

# **Analysis of the Effectiveness of the Bukiweb Office Application at PT Bank KB Bukopin Tbk**

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## **Abstract**

This research was conducted at PT Bank KB Bukopin Tbk with the aim of determining the effectiveness of the Bukiweb Office Application utilized by employees of PT Bank KB Bukopin Tbk in processing the NIP (Employee Identification Number) for new employees who will join PT Bank KB Bukopin Tbk. The data for this research was obtained through several methods, namely observation, interviews, and documentation. The analysis of this research was structured using descriptive analysis methods to provide a comprehensive overview of the use of the Bukiweb Application in the administrative process of the new employee NIP. This descriptive method is used to systematically, factually, and accurately describe the existing conditions regarding the investigated facts. Therefore, this research is expected to provide in-depth insights into the effectiveness and efficiency of the Bukiweb Application and its impact on administrative performance at PT Bank KB Bukopin Tbk.

**Keyword:** Application; HR; Effectiveness

## **1. Introduction**

With the advancement of time and technology, the world is experiencing significant changes that affect almost all aspects of human life. This major transformation is increasingly felt in everyday life, encompassing the fields of economy, education, communication, and health. Technological advancements are shaping a new order in society and changing the way we interact with the world around us.

These changes are not limited to the personal domain but also extend to the professional realm. The working world is undergoing massive transformation with automation, artificial intelligence, and collaborative technologies as the main pillars. Companies that wish to remain relevant and competitive must integrate technology into their operations to accelerate business processes and open the door to new, more efficient, and adaptive business models.

PT Bank KB Bukopin Tbk, through the Bukiweb Office Application, demonstrates how digital transformation is changing business operations. This application is used for the creation of Employee Identification Numbers (NIP) and as an employee database, creating a landscape dominated by efficiency, transparency, and superior service quality. The Human Resource Information System (HRIS) plays a crucial role in managing human resources by simplifying administrative processes, increasing productivity, and responding to market changes.

This study involves a pre-research survey with a questionnaire to employees in the Human Capital Department of PT Bank KB Bukopin Tbk to gather information about the use of the Bukiweb Office Application. The survey results indicate that most respondents are satisfied with this application, although some consider its features not up-to-date. This research aims to evaluate the application's effectiveness in practical everyday contexts and ensure it remains relevant and efficient.

This study is expected to complement previous research by focusing on the evaluation of the Bukiweb Office Application's effectiveness at PT Bank KB Bukopin Tbk. With continuous improvement and enhancement measures, this research reaffirms the company's commitment to implementing technology that supports the company's growth and progress.

## **2. Literature Review**

### **2.1 Definition of Effectiveness**

Based on the journal Julianto & Agnanditiya Carnarez (2021), the concept of effectiveness is a very important concept because effectiveness can show whether an organization is successful in achieving its goals. Effectiveness can also be defined as a measure of the extent to which the activation objectives that have been carried out in meeting a predetermined goal. Similar to Julianto's opinion, according to Mamonto (2022) effectiveness is a measure of success achieved by someone, if someone can achieve the goals that have been set, then that person has worked effectively. Based on the views expressed by the experts above, it can be concluded that the concept of effectiveness is not only related to the suitability of the final result with the goal, but also to the process of achieving it. An activity or step is considered effective if it is able to produce output that is in accordance with expectations or even exceeds the targets that have been set.

### **2.2 Effectiveness Indicators**

Effectiveness is something that can be measured by how far the indicators that have been set have been met or not. This concept of effectiveness is very closely related to the achievement of goals that have been set by a company

According to Campbell in Mamonto (2022) there are 5 indicators in measuring effectiveness, including:

- a. Program Success
- b. Target Success
- c. Satisfaction with the Program
- d. Input and Output Level
- e. Overall Goal Achievement

Furthermore, according to Siagian in Ramadhani & Prathama (2024) there are 4 indicators in measuring effectiveness, namely resources, funds, facilities and infrastructure, quantity and quality of services produced, time limits, and service procedures

Based on the two opinions according to experts, it is concluded that the effectiveness of a program or application can be measured through several aspects, including program success, target achievement, user satisfaction, input-output levels, and service procedures. By paying attention to and optimizing these indicators, organizations can improve the quality and efficiency of the services provided, so that they can achieve their stated goals better.

