

The Effectiveness of Public Information Disclosure Policies in State Religious Universities: A Study of Satisfaction Surveys, Digital Analysis, and Information Services at UIN Sunan Gunung Djati Bandung

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ABSTRACT

This study aims to analyze the effectiveness of public information disclosure policies at UIN Sunan Gunung Djati Bandung through a study of satisfaction surveys, digital analysis, and public information services. This study uses a qualitative descriptive approach supported by quantitative analysis obtained from user survey results, digital traffic data, and documentation of public information services recorded by PPID. The results of the study show that the public information disclosure policy at UIN Bandung has been quite effective in providing access to information that is transparent, easy to reach, and in accordance with regulations. The level of public satisfaction is relatively high, supported by the increase in digital access over time, as well as the responsiveness of public information services. However, there are several areas for improvement, especially related to digital channel optimization, sustainability of socialization, and improving the quality of face-to-face services. These findings affirm the importance of synergy between policies, digital technology, and public services in realizing an accountable and participatory university.

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1. INTRODUCTION

Law Number 14 of 2008 concerning Public Information Disclosure (UU KIP) has required every public body to provide transparent, fast, and appropriate access to information to the public. In today's digital era and information democracy, openness is a strategic instrument in building public trust, increasing accountability, and encouraging public participation in public policy and services. (UU No. 14 Year 2008 , n.d.)

The importance of the implementation of public information disclosure is reflected in its application in various public bodies. A number of studies show the practice of information disclosure in Ministries, State-Owned Enterprises (SOEs), Provincial Governments, City/Regency Governments (Giffari et al., 2024) (Rachmiation et al., 2013) (Marietha , 2017) (Setiaman et al., 2013)

(Beautiful & Shirley, 2018) (Baharuddin, 2020), Political Parties, Public Broadcasting Institutions (LPP), (Rachmiation et al., 2013) (Nababan, 2019) and State Universities. This indicates that information disclosure is not only normative, but also a real need in improving the quality of institutional governance. (Ratnasari et al., 2018; Rozikin et al., 2020)

Public information disclosure is one of the main pillars of *Good Governance*, because it is the foundation for creating transparency, accountability, and community participation in the implementation of public services. In the context of State Universities (PTN), public information disclosure is also a pillar of Good University Governance that ensures that every policy, program, and achievement of the institution can be accessed clearly and accountable, thereby strengthening the trust of the academic community and the wider community in good university governance. (Ricky & Rahimallah, 2022) (Retnowati, 2012) (Syria, 2017) (Milad et al., 2019) (Fadila et al., 2022)

As one of the state religious universities, UIN Sunan Gunung Djati Bandung has the responsibility to apply the principle of public information disclosure optimally. UIN Bandung's commitment to realizing an informative university is marked by the establishment of the Information and Documentation Management Officer (PPID) in 2021. Through PPID, UIN Bandung seeks to compile, provide, and disseminate public information on a regular basis, as well as serve information requests from the public. These efforts are not only important to meet regulatory obligations, but also to strengthen the image of institutions and ensure inclusive educational services that are responsive to public needs. This commitment is reflected in the achievements achieved: UIN Bandung has obtained (*Profile | PPID UIN Sunan Mountain Djati Bandung*, n.d.) the *informative* title for three consecutive years, with the achievement in 2024 ranking first in the National State Religious University (PTKN) category and 15th in the State University (PTN) category throughout Indonesia. (*Statistics | PPID UIN Sunan Mountain Djati Bandung*, n.d.)

However, the effectiveness of the implementation of information disclosure in the campus environment still faces a number of challenges. Not all information can be easily accessed, some people do not know their rights to public information, and the results of monitoring and evaluation by the Information Commission show that there are variations in performance between universities. On the other hand, previous studies have focused more on general government institutions, while the practice of information disclosure in the higher education sector, especially religious universities, has not been studied in depth. This condition shows the need for an empirical study that not only assesses regulatory compliance, but also measures the effectiveness of policies through user satisfaction levels, use of digital channels, and quality of public information services.

Based on this background, this research was conducted to answer the main question: to what extent is the public information disclosure policy at UIN Sunan Gunung Djati Bandung effective in increasing access to information for the public? To answer this question, this study analyzes the effectiveness of the policy through three aspects, namely public satisfaction surveys, digital data analysis, and information service documentation by PPID.

This research is expected to make an empirical contribution to the study of information disclosure in the higher education sector, especially in religious universities. The novelty of the research lies in its focus on PPID practice at UIN Bandung with a combination approach of satisfaction survey, digital analysis, and information service review that was still rarely used in previous studies. Theoretically, the results of this study enrich the literature on information disclosure in higher education; Practically, it can be a reference for policy makers in improving the quality of public information services that are more inclusive, participatory, and transparent.

