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TRANSFORMATION OF PUBLIC SERVICES: PROBLEM OR SATISFACTION

Abstrak

Kajian mengenai transformasi pelayanan publik atau e-Government masih terbatas di Indonesia, khususnya di Kota Palu. Oleh karena itu, penting untuk melakukan studi semacam itu untuk berkontribusi pada administrasi publik. Penelitian ini bertujuan untuk mengidentifikasi transformasi pelayanan publik (e-Government) di Kota Palu. Penelitian ini menggunakan pendekatan kuantitatif dan populasinya adalah masyarakat di Kota Palu. Sampelnya adalah masyarakat yang dilayani di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Palu. Data dikumpulkan melalui observasi, angket, dan dokumentasi. Data kemudian dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa pemerintahan elektronik (e-Government) dan kualitas layanan elektronik berpengaruh terhadap kepuasan pengguna layanan elektronik. Hal ini menunjukkan bahwa kepuasan pelayanan elektronik dapat diperoleh melalui penerapan transformasi pelayanan publik yang meliputi e-Government dan kualitas pelayanan elektronik. Transformasi pelayanan publik ini memberikan manfaat kepada masyarakat dengan pelayanan yang cepat, mudah, dan adil bahkan menghentikan potensi perilaku birokrasi yang tidak etis.

Kata Kunci: E-Government, Layanan Elektronik, Layanan Digitalisasi, Layanan Online.

Abstract

Studies concerning the transformation of public services or e-government are limited in Indonesia, especially in Palu City. Thus, it is important to carry out such studies to contribute to public administration. This study aims to identify the transformation of public services (e-government) in Palu City. This study used a quantitative approach and the population was the community in Palu City. The sample was the community served at the One Stop Investment Office and Integrated Service Office of Palu City. Data were collected from observations, questionnaires, and documentation. Data were then analyzed using multiple linear regression. The results showed that electronic government (e-government) and the quality of electronic services influenced the satisfaction of electronic service users. This indicates that electronic service satisfaction can be gained by implementing a public service transformation including e-government and electronic service quality. This public service transformation provides benefits to the community with fast, easy, and fair services and even stops the potential for unethical bureaucratic behavior.

Keywords: E-Government, Electronic Services, Digitizing Services, Online Services.

INTRODUCTION

This study concerns the transformation of public services from traditional to digital technology or widely known as e-government. The use of technology has an impact on access to information, government service delivery, and public attitudes which have long been a topic of debate among experts (West, 2004). This illustrates that the use of technology is important and becomes an interesting topic to discuss, even though it has been applied worldwide.

Public administration is transformed and carried out by governments in many countries in the world to be able to adapt to changing environmental and social challenges (Lindgren & van Veenstra, 2018). It is also known as bureaucratic reform and this study is carried out due to the

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convoluted public service that makes the Indonesian government, especially the Palu City government initiate public service transformation.

In developing countries, governance reforms have not been implemented properly indicated by unresponsive or less accountable government processes (Heeks, 2001). This condition has attracted the public's attention and the public has urged the government to show professionalism in meeting the needs of the community through transparent and accountable public services. The government changes a lot and introduces new structures and procedures as a form of modernization achievement (Arnaboldi & Lapsley, 2003) through digital services which is known as e-government.

In the e-government era, the transformation of public sector organizations has increased tremendously (Nograšek & Vintar, 2014). E-government is a global phenomenon occurring in all countries, both developed and developing countries (Reddick, 2010). However, its implementation faces many problems including a low level of community satisfaction. The challenges in e-government transformation are varied, especially in adopting sophisticated technological equipment (Al Khouri, 2011).

Recently, digital services have increasingly developed in government administration (Benjamin & Potts, 2018). The use of information technology in public sector organizations becomes a trending topic of discussion (Nograšek & Vintar, 2014). Indeed, more comprehensive studies related to the use of technology in public services are needed. Due to service differences with the private sector, studies in the public sector are urgent to do. Some previous studies showed that digital technology transformation in the private sector has been well established (de Reuver et al., 2018; Klein et al., 2020; Senyo et al., 2021). However, studies on e-government are limited. The relationship between performance measures and the number of e-government systems and the goals of transformation cannot be validated because relevant empirical studies are limited (Osman et al., 2019).

Currently, public services in Indonesia still receive many complaints, particularly in Palu City. This indicates that public services are poor and have not shown efficiency and effectiveness even after the application of digital technology. E-government performance is determined by public value (Rose et al., 2015; Scott et al., 2016) based on efficiency and effectiveness (Scott et al., 2016). Therefore, this study aims to analyze and review the transformation of public services (e-government) in Palu City.