### **2.3 Factors Affecting Effectiveness**

Effectiveness can be influenced by various factors including:

- a. Clear objectives: Having clear and well-defined objectives helps in determining the direction and focus of efforts to achieve desired results.
- b. Good planning: A systematic and comprehensive planning process helps in identifying the steps to be taken, allocating resources wisely, and formulating effective strategies.
- c. Effective communication: Clear, open, and timely communication plays a vital role in ensuring proper understanding, good coordination, and effective collaboration among team members or parties involved.
- d. Efficient use of resources: Effectiveness can be influenced by the ability to manage available resources efficiently. Appropriate allocation of resources, use of appropriate technology, and efficient management can help in achieving optimal results.
- e. Supportive environment: A supportive work environment, including a positive organizational culture, team collaboration, management support, and a good work climate, can make significant contributions to effectiveness.
- f. Evaluation and feedback: Regular evaluation and constructive feedback processes help in identifying strengths and weaknesses, recognizing opportunities for improvement, and enhancing overall effectiveness.

### **2.4 Definition of Office Applications**

According to Annah et al. (2023) Office applications are software designed to facilitate work in the office. The focus on office tasks, such as word processing, spreadsheets, and team communication, increases work efficiency and productivity in the office environment. Then according to Wijanto et al. (2021) office applications are a series of software designed to increase efficiency and productivity in the office environment

## **2.5 Benefits of Office Applications**

According to Munthe et al. (2021) the use of Office Applications is very beneficial in work. By utilizing computerized technology, it can increase administrative efficiency in the office, creating better governance. Meanwhile, according to Choirinisa & Ikhwan (2022) office applications not only facilitate internal employee communication, but also increase their contribution by maintaining the confidentiality of information. This is important for developing an efficient and safe work environment, ensuring sustainable company growth. From the two opinions above, it can be concluded that office applications provide significant benefits in increasing administrative efficiency, internal communication, and maintaining the confidentiality of information.

## **2.6 Bukiweb Office Application**

Bukiweb Office Application is an office application specifically designed for processing employee data who have just joined PT Bank KB Bukopin Tbk by providing an Employee Identification Number (NIP). This application has features that are specifically designed to ensure that the Employee Identification Number (NIP) procurement process is more efficient and well-managed.

According to Alkashami (2023) HRIS is an important key in the development and modernization of human resource management. This system facilitates data integration, information processing, and employee performance monitoring, allowing companies to optimize HR management according to the needs and development of the organization efficiently and effectively.

One example of HRIS that has been developed in Indonesia is the Bukiweb Office Application. This application has similar functions to HRIS and provides convenience in managing employee data. With a choice of menus that are tailored to job desks and fields of work, teams in various divisions can access features that are relevant to their duties and responsibilities.

For example, the Talent Acquisition team can access menus related to recruitment, such as the Employee Identification Number (NIP) registration process. Meanwhile, the HCIS team can focus on leave applications, attendance, and payroll. These features allow each team to manage their tasks efficiently according to their respective responsibilities.

Thus, the Bukiweb Office Application helps facilitate human resource management at PT Bank KB Bukopin Tbk by ensuring that each department has access to relevant features according to their needs. The following are the features that the Researcher accessed on the Bukiweb Application:

### **a. Applicant Data**

Applicant data is part of the employee data input feature in the Bukiweb Office application. There are eleven tabs that must be filled in with comprehensive employee

data, including personal data, family, education, work experience, references, and a short biodata. Each tab has its own section that must be filled in according to the requested information, thus ensuring that the collected data is complete and accurate. With detailed and structured filling, this application helps facilitate efficient management of employee information and ensures that all important aspects are covered in the system.

**b. Master MPP (Man Power Planning)**

In this menu, Researchers enter the Employee Candidate process based on the MPP (Man Power Planning) available by a division, Researchers input based on several categories.

