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Service Quality Assessment of E-Sambat Application using E-GovQual Dimension Approach

A Case Study of Communication and Informatics Office Pasuruan

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ABSTRACT

Technological developments facilitate state and regional authorities in providing public services through web and smartphone applications called e-Goverment. This application is also applied by the Communication and Informatics Service Pasuruan, that is the application of e-Sambat for its community. This research aims to provide an understanding of the quality of e-Sambat services based on the e-GovQual dimension approach, to find out the gap between e-Sambat service quality and the community's expectations in using the app properly, and to determine which items will be prioritized for immediate improvement in the e-Sambat app. This research method used a quantitative method with a descriptive approach that used questionnaires and books as research instruments. The method used to analyze the feasibility of applications using GAP and the Important Performance Analysis (IPA) method is used to analyze items that are prioritized for improvement. There were 445 respondents in this research. Based on the research results, the service quality of the e-Sambat app is highly feasible with a feasibility percentage value of 100%; the GAP of application performance and community expectations for the ease of use variable is 0.08; the trust variable is -0.04; the functionality of the interaction environment variable is 0.02; the reliability variable is -0.03; the content and appearance of information variable is 0.01; and the citizen support variable is 0.00. The overall average gap is 0.01, which means that the public is satisfied with the e-Sambat application service. There are six items that are prioritized for improvement, such as TR 1 (security of e-Sambat users' personal data), TR 6 (access control of e-Sambat users), RLB 1 (speed in downloading the e-Sambat form), CAI 7 (use of colors in the e-Sambat application), CAI 8 (graphics in the e-Sambat application), and CS 5 (user questions are responded quickly).

Keywords: *e-Govqual Dimension Approach, e-Government, e-Sambat, Service Quality Assessment*

INTRODUCTION

Public services are government mediators in providing services regarding community needs, and they also serve as public servants as stated in the 1945 Constitution in the 4th paragraph and emphasized by Law No. 25/2009 related to public services which explains the duties and functions of public services (Sahri, 2022). The definition of public services can be interpreted into various patterns of services, both in the form of public goods and public services which basically become obligations and are implemented by central government institutions, regional governments, and within State-Owned Enterprises or Regional-Owned Enterprises, in order to fulfil the needs of community and to implement the provisions of laws and regulations (Suryantoro & Kusdyana, 2020).

Public often perceive public services as unsatisfactory, which correlates with the level of service provided by public service providers. However, due to recent technological advances, local and state government institutions can more easily provide public services online or through mobile applications called e-Government. The development of e-Government systems is different for each region due to its own characteristics, development conditions, prosperity, economic profile, skilled human resources, technological literacy among the population, bureaucratic efficiency, and municipal policy capacity (Tan & Taeihagh, 2020).

E-Government is implemented to enable public institutions to provide the best services to the public. In this case, it requires the strength of commitment from the government to pioneer and initiate new ideas in the bureaucracy (Nugraha, 2018). As an example, the Communication and Informatics Office Pasuruan has tried to organize e-Government through e-Sambat application. The Mayor of Pasuruan, Saifullah Yusuf, stated that Pasuruan has an e-Sambat program as a way to complain digitally (Seruji, 2021).

The e-Sambat app can be downloaded through the Play Store on the mobile phones of Pasuruan residents. Only using the National Identification Number (NIK), people can submit complaints. The e-Sambat app was launched at the end of April 2021. Until December 2021, the e-Sambat app has been downloaded by more than 1,000 downloaders in the Play Store app in 2021. Most of the complaints from the public are related to city infrastructure. But there were also complaints about the e-Sambat app that it has not been operating well and is still difficult to access.

Determination of service quality can be recognized from various methods of measuring service quality. Service quality focuses more on customers, services, quality, and service levels (Wahono, 2018). Methods that can be used to determine the service quality level of the product or service itself in order to determine the service quality. One example of a method in determining service quality is e-Government Quality (e-GovQual). E-GovQual is a service quality measurement concept on electronic services that focuses on government websites and portals.

Based on the previous background, it will be assessed the service quality of the e-Sambat app using the e-GovQual method to determine public perceptions of the quality of e-Government services in the e-Sambat app and appropriate corrective actions on the determinants of service quality. The application developer will analyse the value of the analysis results to improve the quality of e-Sambat.