METHOD

This study used a quantitative approach using both primary and secondary data. Data were collected from observation, questionnaires, and documentation. The population of this study was the entire community of Palu City. The samples were people who received public services in Palu City, especially in the One Stop Investment Office and Integrated Service Office of Palu City. The questionnaire used in this study was arranged based on hierarchical categories using a Likert scale. Respondents were asked to indicate their level of agreement with the options of strongly disagree, disagree, moderate, agree, and strongly agree. Data were analyzed using multiple linear regression analysis. The study aims to identify the effect and relationship between the independent variable (X) and the dependent variable (Y). Variable X consisted of X1 for Public Service Transformation (e-government) and X2 for Electronic Service Quality. Meanwhile, variable Y is Electronic Service Satisfaction.

RESULTS AND DISCUSSION

The results of this study cover some prerequisites of statistical testing of the validity and reliability of the instrument, classic assumptions, descriptive statistics, and multiple linear regression for hypothesis testing.

Results of Validity and Reliability Testing

Table 1. Tabel Item-Total Statistics

Item-Total Statistics					Reliability Statistics
	Scale Mean if Item	Scale Variance if	Corrected Item-Total	Cronbach's Alpha if	Cronbach's Alpha

	Deleted	**Item Deleted**	**Correlation**	**Item Deleted**	
x1q1	54.1422	88.999	.629	.933	
x1q2	54.2892	89.665	.585	.934	
x1q3	54.3971	87.984	.767	.930	
x1q4	54.3873	87.401	.785	.929	
x1q5	54.1324	88.017	.779	.930	
x1q6	54.1961	87.577	.803	.929	
x1q7	54.2304	89.341	.679	.932	
x1q8	54.3039	89.040	.737	.931	
x1q9	54.2353	89.649	.735	.931	.936
x1q10	54.0392	91.131	.695	.932	
x1q11	53.9363	90.464	.740	.931	
x1q12	53.9706	89.979	.755	.931	
x1q13	53.9412	92.745	.571	.934	
x1q14	54.1422	91.847	.564	.934	
x1q15	54.0637	92.040	.570	.934	
x1q16	54.6961	92.291	.345	.942	
x1q17	54.3088	89.919	.651	.932	
x2q18	26.4118	26.470	.784	.879	
x2q19	26.3529	28.564	.639	.890	
x2q20	26.4020	27.315	.718	.884	
x2q21	26.6569	27.596	.639	.890	
x2q22	26.7304	25.883	.793	.877	.899
x2q23	26.9069	26.321	.617	.894	
x2q24	26.5245	26.576	.724	.883	
x2q25	26.1961	29.006	.556	.896	
x2q26	26.1324	28.086	.555	.896	
yq27	74.2892	133.803	.660	.935	
yq28	74.2255	131.033	.692	.935	
yq29	74.4559	132.860	.625	.936	
yq30	74.3088	133.042	.667	.935	
yq31	74.5392	131.067	.760	.934	
yq32	74.5049	130.310	.750	.934	
yq33	74.2941	133.430	.755	.934	
yq34	74.1225	132.847	.738	.934	
yq35	74.0539	134.248	.606	.936	
yq36	74.0049	133.177	.670	.935	
yq37	73.9559	131.944	.679	.935	
yq38	74.0196	131.014	.723	.934	
yq39	74.2500	131.312	.787	.933	.939
yq40	74.2990	130.733	.780	.933	
yq41	74.6667	137.011	.345	.941	
yq42	74.6324	135.347	.454	.939	
yq43	74.6863	136.088	.357	.941	
yq44	74.0245	140.004	.403	.939	
yq45	74.5049	131.591	.693	.935	
yq46	74.4461	133.854	.680	.935	
yq47	74.4951	134.172	.587	.936	
yq48	74.7500	136.031	.457	.938	

Source: SPSS Output.

The results of the validity and reliability test showed that the questionnaire was valid and reliable indicated by the r-count which is higher than the r-table and the value is positive. The item or question was declared valid (Ghozali, 2011). This can be seen in the Item-Total Statistics table in the Correlated Item-Total Correlation column by comparing the Correlated Item-Total Correlation value with the r-table. Meanwhile the standard for determining the level

of reliability is > .9 = Excellent; > .8 = Good; > .7 = Acceptable; > .6 = Questionable; > .5 = Poor, and < .5 = Unacceptable (George & Mallery, 2003). Based on these standards, all of the question items in this study were reliable with a very good level. The reliability coefficient of Cronbach's alpha ranged between 0 and 1 and the closer the Cronbach's alpha coefficient to 1.0, the greater the internal consistency of the item (Gliem & Gliem, 2003).