- Recruitment type: Special Hire/Regular/Upgrading.
- Position: Position that will be assigned to prospective employees.
- Job Level: Classification of positions in the company that are arranged based on the weight and lightness of the responsibilities and job duties

### **3. Material and Method**

The author conducted research at PT Bank KB Bukopin Tbk which is a company engaged in banking, Bank KB Bukopin Tbk is also one of the Private Banks that focuses its business on four sectors, namely SMEs, micro, consumer and commercial. The research used by the researcher is qualitative research. Qualitative research is a research that is obtained by understanding various opinions based on several people. According to (Augustine, 2024) qualitative research methods focus on understanding the meaning and experience of humans in a specific context. In the qualitative approach, there is one approach that is often used, namely the case study approach. According to Creswell in (Arifin & Rizaldy, 2023) a case study is a qualitative strategy where researchers examine a program, event, activity, process or one or more individuals in more depth.

#### **3.1 Design Study**

Data collections techniques in this study are divided into:

##### **1. Interview**

An interview is a conversation between two or more people that takes place between a source and an interviewer with the aim of collecting data in the form of information. The type of interview that the researcher chose is an unstructured interview which has characteristics that are not too rigid.

Direct communication in the form of questions and answers in a face-to-face relationship, so that the respondent's movements and facial expressions are media patterns that complement words verbally, a form of verbal communication into a kind of conversation that aims to obtain information.

##### **2. Observation**

Observation according to Mania (2008) is a technique, method, or method in finding and obtaining data that is carried out by making direct observations and

systematic recording of phenomena or problems that are occurring which are used for observation purposes.

Observation activities include recording events, behaviors, activities of objects seen that are needed to support the research being carried out. The researcher conducted observations in the company for 6 months, the researcher observed all events, behaviors and activities of objects seen that were needed to support the research being carried out.

### 3. Literature Study

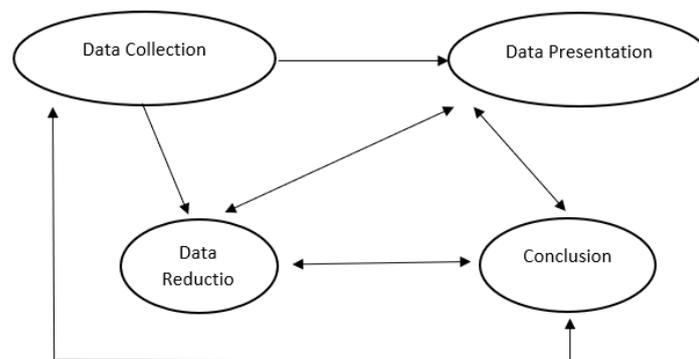
Literature Study is everything done by researchers to collect information that is relevant to the topic to be discussed in the research. The sources of this information data can be obtained through scientific books, scientific research reports, scientific papers, theses and written sources either through print or digital media. By conducting a literature study, researchers can obtain all the information and ideas that are relevant to their research.

### 4. Documentation

Documentation The last data collection technique is documentation. According to Ismaliza et al. (2023) using documents to collect and analyze information in written, graphic, and electronic forms is very important in research. This method allows researchers to access diverse data from various sources, helps identify trends and patterns, and increases the validity and reliability of research results.

### 3.2 Data Analysis

The data analysis technique used is the interactive model data analysis technique according to Miles and Huberman (1984) in Zulfa et al. (2024) which consists of four stages:



**Figure 3. 1** Components of Miles and Huberman's Interactive Model Data Analysis

(Source: <https://www.researchgate.net/>)

#### 1. Data Collection

At this stage, the researcher will collect data by going directly to the research location. The data collected is data sourced from interviews, observations, and literature studies.

#### 2. Data Reduction

Data reduction is data obtained in the field then written by the researcher and contains a detailed description or report. The reduced data provides a sharper picture of the observation results, and also makes it easier for researchers to find the data obtained again if the data is needed.

### **3. Data Display**

Data is displayed according to aspects and categories by including data source codes. Data presentation uses narrative text, which does not rule out the use of tables or images to support the presentation. As with data reduction, data presentation is not separate from analysis. The activity in presenting this data is also part of the analysis.

### **4. Drawing Conclusions/Verification**

From the regularity of patterns, explanations, and categories, conclusions are drawn to answer the focus of the problems that have been made at the beginning of this research. The conclusions in this research may be able to answer the formulation of the problem formulated from the beginning, but may not, because as has been stated that the problems and formulation of problems in qualitative research are still temporary and will develop after the researcher is in the field.