Darmawan Napitupulu (2016), in his research entitled "Analysis of E-Government Service Quality with E-Govqual & IPA Approach" which examines the development of E-Government in Indonesia in public services quality through the website. The research model used is a questionnaire-based survey the E-GovQual approach. The results are from gap conducted stated that the quality of service is still below the expectations of general public, it means that the public is not satisfied with the services presented by government, while there are four main factors that must be improved based on IPA analysis.

In addition, Prasetyo et al. (2022) in his research "The Evaluation of Electronic Service Quality of Regional Original Revenue (E-PAD) in Banyuwangi through E-GovQual and IPA Methods" aims to detect the service quality from E-PAD is received by public. In this research, the data collection used a questionnaire instrument containing 32 attributes that must be filled in by E-PAD users. The research results show a Likert score of 3 (good) which is 3.42. This means that E-PAD has good performance based on its users' opinions. In addition, the score of importance value gets 3.39 that creates a gap between performance and interests.

Moreover, the research by Nautami & Wahid (2019) with title "Application of E-GovQual Method to Evaluate the Quality of E-Filing Application Services by Taxpayers" uses the E-Government Quality or E-GovQual method. The attributes in four dimensions of E-GovQual (efficiency, trust, reliability, and citizen support) are utilized as variables in this research. The Importance Performance Analysis (IPA) method supports E-GovQual to conduct the measurement of the level of importance with the performance level of each E-GovQual attribute. The results of the calculation process, called the quality measuring process of E-Filing services in region X, can be used as recommendations for improvement. Improvement recommendations will be given when the quadrant results display attributes in quadrant A and quadrant C. The research results stated that the attribute is in quadrant A and is in quadrant B.

Therefore, the objectives of this research is to provide an understanding of the quality of e-Sambat services based on the e-GovQual dimension approach, to find out the gap between e-Sambat service quality and the community's expectations in using the app properly, and to determine which items will be prioritized for immediate improvement in the e-Sambat app.

LITERATURE REVIEW

E-Government Information System

The information systems was initiated by J.L Whitten in Suryadi (2017), that are the collection, processing, storage and provision of data that takes place when there is synchronization between human settings, processes, data and information technology, that it becomes the information needed in the operation of organizational activities. E-Government Information System is a combination of information technology, software, hardware, and government that acts as a manager, communication networks and data sources which are compiled with reference to applicable regulations, providing information and services aimed at the community and organized by the government.

The improvement of an information system in the form of e-Government aims to monitor the development implementation in supporting the good governance (Tajuddin & Manan, 2017). It is similar with the statement from Rahmawati (2019) that E-Government information system is implemented in evaluating the activities results that can help and facilitate the evaluation process to make it easier to organize. Based on the research results, it indicates that e-Government is the development of government programs implemented using electronic media to provide an increase in the quality of public services.

Service Quality

Quality is the correlation between products and services provided to users that can fulfil the desires and customers' satisfaction. Quality matches with market and consumer needs (Habibullah, 2021). Service quality is a parameter for how well the level of service quality provided that can fulfill the consumer expectations. Service quality can be implemented by mediating the fulfilment of customer needs and desires, as well as delivery efficiency to balance the customer expectations.

Public Service

Services are known as public services since they are closely related to society. Public is obtained from English public with the meaning of general public. Public Services according to Hayat (2017) is the desire and needs of the community which are fulfilled by government. Public services are responsible in goods and various forms of services provided by government.

E-GovQual Approach

E-Government service quality analysis uses the e-Govqual method, which is a dimensional framework for rating service quality based on the result of a number of studies on e-government quality. Based on the research result, it obtained a number of e-Government quality attributes into the six main criteria known as the dimensions of e-Government service quality (Wijatmoko, 2020). E-GovQual has six dimensions, such following below:

1. Ease of Use
   Making e-government easy for the public to interact.
2. Trust
   Public trust in e-Government is related to freedom from risk or hesitation during the online service process.
3. Functionality of The Interaction Environment
   The integrated role of e-Government has the possibility of consumers in order to communicate, which is the possibility of gathering information needed for the main media to send information online.
4. Reliability
   Reliability is public trust in e-Government related to accurate and time-efficient delivery of services. Statements included the use of appropriate techniques (accessibility and availability) and highly accurate services.
5. Content and Appearance of Information
   The information quality is also assessed by its appearance and layout, such as the correct use of color, design, and size of the homepage.
6. Citizen Support
   The assistance provided by government to assist the public in finding information or exchanging something (Amin, 2022).