2. METHODS

This study uses a qualitative descriptive approach with the support of quantitative analysis. This approach was chosen to gain a deep understanding of the implementation of the public information

disclosure policy at UIN Sunan Gunung Djati Bandung, as well as systematically describe the processes, achievements, and obstacles faced by PPID in improving access to information for the public.

The research was carried out at UIN Sunan Gunung Djati Bandung with a focus on the Information and Documentation Management Officer (PPID) unit as the main implementer of the public information disclosure policy. The research period covers the first semester (January–June 2025), with data collection carried out in stages.

Data collection techniques include:

- Documentation study of internal regulations, e-Monev reports, quarterly public information service satisfaction survey reports, and recapitulation of information requests both online and offline.
- Digital performance analysis, namely through secondary data from Google Search Console, to assess the accessibility of information through the PPID website page.

The data obtained were analyzed using two main techniques. First, thematic qualitative analysis to identify patterns of findings from documentation studies. Second, a descriptive quantitative analysis of survey results and digital access metrics to provide an objective measure of the effectiveness of information services. The results of the analysis are presented in the form of descriptive narratives, tables, and simple visualizations to provide a comprehensive picture of the actual conditions of information disclosure in the campus environment.

3. FINDINGS AND DISCUSSION

1. Structure and Mechanism of Public Information Management at UIN Bandung

UIN Bandung has a special unit responsible for public information disclosure, namely the Information and Documentation Management Officer (PPID). The PPID structure is led by the PPID Superior who is held by the Rector, assisted by the Chairman of the Main PPID who is in charge of coordinating policies and the implementation of public information services. In carrying out its duties, PPID received the support of the Steering Team consisting of Vice Chancellors, as well as Vice Chairmen I and II who coordinated operational activities. The technical implementation of information services is managed by the Coordinator and Secretary of the Implementing PPID who lead five fields of work, namely: (1) Information Dispute Resolution, (2) Information Dissemination Field, (3) Information Service Field, (4) Information Provider Field, and (5) Information System Field. Each field has a specific mandate, ranging from handling information requests and disputes, managing content and publications, providing data according to public information categories, to ensuring information technology infrastructure supports openness. (*Structure Organisasi | PPID UIN Sunan Mountain Djati Bandung*, n.d.)

All work mechanisms are carried out based on technical guidelines referring to Law Number 14 of 2008 concerning Public Information Disclosure and Central Information Commission Regulation Number 1 of 2021 concerning Public Information Service Standards. UIN Bandung has established the Public Information Service Guidelines along with a number of SOPs. Within the framework, the public information provided includes four main categories: (1) information that must be announced periodically, (2) information that must be made available immediately, (3) information that must be made available at all times, and (4) information that is excluded based on the consequence test. This classification ensures that each type of information is managed according to the level of urgency, relevance, and protection of confidential data. (*Guidelines Then SOP | PPID UIN Sunan Mountain Djati Bandung*, n.d.)

2. Information Services Channels and Accessibility

PPID UIN Sunan Gunung Djati Bandung provides public information services through various channels, both online and offline, to ensure easy access for the public. Information requesters can submit requests through three main channels, namely: (1) PPID's website, (2) PPID's WhatsApp instant messaging service, and (3) PPID's official email. Each of these channels is designed so that the process of submitting information requests can be carried out quickly and according to procedures. As for

offline services, PPID has an office located in a strategic location, which is in front of the campus and not far from the main gate. This position is a tangible manifestation of UIN Bandung's commitment to make public information services easily accessible to the public, including campus visitors.

In addition to receiving requests for information, PPID UIN Bandung is also proactive in disseminating public information through three main channels, namely: (1) the official campus website and the PPID website which contains strategic documents such as Strategic Plan, financial statements, audit results, and information request forms; (2) the official campus Instagram social media account and PPID's Instagram for the dissemination of the latest information; and (3) the campus's official YouTube channel as an audio-visual publication medium.

UIN Bandung also shows its commitment to the principle of inclusivity by providing information services that are friendly to people with disabilities. Physical facilities available include sloping roads, guide tiles, elevators, disabled toilets and disabled parking. For non-physical accessibility, PPID provides a braille application form, sign language interpreter services, and disability-friendly features on the official website. Thus, every individual, regardless of physical condition, has an equal opportunity to obtain public information from the campus.

