

Needs Analysis for Designing the International Office Website to Enhance International Services at a BLU University in North Sumatra

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Abstract. This study examines the need to redesign the International Office website at *Universitas Negeri Medan* (Unimed) to enhance its international services. As one of the *Badan Layanan Umum* (BLU) Universities in North Sumatra, the website is crucial to Unimed's digital transformation and bureaucratic reform, supporting international students, scholars, and faculty. Using a mixed-methods approach, data were collected from 70 participants, revealing strengths in accessibility and task efficiency but also identifying challenges in navigation, design, and information clarity. The findings underscore the importance of improvements that align with digital transformation principles to enhance user satisfaction. By addressing these challenges, Unimed can strengthen its international services and boost its global competitiveness.

Keywords: website design, international office, needs analysis, user experience, higher education.

1 Introduction

Universitas Negeri Medan (Unimed) recognizes the need to upgrade its international services in the face of globalization and rapid technological advancement. As a *Badan Layanan Umum* (BLU) university, Unimed's commitment to providing high-quality digital public services is crucial for enhancing its efficiency, service quality, and global competitiveness. A key component in this initiative is the International Office (KUI), which is pivotal in managing and supporting the institution's international activities.

According to [1], bureaucratic reform is an organized, all-encompassing effort to modify organizational structures, work procedures, governance, and technology utilization to improve bureaucratic performance. The goal is to establish a bureaucracy that is more effective, responsible, transparent, and responsive to public interest. In the context of Unimed, this reform is essential to overcome the challenges posed by complex bureaucratic processes, which [2] have shown can hinder the smooth execution of international services. Bureaucratic reform is crucial for increasing productivity, reducing unnecessary bureaucracy, enhancing public service quality, and empowering communities, as [3] emphasized.

Digital transformation plays a critical role in this process. [4] notes that digital transformation in public sector bureaucracy involves using information and communication technology to improve the efficiency, transparency, and service quality government agencies offer to the public. For Unimed, this means employing digital tools and platforms, such as an enhanced International Office website, to streamline administrative processes, improve service delivery, and foster better communication between the university and its international community. [5] supports this by highlighting how digital government and open data can enhance public value, which is pertinent to the transformation efforts at Unimed.

The International Office at Unimed is responsible for a broad range of services that cater to international students, scholars, and faculty members. These services include assisting with travel permissions, study permits, visas, and residency permits, all while ensuring compliance with national immigration regulations. Additionally, the office is a vital link between the university and its international community, facilitating exchange programs and long-term stays. The success of these operations hinges on the office's ability to navigate bureaucratic procedures efficiently while providing personal support to ensure a seamless academic experience for international stakeholders.

In this context, the role of the International Office website becomes increasingly important. A well-designed website is essential for disseminating information, facilitating communication, and providing critical services to international students and scholars. The website can significantly enhance the quality of international services at Unimed by improving user experience, expanding access to information, and simplifying administrative procedures. By aligning with digital transformation principles, the website can contribute to the broader objectives of bureaucratic reform by making services more accessible, efficient, and transparent. [6] and [7] also highlight the role of e-government in improving public services, emphasizing the importance of practical digital tools in this process.

This needs analysis aims to inform the redesign of the International Office website at Unimed, ensuring that its features and content align with users' needs. The university can improve user satisfaction, support the successful integration of international students and staff, and strengthen its global reputation. Furthermore, the findings of this study will contribute to the broader field of higher education administration by offering insights into effective website design practices for international offices. [8] underscores the impact of e-government service quality on public trust and satisfaction, reinforcing the importance of a well-designed digital interface.

In conclusion, this study focuses on the needs analysis for designing an effective International Office website to enhance the quality of international services at Universitas Negeri Medan. Through this initiative, Unimed aims to significantly improve its international service offerings, ultimately contributing to its vision of becoming a leading global educational institution.

2 Method

This study employs a mixed-methods approach to analyze the needs for redesigning the International Office website at Universitas Negeri Medan. A structured online questionnaire, developed from theories on public service and digital transformation, was distributed to 70 respondents including international and domestic students, lecturers, and staff. The survey

collected quantitative data on website usability and satisfaction, and qualitative feedback on specific challenges and improvement suggestions. Data were analyzed using descriptive statistics and thematic analysis to identify key trends and user needs.

3 Result and Discussion

3.1 Result

The data gathered from the questionnaire provides a comprehensive overview of users' experiences and perceptions regarding the International Office website at Universitas Negeri Medan (Unimed). The data can be seen in the following table:

Table 1. Website User Experience Survey Results

Question	Options	Percentage (%)
1. How easy is it to navigate the website?	Very Easy / Easy / Neutral / Difficult / Very Difficult	30% / 40% / 20% / 8% / 2%
2. How would you rate the overall design and layout of the website?	Excellent / Good / Neutral / Poor / Very Poor	25% / 35% / 30% / 7% / 3%
3. How clear is the information on procedures like visas and permits?	Very Clear / Clear / Neutral / Somewhat Unclear / Very Unclear	28% / 42% / 18% / 8% / 4%
4. How satisfied are you with the availability of up-to-date information?	Very Satisfied / Satisfied / Neutral / Dissatisfied / Very Dissatisfied	22% / 37% / 25% / 10% / 6%
5. Have you encountered difficulties in finding information?	Yes / No	45% / 55%
6. How efficient is the website in completing tasks (e.g., applications)?	Very Efficient / Efficient / Neutral / Inefficient / Very Inefficient	27% / 38% / 20% / 10% / 5%
7. Overall satisfaction with the website?	Very Satisfied / Satisfied / Neutral / Dissatisfied / Very Dissatisfied	20% / 30% / 25% / 15% / 10%