RESEARCH METHODOLOGY

This research used quantitative methods with a descriptive approach. As stated by Sudjana, the use of quantitative research methods with a descriptive approach has the aim of explaining events that have taken place through numbers that have meaning. This research used research instruments in the form of questionnaires, and the results of previous research as a secondary source. According to Nasution (2017), stated that researchers are more specific in focusing quantitative research on certain things and often show the relationship between variables.

Data Analysis

According to Sugiyono (2019), descriptive statistics are statistics used in data analysis with a description system based on collected data and has no intention of drawing generalized conclusions. The data in this research used for descriptive statistical analysis is obtained from respondents, the citizen of Pasuruan who use the e-Sambat application. Referring to data analysis processes that conducted by Hardani (2020), this stage is divided into two main stages, called demographic analysis and statistical analysis. The researcher conducted demographic data analysis using numerical software MS. Excel 2017. The respondent data was combined based on email, name, gender, occupation, age, education, the frequency use of e-Sambat application, the screenshots of evidence in using the E-Sambat

application, ID card photo, and cell phone number. This analysis is using GAP analysis and Importance Performance Analysis (IPA) method.

1. GAP analysis is a method used to determine the comparison of reality and expectations. The data from first questionnaire will be analysed to determine whether the questionnaire is valid and feasible to be distributed to E-Sambat users. In this second questionnaire, the data results will be processed and analysed compared to the gap between performance and expectations.
2. Importance Performance Analysis, or IPA, is a commonly used method to identify the characteristics. The importance factor and the satisfaction level component are merged on a two-dimensional graph using the Importance Performance Analysis (IPA) approach to make it simpler to interpret a set of data and provide a practical solution. In order to satisfy the needs of the community, a product or public service is developed.

The feasibility analysis uses a percentage value, then the score is converted into a percentage form using the percentage formula as below (Arikunto, 2020).

$$Feasibility\ percentage = \frac{Performance\ Score}{Expected\ Score}\ x\ 100\%$$

Performance Score = The total score of each statement of the performance observation results and multiplied by Likert scale score weight.

Expected Score = The total score of each statement item from the observation of expectations and multiplied by the Likert scale score.

The results of the percentage calculation will be used to provide answers to the dimensions contained in the research. When the percentage value is bigger than 100% or in other words that the performance value is better than the expected value, it will be considered 100% because it meets the eligibility requirements.

RESULT AND DISCUSSION

E-Sambat Application Performance Questionnaire

1. Ease of Use
   The ease-of-use variable with 7 statement items has an average value of 4.26. This shows that the ease of use of e-Sambat service quality is included in high category (3.68-5.00).
2. Trust
   The trust variable with 6 statement items has an average value of 4.12. This indicates that trust in the quality of e-Sambat services is in high

category (3.68-5.00).

3. Functionality of The Interaction Environment
   The variable functionality of the interaction environment with 3 statement items has an average value of 4.16. This indicates that the functional of interaction environment on the quality of e-Sambat services is included in high category (3.68-5.00).
4. Reliability
   The reliability variable with 6 statement items has an average value of 4.14. This indicates that the reliability of e-Sambat service quality is included in high category (3.68-5.00).
5. Content and Appearance of Information
   The content and appearance variable with 10 statement items has an average value of 4.20. This indicates that the content and appearance of e-Sambat service quality information is included in the high category (3.68-5.00).
6. Citizen Support
   The citizen support variable with 5 statement items has an average value of 4.17. This indicates that the reliability of e-Sambat service quality is included in high category (3.84-5.00).

E-Sambat Application Expected Questionnaire

1. Ease of Use
   The ease-of-use variable with 7 statement items has an average value of 4.19. This indicates that people's expectations of the service quality of convenience in e-Sambat services are included in high category (3.68-5.00).
2. Trust
   The trust variable with 6 statement items has an average value of 4.16. This indicates that people's expectations of trust in e-Sambat services are in high category (3.68-5.00).
3. Functionality of The Interaction Environment
   Functionality of the interaction environment variable with 3 statement items has an average value of 4.14. This indicates that people's expectations of the functional of the interaction environment on the quality of e-Sambat services are included in high category (3.68-5.00).
4. Reliability
   The reliability variable with 6 statement items has an average value of 4.17. This indicates that people's expectations of the reliability of e-Sambat service quality are in high category (3.68-5.00).
5. Content and Appearance of Information
   The content and appearance of information variable with 10 statement

items has an average value of 4.19. This indicates that people's expectations of the quality of information content and appearance in e-Sambat services are in high category (3.68-5.00).