3. Public Information Service Satisfaction Survey Semester I of 2025

As part of efforts to improve service quality, PPID UIN Sunan Gunung Djati Bandung routinely conducts a Community Satisfaction Survey (SKM) on public information services every quarter in 2025. This survey aims to obtain an objective picture of service quality, as well as the basis for improving and developing public information services. Survey respondents are parties who have interacted with PPID, both through requests for information and receiving services. This survey assesses 9 aspects of service, namely: requirements, procedures, completion time, service costs/rates, products, complaint handling, implementation competence, implementation friendliness, and facilities and infrastructure.

In this public information service satisfaction survey, a 4-point Likert Scale is used, which is an assessment scale with a range of 1 to 4, where the number 1 indicates the worst assessment and the number 4 indicates the best assessment. The use of even scales without neutral choices is intended to encourage respondents to give more decisive answers, whether they tend to be positive or negative to the quality of services received. This method is commonly used in public satisfaction surveys because it is simple, easy for respondents to understand, and able to provide a clear quantitative picture of public perception of service aspects. (Jebb et al., 2021)

The results of the survey with a 4-point Likert Scale were then converted into a scale of 25–100 to calculate the Community Satisfaction Index (IKM) in accordance with the guidelines of PermenPANRB No. 14 of 2017. This conversion is done by calculating the average value of 9 service aspects first and then multiplying it by 25. This conversion is carried out so that the assessment results are easier to interpret in the form of percentages and can be compared between periods. (Jebb et al., 2021)

a. Survey Results for the First Quarter of 2025

The survey was carried out in the first quarter of 2025 and was attended by 45 respondents from various backgrounds. The majority of respondents came from prospective students (40%), followed by students (28.9%), the general public (20%), and the rest consisted of education staff, lecturers, and alumni. The results of the first quarter survey on 9 aspects of services are presented in Table 1.

Table 1. Recap of the Results of the Public Information Service Satisfaction Survey in the First Quarter of 2025

No.	Service Aspect	Value
1	Requirement	3,33
2	Procedure	3,22
3	Turnaround time	3,33
4	Fees/rates	3,20
5	Product	3,33
6	Competence of the implementer	3,20
7	Implementation friendliness	3,20
8	Handling of complaints	3,33
9	Facilities and infrastructure	3,20
	Average	3,26

The results of the survey showed that the Community Satisfaction Index (IKM) for PPID's public information services reached 81.50, which is included in the "Good" category based on PermenPANRB No. 14 of 2017. The aspects with the highest scores were settlement time, requirements, products, and complaint handling, each of which received a score of 3.33 on a scale of 4. These findings indicate that speed and clarity of services are the main strength in PPID's performance in this period.

b. Survey Results for the Second Quarter of 2025

In the second quarter of 2025, a survey was conducted on 146 respondents which was an accumulation with respondents in the first quarter. The survey results in the second quarter are presented in Table 2.

Table 2. Recap of the Results of the Public Information Service Satisfaction Survey Quarter II of 2025

No.	Service Aspect	Value
1	Requirement	3,24
2	Procedure	3,35
3	Turnaround time	3,18
4	Fees/rates	3,53
5	Product	3,34
6	Competence of the implementer	3,29
7	Implementation friendliness	3,47
8	Handling of complaints	3,34
9	Facilities and infrastructure	3,36
	Average	3,34

The measurement results showed that the IKM was 83.62, which remained in the "Good" category according to PermenPANRB No. 14 of 2017, with an average value of service aspects reaching 3.34 from a scale of 4. The aspect with the highest achievement is service cost/tariff (3.53) and implementation friendliness (3.47), while the aspect with the lowest score is the turnaround time (3.18).

c. Comparison of the First and Second Quarters of 2025

When compared to the first quarter, there was an increase in the IKM score from 81.50 to 83.62, with the average aspect value increasing from 3.26 to 3.34. This reflects a real improvement in the quality of PPID services, especially in the aspects of implementation friendliness and cost transparency. However, the survey also noted input from the public, especially regarding the speed of admin response in responding to information requests.

d. Digital Accessibility through Google Search Console Semester I of 2025

During the first six months of 2025, the performance of the Information and Documentation Management Officer (PPID) of UIN Sunan Gunung Djati Bandung showed a positive trend, as shown in Figure 1. Based on Google Search Console data, there are 7,240 clicks from Google search results or an average of about 1,200 clicks per month. This data reflects the existence of public information search activities by the public through digital channels, although it does not include direct access through site addresses or other channels outside search engines.

