

DIGITAL-BASED INTERCATIVE ADMINISTRATIVE SERVICES FOR THE COMMUNITY OF AMPALU NAGARI, LAREH SAGO HALABAN DISTRICT, FIFTY CITY REGENCY

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Abstract. In the post-COVID-19 era, interactive digital-based public services are one way to address the limitations of direct public services for the convenience of the public post-COVID-19 and to keep up with current developments. Therefore, digital innovation in public services is needed to be effective and efficient. This study seeks to identify quality indicators and existing obstacles in the implementation of e-government in the post-COVID-19 IT era. The research method used in this study is library research. The study was conducted by collecting data through documentation techniques and online data searches, using content analysis techniques. Based on the results of the search conducted, the author found that the use of e-government still requires strengthening and maturing in terms of service quality in terms of efficiency, trust, reliability, and public support (citizen support). The implications of this study can be used as consideration and input for the government to improve the quality and innovation of digital-based public services. The recommendations in this study include the need for improvements to application servers and government websites, ongoing socialization, and the need for solid and experienced human resources, especially in the technology field.

Keywords: Administrative Services; Digital Based; Interactive

1. INTRODUCTION

In today's digital era, changes and efficiencies are needed in all sectors of public services. To avoid various inefficiencies related to time, space, and other factors, implementation has shifted to remote services, except for services that must be performed in person. Almost all activities are now being implemented using information technology. Indirectly, this situation increasingly supports, or rather, encourages, the implementation of digital public services in Indonesia. The impact of the recent post-COVID-19 IT-based era presents challenges for governance, as the government considers how to simultaneously consider social and political issues due to the resulting phenomena. Rational scientific approaches such as socio-demographics are insufficient to manage the post-COVID-19 IT-based era; therefore, socio-political science is needed to assist in policy development (Martínez et al., 2021). This way, the government can appropriately find solutions to address the post-COVID-19 IT-based era, along with the governance process.

It has become a mandatory duty for the government to provide quality public services to its citizens. The post-COVID-19 era has tested and increased the use of information technology in public service delivery, or the implementation of e-government. As explained by Shiyo (in Mustafa et al., 2021), the development of e-government systems generates and helps disseminate information and strengthens government presence. This means that e-government systems will help make public services more effective and also enhance the government's presence in their implementation. Living in a digital way can drive people's lives towards change, which continuously demands that their

needs be met in a more effective and efficient manner in accordance with existing developments. Therefore, utilizing information and technology to facilitate public service activities and make them more effective and efficient.

As explained in Article 1 of Government Regulation No. 82 of 2012 concerning the Implementation of Electronic Systems and Transactions, an electronic system administrator is any person, state administrator, business entity, or community member who provides, manages, and/or operates an electronic system, either individually or jointly, for electronic system users for their own needs and/or the needs of other parties. Therefore, recruiting experts in their fields or providing training for employees so they can use or operate the technology used to implement public services is essential. This also ensures guaranteed satisfaction for users interested in public services as a reflection of the quality of the services provided.

in the Indonesian government in implementing public services. As a form of adaptation to changes and developments in global information technology, thus strengthening the Indonesian government to participate in creating a digital system that will assist and facilitate the implementation of government into the future. Previously, Presidential Instruction Number 3 of 2003 concerning National Policy and Strategy for E-Government Development had also been issued, which also explained the implementation of the state with e-Government, which also serves as evidence of the Indonesian government's efforts to improve the quality of public services by implementing e-Government. According to Indrajit in Kusnadi & Ma'ruf (2017), e-Government is the use of information technology by the government that can enable the government to transform relations with the public, the private sector, and also interested parties. The use of this information technology can be in the form of the internet, mobile, computers, or others. This system is formed as a distribution of services formed by the government in digital form.

The government's efforts to improve the implementation of e-government began in April 2004, when it began requesting a single identification number (SIN) for all Indonesian citizens, including driver's licenses (SIM), tax ID numbers, and even passports (Shafira et al., 2021). According to Sosiawan (2008), the adoption of e-government in Indonesia stems from fundamental changes in the nation's life, shifting from an authoritarian and centralized system to a democratic system that establishes central and regional autonomy. This shift requires the government to be transparent, clean, and responsive to demands.

The ongoing development of information and communication technology is increasingly driving activities to continuously make changes. The government is implementing e-Government as one step in addressing the changes occurring in the delivery of public services to the public. This form of service is becoming more flexible and also increases the satisfaction of its users, the public, and the government itself. The services provided in the e-Government system will make

Government service operations and processes become more transparent and effective for both the public and companies, providing numerous benefits to the public, such as reduced service times and easier access to government information (Mustafa et al., 2021). In the application of information technology, two activities are included in the utilization of information technology (Kusnadi et al., 2017):

1. Managing data and information, automatically linking management and work processes.
2. Leveraging advances in information technology for accessible and affordable public services.

E-government is intended for various levels and scopes of society. Therefore, anyone connected to the government will feel the impact of e-government implementation. According to Kusnadi et al., 2017, e-government is implemented in several ways:

1. G2C (Government to Citizens). This is a general form of e-government application.
2. G2B (Government to Business). This type is created by the government for the business sector to ensure the country's economy can function properly.