6. Citizen Support
   The citizen support variable with 5 statement items has an average value of 4.17. This indicates that people's expectations of the reliability of e-Sambat service quality are in high category (3.68-5.00).

Validity Test Result

The validity test is used to determine the validity of a questionnaire. A questionnaire is considered valid if the statement on the questionnaire is able to explain something that is measured by the questionnaire (Sugiyono, 2019). Therefore, to determine the validity of the indicator, it is obtained by comparing the calculated r value with the r table value. If the calculated r value is greater than the r table value, then the indicator is valid.

1. Validity Test Results of the Questionnaire regarding e-Sambat Application Performance
   Based on 445 respondent data using a significance level of 5%, the r table value is 0.098.
2. Validity of Public Expectations Questionnaire for e-Sambat Application
   Based on 445 respondent data using a significance level of 5%, the r table value is 0.098.

Reliability Test Result

The definition of reliability test is using identical objects to get the same data for measurement. A questionnaire is considered reliable if a person's answer to a statement does not change or is stable over time. The tool to measure reliability is Cronbach Alpha (Sugiyono, 2019). In order to determine the indicator is reliable or not, it is obtained by comparing the Cronbach Alpha value with r table value, when the calculated r value is greater than r table value, then the indicator is stated valid.

1. Reliability Test Results of e-Sambat Application Performance Questionnaire
   Based on 445 respondent data using a significance level of 5%, the r table value is 0.098.
2. Reliability Test Results of Public Expectations Questionnaire on e-Sambat Application
   Based on 445 number of respondents using a significance level of 5%, the r table value is 0.098.

GAP Analysis Test Result

The gap test result is the difference between application performance and community expectations. Based on the results of the GAP value, it can be determined that the level of gap between performance and expectations is

categorized as satisfied and dissatisfied if GAP> 0, then users are satisfied with the performance of the e-Sambat app, while if GAP < 0, then users are dissatisfied with the performance of the e-Sambat app (Økland, 2015).

Based on the results of the gap calculation between performance and community expectations, there are 16 items which users are not satisfied with the service, the lowest value in item TR 1 of -0.17, which means that people are not satisfied with the security of e-Sambat users' personal data archiving. There are 21 items that users are satisfied with the service provided, with the highest value in item EU 3 of 0.09, which means that people are satisfied with the tools provided in the e-Sambat app that are well organized. The e-Sambat app has a gap value of 0.01, which indicates that people are satisfied with the service they receive. Two of the six variables, i.e. trust and reliability, have GAP values of -0.04 and -0.03 respectively, which indicates that customers are not satisfied with the quality of e-Sambat services.

Feasibility Test Result

The feasibility test result serves to determine the feasibility of the e-Sambat app based on the results of the distributed questionnaires. Based on the results of the feasibility test, a total feasibility percentage of 100% was obtained, which means that the e-Sambat app is very feasible to be used by the community. The minimum percentage value is item TR 1 (e-Sambat users' personal data is safe) of 96.1%.

E-Sambat Service Quality

The quality of E-Sambat services based on the E-GovQual approach is very feasible with an average feasibility percentage value of 100%. For the Ease-of-Use variable, each item is worth 100% and the average score value is 100%, which means that Ease of Use variable of E-Sambat application is very feasible to be used by the community. The Trust variable has an average value of 99.1% with the lowest value on item TR 1 (E-Sambat users' personal data is safe) of 96.1%. The Trust variable of E-Sambat application is very feasible to be utilized by the community. For the Functionality of Interaction Environment variable, each item is worth 100% and the average score value is 100%, which means that the Functionality of Interaction Environment variable of E-Sambat application is very feasible to be utilized by the community.

In addition, reliability variable has a total value of 99.2% with the lowest value in RLB 2 item (The E-Sambat application is available and can be accessed whenever it is needed) of 98.1%, it means that E-Sambat application is very feasible to be utilized by the community. Meanwhile, Content and Appearance of Information variable has an average value of 100% with the lowest value on CAI item 7 (E-Sambat colour is attractive) of 99.0%, it means that E-Sambat application is very feasible to be used by the community. It also supported Citizen Support

variable which has an average value of 99.9% with the lowest value on CS item 5 (User questions are answered quickly) of 97.3%, it means that E-Sambat application is very feasible to be utilized by the community.