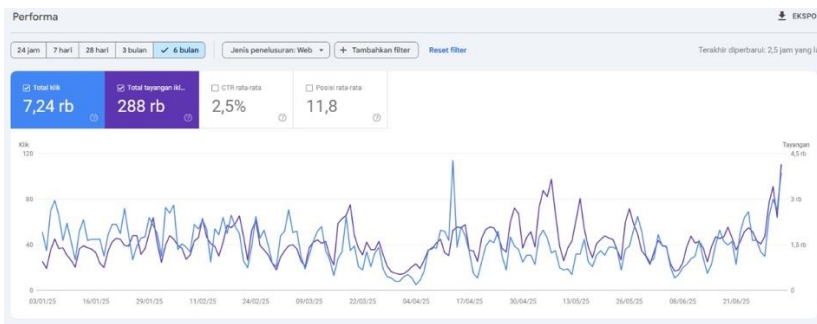


Figure 1. Clicks and Impressions Trend of PPID UIN Bandung Semester 1 of 2025

In the same period, PPID's website gained 288,000 impressions in Google search results, with an average of about 48,000 impressions per month. However, the click-through rate (CTR) is still at 2.5%, which means that out of every 100 times a site page appears, only 2–3 times are actually visited by users. The average position of site searches is 11.8th, which generally puts the site on the second page of Google searches. This means that the site's visibility is pretty good, but it still needs to be improved to show up more often on the first page.

e. Public Information Request for the First Semester of 2025

Based on data on public information requests in the first semester of 2025 (Figure 2), there is a dynamic in the number of applications entering PPID UIN Sunan Gunung Djati Bandung. From January to June 2025, the requested information requests showed variations in number, with a peak in June of 6 applications. Of these, 1 application in June was rejected, while the rest were granted. In February and May there were no applications received, while from July to December there were no records of applications in this period.

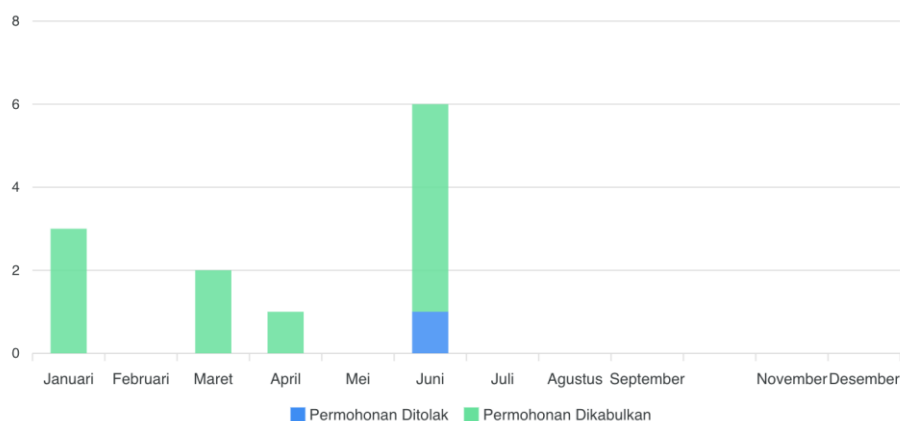


Figure 2. Recap of Public Information Requests for the First Semester of 2025

Overall, of all public information requests in the first semester of 2025, 91.7% of applications were successfully granted, while 8.3% of applications were rejected. Based on the information on the PPID website, the reason for the rejection of this information is based on the exclusion of the requested information. The average service time is 3.25 days. This data shows that the majority of public

information requests can be fulfilled according to the provisions, thus reflecting PPID's commitment to providing transparent and responsive information services.

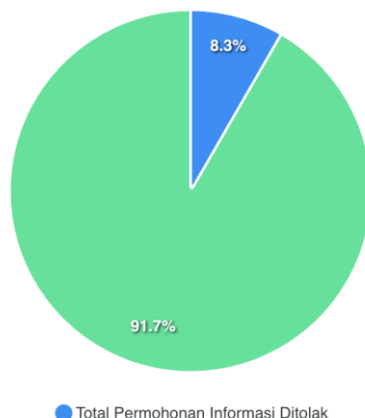


Figure 3. Percentage Chart of Approval of Public Information Requests

4. CONCLUSION

The implementation of public information disclosure at UIN Sunan Gunung Djati Bandung shows a strong commitment to providing information services that are transparent, accountable, and easily accessible to the public. This is reflected in the relatively positive satisfaction survey results, although there is still room for improvement in terms of response speed and depth of information provided.

The analysis of digital access through websites also indicates that online channels are the main means for people to find information. However, it needs to be optimized in terms of design, navigation, and data updates to be able to answer more complex and diverse information needs. Meanwhile, the recap of public information requests shows the commitment of UIN Sunan Gunung Djati Bandung in fulfilling public information requests.

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