## **4. Result**

### **4.1 Use of Bukiweb Office Applications**

Bukiweb Office Application is a tool designed to manage various aspects of personnel administration at PT Bank KB Bukopin Tbk. Based on the results of observations made, this application is widely used and integrated in various operational processes of the company, including being used to manage personnel data, including processing Employee Identification Numbers (NIP), recording employee attendance, managing employee leave administration and also tracking various HR administration activities. Others, such as employee training, performance evaluation, and management of important documents related to personnel.

- Participant A: "The Bukiweb Office Application is used to support HR activities to manage various aspects of employee management administration such as transfer decrees and others"
- Participant B: "This Bukiweb Office Application manages employee data such as employee personal information, attendance records, and processing of Employee Identification Numbers (NIP)."
- Participant C: "The Bukiweb Office Application has features that make it easier for users to process employee data"
- Participant D: "This Bukiweb office application allows more efficient management of employee administration. Processes such as employee data processing, attendance tracking, and leave management can be done automatically, reducing the burden of manual administration."

According to the results of the interview, it was stated that the Bukiweb Office Application plays an important role as a supporting tool for human resource activities at PT Bank KB Bukopin Tbk. This application allows the management of various aspects of personnel administration efficiently, including processing employee data, attendance records, and managing Employee Identification Numbers (NIP). With the features provided, such as automation of data processing processes and attendance tracking, this application can reduce the manual administrative burden on employees. In addition, the ease of use of these features also makes it easier for users to manage employee data. Thus, the conclusion that can be drawn is that the Bukiweb Office Application provides a

significant contribution to HR operations, as well as providing a better user experience in managing personnel data.

#### **4.2 Advantages and disadvantages of Bukiweb Office Application**

The results of interviews between participants and researchers regarding the advantages and disadvantages of Bukiweb Office Application.

- Participant A: "The advantage of the Bukiweb Office Application is that it simplifies the administrative process for employees who will join PT Bank KB Bukopin Tbk, because there is a feature that is automatically integrated with the location of a region, but the disadvantage of this application is that there is a feature to upload diplomas & transcripts that do not appear when employees pull data"
- Participant B: "The advantage of this Office Application is that it has a complete question menu feature, so if you want to find data related to employees it will be easy, but the disadvantage is that this menu is quite slow when accessing it"
- Participant C: "The most prominent advantage is that the Bukiweb Office Application user has different functions, so the menu that appears will adjust to the functions and responsibilities of each employee, so the disadvantage is, for all data in the Bukiweb Office Application, not all data is collected if there is a need for data, everything goes back to the functions and responsibilities carried out by the relevant employees.
- Participant D: "With the Bukiweb Office Application, you can track the number of MPP (Man Power Planning) that has been carried out per month, even per year. The drawback is that this feature has a lot of data, when accessing the MPP feature it is sometimes slow."

According to the interview results above, it states that the Bukiweb Office Application has several advantages and disadvantages that need to be considered. The main advantages are the ease of the employee administration process which is integrated with the location of the region, a complete question menu feature for searching employee data, and the ability to track the number of Man Power Planning (MPP). In addition, this application also stands out in adjusting the menu according to the functions and responsibilities of employees.

However, there are several shortcomings that need to be fixed. One of them is the diploma & transcript upload feature which does not appear when employees pull data and sometimes experiences delays when accessing the MPP & applicant data features because the data is quite a lot. In addition, there are complaints about not all data that can be pulled, which returns to the function and responsibility of each employee. Thus, the Bukiweb Office Application has great potential to improve the efficiency and effectiveness of employee administration, it is necessary to improve the features that are lacking to ensure smoother and more optimal use.

#### **4.3 Effectiveness of Bukiweb Office Applications**

In this study, the indicators used by researchers are indicators according to Campbell in Mamonto (2022) there are 5 indicators including program success, target success, satisfaction with the program, input and output levels and the last is the achievement of overall goals. The results of interviews between participants and researchers regarding the effectiveness indicators of the Bukiweb Office Application at PT Bank KB Bukopin Tbk. First, the results of the interviews that have been conducted regarding the success of the program on the Bukiweb Office Application.

