at Mercu Buana University.

The results of the second hypothesis test: There is an influence between the design of cyber PR website www.mercubuana.ac.id of Communication Sciences at Mercu Buana University is as follows:

Table 1.6 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673 ^a	.452	.448	2.24204

a. Predictors: (Constant), Web design

The results of the study in table 1.6 show that the test results of the influence of the Cyber PR website design www.mercubuana.ac.id on student satisfaction at Mercu Buana University are 0.452. This means that the contribution of the www.mercubuana.ac.id web design variable to student satisfaction at Mercu Buana University is 45.2%, the remaining 54.8% is influenced by other variables not examined in this study.

Table 1.7. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.207	1.435		7.113	.000
	Web design	.693	.067	.673	10.283	.000

a. Dependent Variable: UMB Student Satisfaction

Based on the table above, a = 10.207, which means that if there is no Cyber PR website design www.mercubuana.ac.id (X) then the consistency value of Communication Sciences student satisfaction at Mercu Buana University (Y) is 10.207. Meanwhile b = 0.693, which means that for every additional 1 point of cyber PR design website www.mercubuana.ac.id (X), the student satisfaction will increase by 0.693. Then the regression equation is: $Y = 10.207 + 0.693X$

t count 10,283

t table = $(0,05/2 : 128) = 0,025 : 128 = 1,97887$

t count > t table, so it can be concluded that the design of the Cyber PR Website www.mercubuana.ac.id has an effect on UMB student satisfaction.

Table 1.8. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831 ^a	.691	.688	1.69186

a. Predictors: (Constant), Informativeness

The results of the study in table 1.8 show that the results of the test of the influence of the informativeness of the Cyber PR website www.mercubuana.ac.id on the student satisfaction of UMB is 0.691. This means that the contribution of the variable Informativeness on website www.mercubuana.ac.id to student satisfaction of UMB is 69.1%, the remaining 30.9% is influenced by other variables not examined in this study.

Tabel 1.9. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.031	1.185		4.246	.000

Informativeness	1.124	.067	.831	16.836	.000
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a. Dependent Variable: UMB Student Satisfaction

Based on the table above, $a = 5,031$ which means that if there is no informativeness of the Cyber PR website www.mercubuana.ac.id (X), the consistency value of student satisfaction of UMB (Y) is 5.031. Meanwhile $b = 1.124$ which means that for every additional 1 point of Informativeness of cyber PR website www.mercubuana.ac.id (X), the student satisfaction of UMB will increase by 1.124. Then the regression equation is: $Y = 5.031 + 01,124X$

t count 16,836

t table = $(0,05/2 : 127) = 0,025 : 127 = 1,97882$

t count > t table, so it can be concluded that the Informativeness of the Cyber PR Website www.mercubuana.ac.id has an effect on UMB student satisfaction.

The results of the fourth hypothesis test: There is an influence between security of the cyber PR website www.mercubuana.ac.id on student satisfaction of UMB as follows:

Table 1.10. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749 ^a	.561	.558	2.00708

a. Predictors: (Constant), Security

The results of the study are in table 1.10. shows that the results of the test of the effect of Cyber PR website security www.mercubuana.ac.id on student satisfaction of UMB is 0.561. This means that the contribution of the www.mercubuana.ac.id security variable to the satisfaction of students at Mercu Buana University is 56.1%, the remaining 43.9% is influenced by other variables not examined in this study.

Tabel 1.11. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.601	1.435		4.599	.000
	Security	1.031	.081	.749	12.793	.000

a. Dependent Variable: Satisfaction of UMB student

Based on the table above, $a = 6.601$, which means that if there is no Cyber PR website security www.mercubuana.ac.id (X) then the consistency value of student satisfaction of UMB (Y) is 6.601. Meanwhile $b = 1.031$ which means that for every additional 1 point of security for the cyber PR website www.mercubuana.ac.id (X), the student satisfaction of UMB will increase by 1.031. Then the regression equation is: $Y = 6.601 + 1.031X$

t count 12,793

t table = $(0,05/2 : 127) = 0,025 : 127 = 1,97887$

t count > t table, so it can be concluded that the security of the Cyber PR Website www.mercubuana.ac.id has an effect on UMB student satisfaction.