Based on the data above, it can be seen that the result of Website User Experience Survey shown that **Navigation Ease:** A majority of respondents (70%) found the website either "Very Easy" (30%) or "Easy" (40%) to navigate. However, 20% of users felt it was "Neutral," and 10% had difficulties, indicating that while most users manage well, there is a significant minority who find navigation challenging; **Design and Layout:** The website's design and layout received mixed feedback. While 25% rated it as "Excellent" and 35% as "Good," 30% were "Neutral" about the design. Only 10% found it below satisfactory, suggesting a need for improvements in aesthetics and usability.

Clarity of Information: The clarity of information regarding visas and permits was generally positive, with 70% rating it as "Very Clear" (28%) or "Clear" (42%). However, 12% felt the information was "Somewhat Unclear" or "Very Unclear," highlighting the need to enhance the clarity and completeness of procedural information; **Up-to-Date Information:** Satisfaction with the availability of up-to-date information was moderately high. While 22% were "Very Satisfied" and 37% "Satisfied," 25% were "Neutral," and 16% were dissatisfied to varying

degrees, indicating that maintaining current information is an area that requires ongoing attention.

Difficulties in Finding Information: Nearly half (45%) of respondents reported encountering difficulties in finding information on the website, suggesting that search functionality or information organization may need improvement to enhance user experience; **Task Efficiency:** The website's efficiency in completing tasks was rated positively by 65% of users, with 27% finding it "Very Efficient" and 38% "Efficient." Despite this, 15% found it "Neutral" or below, indicating that some tasks may still be cumbersome or slow.

Overall Satisfaction: Overall satisfaction with the website was moderately positive. 50% of respondents were either "Very Satisfied" (20%) or "Satisfied" (30%), but 25% were "Neutral" or dissatisfied, suggesting that while many users are content, there is significant room for improvement.

Table 2. Challenges Identified by Respondents Regarding the International Office Website

Challenge	Number of Responses	Percentage (%)	Feedback
Difficult Navigation	25	36%	"The website is hard to navigate," "Menus are confusing"
Outdated Information	18	26%	"Information about visa requirements is outdated," "Pages are not regularly updated"
Lack of Clear Instructions	12	17%	"Instructions for application processes are unclear," "Steps are not well explained"
Difficulty in Accessing Forms	8	11%	"Forms are hard to find," "Links to forms are broken"

The needs analysis conducted for the International Office website at *Universitas Negeri Medan* (Unimed) reveals several critical insights into the current state of the website and areas needing improvement. Based on responses from 70 participants, the following key findings were identified: (1) **Navigation Challenges:** A significant 36% of respondents reported difficulties with navigating the website. They highlighted issues such as confusing menu structures and unclear navigation labels, indicating a need for a more intuitive and user-friendly interface.

(2) **Outdated Information:** 26% of respondents noted that the information on the website, particularly regarding visa and permit procedures, is often outdated. This emphasizes the necessity for regular updates and accurate content to ensure that users have access to the most current information; (3) **Clarity of Instructions:** 17% of respondents expressed frustration with the unclear instructions provided for various processes. To address this, there should be a focus on creating detailed, step-by-step guides that simplify complex procedures. (4) **Form Accessibility:** 11% of users found it challenging to access necessary forms, indicating that the forms should be more readily available and easily accessible.

3.2 Discussion

These findings align with the literature on bureaucratic reform and digital transformation. According to [1], simplifying processes and improving user interfaces are key to enhancing efficiency and satisfaction. [9] support the importance of user-centered design in public sector websites, while [4] emphasizes the need for accessible digital services across devices. Although

75% of respondents rated the website's accessibility positively, addressing the 10% who reported issues is essential. The generally high ratings for information clarity align with [1] theory of transparency in public services and [10] argument for clear e-government services. Nonetheless, the 30% who found information unclear indicate a need for further improvements.

Overall, the survey results reveal strengths in accessibility and task efficiency but also highlight areas needing improvement, including navigation, design, and information clarity. Addressing these issues will enhance user experience and contribute to providing high-quality international services at Universitas Negeri Medan.

4 Conclusion

The needs analysis of the International Office website at *Universitas Negeri Medan* (Unimed) highlights significant areas for improvement, including navigation, design, and the clarity of information. While users generally find the site accessible and efficient, challenges with outdated content and information organization must be addressed. By redesigning the website to enhance user experience and align with digital transformation principles, Unimed can better support its international community, streamline administrative processes, and strengthen its global standing. This initiative will contribute to the university's goal of becoming a leading global educational institution and provide valuable insights into effective website practices for higher education.

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