- **Program Success:** based on the interview results regarding the success of the program on the Bukiweb Office Application, it shows that this application makes it easier to retrieve data for audits and presentations (Participant A), processes new employee data every month to obtain an Employee Identification Number (NIP) (Participant B), fulfills employee data requests required by HCIS for management (Participant C), and supports human resource administrative activities such as leave applications (Participant D). Overall, this application has succeeded in increasing efficiency and effectiveness in data management and administrative processes at PT Bank KB Bukopin Tbk.
- **Target success:** based on the interview results, it shows that the Bukiweb Office Application makes it easier for divisions to retrieve the data needed when there is a data request (Participant A), successfully completes the creation of an Employee Identification Number (NIP) every month (Participant B), makes it easier for the HCIS division to process the database for the formation of NIP (Participant C), and speeds up administrative processes such as leave applications (Participant D). Overall, this application increases efficiency and effectiveness in data management and administrative processes in the company.
- **Program Satisfaction:** based on the interview results, it shows that the Bukiweb Office Application has increased user satisfaction by fulfilling the requests of other divisions, especially in terms of Man Power Request (MPR) (Participant A). This application also facilitates the process of submitting an Employee Identification Number (NIP) (Participant B), facilitates data comparison between personal files inputted by the recruiting team (Participant C), and shortens the time in human resource administrative activities (Participant D). Overall, this application has increased the efficiency and effectiveness of the company's operations.
- **input and output levels:** based on the interview results regarding the input and output levels of the Bukiweb Office Application at PT Bank KB Bukopin Tbk, it shows that this application shortens the time to retrieve data for various internal and external requests (Participant A), speeds up the process of creating an Employee Identification Number (NIP) for new employees (Participant B), facilitates the creation of other administration such as employee certificates and transfers (Participant C), and allows users to submit applications independently and check the status of applications periodically (Participant D). Overall, this application increases efficiency and effectiveness in handling various company administrative needs.

- Overall Objectives: based on the interview results regarding the overall objectives of the Bukiweb Office Application at PT Bank KB Bukopin Tbk, it shows that this application can fulfill the request of Man Power Request (MPR) to fill vacant positions (Participant A), accelerate the creation of Employee Identification Numbers (NIP) by inputting new employee data (Participant B), assist the process of checking data inputted by Talent Acquisition by comparing it with personal file data (Participant C), and utilize features for tracking absences, leave, quizzes, and training that employees have attended (Participant Overall, this application improves efficiency in human resource management and fulfills the company's administrative needs.

According to the interview results above, it can be concluded that the Bukiweb Office Application at PT Bank KB Bukopin Tbk has proven effective in increasing the effectiveness of PT Bank KB Bukopin Tbk employees' work with several indicators including program success, target success, satisfaction with the program, input and output levels and overall goal achievement. With this Bukiweb Office Application, human resource administration activities are facilitated.

#### **4.4 Bukiweb Office Application Recommendations**

The Bukiweb Office Application has proven to be useful in creating NIP (Employee Identification Number) for new employees. NIP is generated quickly and accurately, then used as the main identity to manage other work facilities. This increases administrative efficiency and facilitates the onboarding process for new employees. Users of the application feel the benefits, but researchers want to improve the use of the application in the future. From the interview results, two informants stated that the application was good and effective, two other informants provided input for improvement:

- Participant A: Improve the Upload Diploma & Transcript feature so that it functions properly because employee education data is often needed.
- Participant B: Perform maintenance because there are slow features.
- Participant C: None, but there are some slow features.
- Participant D: Maintenance because there are some slow features when accessed.

This recommendation is expected to increase the effectiveness and smoothness of the use of the Bukiweb Office Application in the future.

## **5. Discussion**

### **5.1 Use of Bukiweb Office Applications**

Globalization and digitalization have transformed HR management in Indonesia, enabling companies to adopt technology in recruitment, training, and employee management. According to Kabul (2024), web-based technology in HRM adapts to the dynamics of the modern era. The Bukiweb Office Application supports efficiency with the "Applicant Data" and "MPP ID List" features, which manage applicant information and the recruitment process. The integration of regional layouts

makes it easier to record the applicant's residence location, ensuring accurate data. Questions about family, education, and work experience in this application provide a complete picture of the applicant, helping companies meet workforce needs appropriately.