3. G2G (Government to Government). This type aims to connect interactions between countries.

Considering how the implementation of e-Government has progressed rapidly in Indonesia compared to its early stages, e-Government is a robust mechanism for interaction between the government and the public, the private sector, and even between governments themselves. Services are designed to utilize information and communication technology to create user satisfaction. Several indicators can be used to measure the quality of digital-based public services, including (Ari et al., 2021):

- a. Efficiency, defined as the ease of use of information or services provided.
- b. Reliability, defined as the appropriateness and speed of accessing, using, and receiving services.
- c. Trust is an indicator of the extent to which a service site is trusted by the public and whether the service is secure from interference and protects personal information.
- d. Community support, based on the assistance provided by the service to the public, relates to the relationship between the public and the authorities.

2. RESEARCH METHODS

The method used by the author in this study is library research. Library research, or literature study, encompasses all activities related to the technical aspects of collecting library data, reading, and recording, as well as processing research data (Zed, 2016). According to (Danandjaja, 2014), library research is a research model conducted systematically and scientifically, related to the collection of bibliographic materials in line with the research objectives, including data collection techniques, organization, and presentation. The author has three reasons for using library research only: first, the research problem can be answered through a review of relevant books, journals, and other literature. Second, library research is needed as a preliminary study aimed at understanding phenomena in society. Third, the existing library materials are credible enough to answer the research problem, namely digital-based public service innovation (e-Government) in the post-COVID-19 era.

3. RESULTS AND DISCUSSION

The Urgency of Developing Interactive Services in Public Services in the Post-COVID-19 IT Era. In today's era of globalization, it's no surprise that advances in information and communication technology promise efficiency, speed of information delivery, accessibility, and transparency, including in government. Furthermore, in the current era of regional autonomy, it's crucial to realize good governance through the use of information technology.

Interactive Service Quality Indicators through E-Government. E-government services have long been implemented in Indonesia. However, what about the quality of e-government in Indonesia? Based on previous literature and user perceptions, there are four indicators used to measure e-government service quality: efficiency, trust, reliability, and citizen support, which are further described below:

3.1 Efficiency

In this case, efficiency refers to the usability of a website/application and the quality of the information it provides. Websites and applications must meet the needs of their users and provide ease and clarity in providing services (Damanik et al., 2017). Information provided by websites/applications must also be up-to-date and concise, yet provide as much detail as possible to explain the information displayed. E-government service users' perceptions of the quality of a website's system can be seen from the ease of accessing its content and the quality of the media used to convey information and services. In Indonesia, many governments already provide services in the form of websites, but some of these websites are generally poorly designed. Government websites, especially local government websites, typically only fill the front page with

limited news, and explanations of existing services are not displayed on the website. Government website designs are often unattractive and sometimes appear monotonous.

3.2 Citizen Support

Government-developed websites/applications serve one of the primary functions of communicating with the public. There are three classes of e-government development through public aspiration services (Lestari et al., 2019): publish, interact, and transact. Publish is the most important and must be the initial step in e-government development. This is because all available information must be disseminated to the public. Next, interact is a crucial point that must involve the public. This is due to the importance of interaction between the government and the public on a website/application. The government will provide a forum where the public can engage in discussions with relevant units, either directly (chat) or indirectly (email).

The ongoing interaction between service providers and the public is a key determinant of the success of e-government in Indonesia. However, slow responses to complaints on the website are still common. The use of a helpdesk feature that serves only as a decorative element is also a major issue that the government must address better. Nevertheless, it can be seen that website use encourages public participation in the decision-making process, although the flow of information still tends to be one-way (Rumimpunu et al., 2021).

The use and utilization of e-government in Indonesia has begun to transform the pattern of interaction between the government and the public. Services that were initially oriented towards a queue system (in line) at the front desk and dependent on office hours are now shifting to online services accessible 24 hours a day. According to Holmes (in Irawan, 2017), the phrase "don't stay in line, get online" is considered appropriate for this government situation.

CONCLUSION

In the current IT-driven post-COVID-19 era, digital-based public services are one solution to address the challenges of limited public services, particularly for service providers and the public, in order to prevent and minimize the spread of COVID-19. Based on the results of the research conducted, the author found that the use of e-government still requires strengthening and development in terms of service quality, particularly in terms of trust and citizen support. Obstacles in the implementation of digital-based public services are still unavoidable, as e-government in Indonesia still struggles with technical issues such as malfunctioning local government websites, server failures, outdated website updates, and limited human resources, government underpreparedness for change, inadequate infrastructure and budget, and the provision of online services that still require citizens to visit service locations offline.

RECOMMENDATIONS

In addition to the need for maintenance or repairs to servers, hardware, and software for e-government applications and websites, researchers can raise several recommendations based on the challenges of e-government innovation during the pandemic. First, to foster public trust in online services, continuous and ongoing outreach from the government is necessary. Second, infrastructure and support are also crucial, as without them, e-government services will be difficult to implement. These include the availability of computers/laptops, internet connections, and so on. Third, human resources. If public trust and infrastructure are adequate, but the human resources capable of executing e-government services are lacking, implementation will be difficult. Therefore, the capabilities of human resources (agency employees, etc.) are essential for the e-government implementation process.

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