Discussion

Based on the description of the research results, it can be seen that the results of the calculation of the second hypothesis are lower than the results of the other hypotheses. The

influence of the design variable of website www.mercubuana.ac.id on student satisfaction of the Faculty of Communication Science, Mercu Buana University, is 45.2%. Questionnaire answers shows that the majority of respondents answered neutrally, for example regarding attractive visuals (41.5%); layout view (37.7%); reliability in finding information (32.3%); Easy to access (30%); easy to use (33.8%); Comfortable to use (43.1%). The majority of respondents considered design of cyber PR website www.mercubuana.ac.id not satisfactory.

The results of this study are also in line with (Ageeva et al., 2018); (Fernandus & Legowo, 2020); (Hastuti & Susilowati, 2020) that Cyber PR website design affects stakeholder satisfaction.

In the third hypothesis, regarding informativeness of 69.1%. However, if viewed from the items of the questionnaire, it can be analyzed that the majority of respondents answered neutrally for questions regarding information that is always up to date (53.8%); Information is described accurately (48.5%); Information is fully described (46.9%); Information is satisfactory (43.1%).

The results of this study are also supported by (Azam, 2015); (Lin, 2007), that informativeness must be considered in cyber PR websites to generate satisfaction for its stakeholders.

In the last hypothesis regarding security of cyber PR website, the results show that the majority of respondents answered Neutral regarding the Cyber PR website www.mercubuana.ac.id providing convenience of transaction during registration (46.2%); feel safe in registration transactions (45.4%); feel confident in transacting (49.2%); privacy protected (38.5%).

These results are in line with research conducted by (Bagga & Bhatt, 2013); (Fernandus & Legowo, 2020); (Lin, 2007) that security of cyber PR website security can provide satisfaction to its stakeholders.

Meanwhile, in terms of satisfaction with the quality of the website, the majority of respondents answered neutrally regarding satisfaction with the experience of visiting the website, exceeding the expectations in my mind (63%); will recommend the use of the website to others (46.2%).

These results are in line with research conducted by (Sahi, 2015); (Yarimoglu, 2013); (Ardiansyah, 2018) that the quality of the cyber PR website can provide satisfaction to its stakeholders.

Based on the average value in each variable dimension, it can be seen as follows:

Table 1.12. Average value

No.	Dimension	Mean
1	Website Design	3,5
2	Website Informativeness	3,5
3	Website Transaction	3,5
4	Variable X Website Quality	3,5
5	Effectiveness	3,5
6	Efficient	3,6
7	Variable Y Information Satisfaction	3,55

The table above shows that respondents assessed each dimension in variable X website quality as good on average (1.12.). This explains that respondents consider Cyber PR's work in managing the Website: www.mercubuana.ac.id to be effective and efficient.

CONCLUSION

This study concludes that: (1) the First Hypothesis is proven that there is an influence on the quality of the cyber PR website www.mercubuana.ac.id on student satisfaction of Faculty of Communication Science, Mercu Buana University. (2) The Second Hypothesis is proven that there is an influence between web design of cyber PR website www.mercubuana.ac.id on student satisfaction of Faculty of Communication Science, Mercu Buana University. (3) The Third Hypothesis is proven that there is an influence between the Informativeness of the cyber PR website www.mercubuana.ac.id on student satisfaction of Faculty of Communication Science, Mercu Buana University (4) The Fourth Hypothesis is proven that there is an influence between the security of the cyber PR website www.mercubuana.ac.id on student satisfaction Faculty of Communication Science, Mercu Buana University.

Based on the results of the study, the researcher suggested that the website design elements to be improved, especially the visual elements, layout, ease of searching and accessing information for user benefit. Furthermore, from the Informativeness side, information must be up to date, accurate and complete.

The limitation of this study is the small number of samples obtained from respondents who filled out the questionnaire, especially from Public Relations students, Faculty of Communication, Mercu Buana University.

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