## 5.2 Advantages and disadvantages of Bukiweb Office Application

Bukiweb Office Application has several advantages, such as a complete applicant data menu, geographic location synchronization, and menu adjustment based on function. The monthly/annual MPP tracking feature helps with HR planning. However, this application has disadvantages, namely it cannot display diploma and transcript uploads when pulling data, and application performance decreases when accessing the MPP feature and applicant data with large amounts of data.

## 5.3 Effectiveness of Bukiweb Office Applications

The Bukiweb Office Application has proven to be effective in supporting the employee administration process at PT Bank KB Bukopin Tbk. This is evidenced by the fulfillment of 5 measurement indicators, namely:

- **Program Success:** The administration process becomes more efficient and accurate, NIP data is easily accessible, saves time, and minimizes errors.
- **Target Achievement:** NIP is processed on time every month, MPP is tracked every month and year, and the efficiency and reliability of the application are guaranteed.
- **Program Satisfaction:** It facilitates the formation of NIP for new employees, provides positive contributions to the needs of the Talent Acquisition Team, and increases employee productivity and well-being.
- **Input and Output Levels:** It facilitates the input of new employee data, produces vital output in the form of NIP, allows new employees to create corporate emails, and increases operational efficiency through automation and data management.
- **Overall Goal Achievement:** Accelerates the NIP administration process, reduces data errors, supports better employee management, and helps the organization achieve its goals more effectively and efficiently.

Overall, the Bukiweb Office Application has proven to be able to improve the efficiency, accuracy, and productivity of the employee administration process at PT Bank KB Bukopin Tbk. This shows that this application is the right solution to support employee administration needs in the digital era.

## 5.4 Bukiweb Office Application Recommendations

While the Bukiweb Office Application has demonstrated its effectiveness, there are several aspects that need to be improved to maximize its use in supporting daily work. Firstly, improvements to the upload feature for diplomas and transcripts. Automatic display of diploma and transcript data when retrieved, efficient data integration and storage can save time, reduce the risk of errors, and enhance user experience. Secondly, optimization of application performance. Increasing server

capacity to handle high access loads, regular monitoring of server and application performance, early detection of technical issues and prompt fixes can significantly improve application performance and stability. These recommendations are expected to deliver a better user experience and maximize the benefits of the Bukiweb Office Application for daily work.

## **6. Conclusion, Implication, and Recommendation**

### **6.1 Conclusion**

The research investigated the effectiveness of the Bukiweb Office Application at PT Bank KB Bukopin Tbk. It was found that the application plays a crucial role in streamlining the Employee Identification Number (NIP) formation process and boosting administrative efficiency.

The Bukiweb Office Application boasts several strengths, including integration with employee location for automatic data adaptation, a comprehensive question menu feature facilitating easy employee data retrieval, differentiated functions tailored to individual roles and responsibilities, an MPP feature that provides workforce planning visibility and supports strategic planning, and lastly, function and responsibility settings that guarantee data collection aligns with each employee's specific role.

Despite these advantages, areas for improvement were identified. These include enhancing the diploma and transcript upload feature to automatically display data, eliminating repetitive uploads, saving time, and minimizing errors. Additionally, application performance optimization is recommended through increased server capacity to handle high workloads and ensure smooth performance. Finally, regular server performance monitoring is crucial to proactively detect and address technical issues.

### **6.2 Implication**

The research findings demonstrate that the implementation of the Bukiweb Office Application at PT Bank KB Bukopin Tbk has yielded significant positive impacts in streamlining the onboarding process for new employees. The application's utilization has proven to be instrumental in integrating new hires into the company more effectively. By leveraging the Bukiweb Office Application, the organization can enhance its overall performance.

### **6.2 Recommendation**

Based on this study, there are several recommendations for further research:

- Longer time: Allocate more time and flexibility for deeper exploration.
- More participants: Involve more participants to increase the validity and generalizability of the results.
- More than effectiveness: Explore other relevant factors besides the effectiveness of the application.

By following these recommendations, further research can provide a more comprehensive and in-depth understanding of the Bukiweb Office Application.

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