Results of Multiple Linear Regression

Regression test aims to answer the research hypothesis proposed in this study. To determine the effect and relationship between the independent variable and the dependent variable using the F-test (simultaneous) and the t-test (partial). The results of the F-test can be seen in the following table.

Table 2. Results of F-test (simultaneous)

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21827.820	2	10913.910	280.978	.000[a]
	Residual	7807.356	201	38.843		
	Total	29635.176	203			

a. Predictors: (Constant), Electronic Service Quality, e-Government

b. Dependent Variable: Electronic Service Satisfaction

F-test aims to determine the simultaneous effect by comparing the value of F-count and F-table. If the F-count is higher than the F-table, it is declared significant. H0 is rejected and Ha is accepted. The results of this study showed that the F-count (280.978) is higher than the F-table (3.040). Thus, the first hypothesis (H1) which states that e-government and electronic service quality affect electronic service satisfaction is accepted. Moreover, the significance can be seen from the value of Sig. (.000). These results indicate that e-government and electronic service quality have a significant effect on electronic service satisfaction as indicated by the significance value of alpha (α) = 0.05 or Sig. F < 0.05 (.000 < 0.05).

Then, the partial effect can be seen in the following table:

Table 3. Results of t-test (partial)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.182	2.563		8.264	.000
	e-Government	.288	.075	.239	3.812	.000
	Electronic service quality	1.347	.130	.652	10.379	.000

a. Dependent Variable: Electronic service satisfaction

The table above shows the results of the t-test (partial) by comparing the value of the t-count and the t-table of the e-government variable. If the t-count is higher than the t-table, it is declared significant. H0 is rejected and Ha is accepted. The results of this study indicated that the t-count (3.812) is higher than the t-table (1.652). Thus, the second hypothesis (H2) which states that e-government affects electronic service satisfaction is accepted. Then, the significance can be seen from the value of Sig. (.000). Therefore, e-government partially has a significant effect on electronic service satisfaction as indicated by the significance value of alpha (α) = 0.05 or Sig. F < 0.05 (.000 < 0.05).

Meanwhile, the partial test of the electronic service quality variable showed that the t-count (10.379) of the electronic service quality variable is higher than the t-table value (1.652).

Thus, the third hypothesis (H3) which states that the quality of electronic services affects electronic service satisfaction is accepted. Then, the significance can be seen from the value of Sig. (.000). The results indicate that electronic service quality has a significant effect on electronic service satisfaction as indicated by the significance value of alpha (α) = 0.05 or Sig. F < 0.05 (.000 < 0.05).

Discussion

This study aims to identify the transformation of public services (e-government) in Palu City. Based on Law Number 25 of 2009 concerning public services, local governments set service standards for people who use government services. The law covers a very broad scope and becomes a reference for the government in providing public services.

Recently, public services have become a necessity for the community. The needs of the community in the current era tend to be large with the desire to get fast and precise service. Meanwhile, Law Number 25 the Year 2009 can only meet the needs or standard matters as stated in the law. Thus, quality service is not achieved.

The digital era is considered to be able to meet the community's needs in public services. Thus, most government institutions implement the transformation of public services. Indeed, this transformation cannot be separated from problems and public dissatisfaction. The results of this study indicate that e-government and electronic service quality affect electronic service satisfaction. Electronic service satisfaction can be achieved by e-government and electronic service quality. This shows that the transformation of public services can provide satisfaction to the community. The orientation to community satisfaction is highly emphasized in the new paradigm of public administration or widely known as the New Public Service (NPS). NPS as the latest paradigm of public administration puts public services as the main activity of state/regional administrators (Hardiyansyah, 2018).

Public services focus on the relationship and trust between the community as citizens and the government as a service provider (Denhardt & Denhardt, 2015). In this digital era, it is necessary to meet the demands of society for fast and quality service. Electronic services give a positive impression to the community. Many studies on consumer electronics reviews have focused on consumer feedback about their experiences with services or goods (Partners & Jenamani, 2020; Moon et al., 2021).

Almost all government agencies have applied electronic services or known as e-government. E-government is a set of processes relevant to the efficient delivery of government services (Saxena, 2005) and has many benefits for society (Bhattacherjee, 2001; Hu et al., 2009). This means that e-government provides many benefits in public services as it can create satisfaction for users as evidenced by the results of this study. It is highly expected in the NPS paradigm as public services have become targets and are oriented to public service satisfaction.

CONCLUSION

The digital era emphasizes all government institutions transform public services in order to meet the needs and satisfaction of the community. This study found that e-government and electronic service quality affect electronic service satisfaction. This indicates that electronic service satisfaction can be generated from public service transformation including e-government and electronic service quality. This public service transformation can provide benefits to the community and provide fast, easy, and fair services, even breaking the potential for unethical bureaucratic behavior.

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