Performance and Expectation GAP Value on e-Sambat Application

The GAP value between application performance and E-Sambat application expectations is 0.01, which means that the community is satisfied with the E-Sambat application service. There are four variables indicates that the community are satisfied with the E-Sambat application service. For the average value of the best variable GAP is Ease-of-Use variable of 0.08, which means that people are satisfied with the ease of interacting with the E-Sambat application. The next best mean score is Functionality of Interaction Environment variable of 0.02 which means that people are satisfied with the integral role of E-Sambat in the potential for consumers to interact, which allows the gathering of the news needed, the main medium for sending information online. Furthermore, Content and Appearance of Information variable has an average GAP value of 0.01, which means that people are satisfied with the quality of information and its presentation and layout, such as the correct use of colours, design, and application size. Meanwhile, Citizen Support variable has an average GAP value of 0.00, which means that the community is satisfied with E-Sambat application to help the community in finding information.

There are two variables that the community are not satisfied with E-Sambat application service, called Trust variable of -0.04, which means that people still do not fully believe in being free from the doubt during the online service process when accessing E-Sambat application, and Reliability variable which has an average GAP value of -0.03, which means that people are not satisfied with the technical functions (accessibility and availability) and speed of service.

The GAP calculation results show that there are 16 items where users are dissatisfied with the service compared to community expectations. The item with lowest value on item TR 1 of -0.17, means that the community is not satisfied with the security of personal data of E-Sambat users, and there are 21 items where users are satisfied with the service of the item with the highest value of EU 3 of 0.09, it means that the community is satisfied with organized tools provided in E-Sambat application.

The Prioritization of Item Improvements on e-Sambat Application

Based on the results of IPA analysis, there are six items that are prioritized in improving E-Sambat application, called item TR 1 (E-Sambat user's personal data is safe) which means that E-Sambat application must be able to guarantee the security of user's personal data, TR 6 (E-Sambat user access control) that E-Sambat application can provide better and more convenient access control when accessing the E-Sambat application, RLB 1 (Forms in the E-Sambat application can be downloaded in a short time) which means that the developer must find a solution

for the form download in E-Sambat application can be faster, CAI 7 (E-Sambat colours are attractive) which means that the colouring in E-Sambat application must be improved, CAI 8 (E-Sambat graphics are attractive) where the developer must improve the graphics in E-Sambat application, and the last is CS 5 (User questions are answered quickly) which means that users feel that E-Sambat manager is still slow in answering questions that have been asked by users, this can be anticipated by adding a chatbot to answer general questions.

Based on interview results with Ministry of Communication and Informatics, the security of personal data (TR 1) is always considered and can be guaranteed security, for access control (TR 6) does need improvement because some parties in Ministry of Communication and Informatics itself feels uncomfortable with the current access control. Meanwhile, for the form download (RLB 1) is still constrained to the internet network and servers in Indonesia that still less stable for there are often interruptions either fail to download or download process is relatively long. Then, this problem is not only in terms of applications. In addition, the colours and graphics (CAI 7 and CAI 8) the application is currently adapted to basic colours of Pasuruan, and the improvements that can be made are limited to processing colour gradations based on the basic colours of Pasuruan. The main problem is the processing of questions submitted by users (CS 5), due to the limited number of human resources who handle the question-and-answer process with users that caused many questions are neglected or unanswered, then the Ministry of Communication and Informatics does feel the need for a system that can answer automatically or commonly known as chatbot.

CONCLUSION AND SUGGESTION

Conclusion

According to the analysis conducted in this research, it can be concluded that: (1) the service quality of e-Sambat app is highly feasible with a feasibility percentage value of 100%; (2) the GAP of application performance and community expectations for Ease of Use variable is 0.08, Trust variable is -0.04, the Functionality of Interaction Environment variable is 0.02, the Reliability variable is -0.03, the Information Content and Appearance variable is 0.01, and the Citizen Support variable is 0.00. The average gap is 0.01, which means that people are satisfied with the e-Sambat application service; (3) there are six items that are prioritized for improvement, which are TR 1 (security of e-Sambat users' personal data), TR 6 (access control of e-Sambat users), RLB 1 (speed in downloading the e-Sambat form), CAI 7 (use of colors in the e-Sambat application), CAI 8 (graphics in the e-Sambat application), and CS 5 (user questions are responded quickly).

Suggestion

For further research, there are several suggestions or developments that can be conducted on the same topic, such as (1) service quality assessment can use

service quality on the backend and frontend of the e-Sambat Pasuruan application; and (2) for further research, they can include several variables such as user satisfaction or user reuse.

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