

Evaluation of the Quality of Web-Based Administration Services (PATEN) in Sidoarjo District

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Evaluation of the Quality of Web-Based Integrated Administration Services (PATEN) in Sidoarjo District, Indonesia

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Abstract The Regional Integrated Administration Service Program (PATEN) is one of the currently web-based programs to support the optimization of public service performance related to licensing to document issuance in Sidoarjo Regency, Indonesia. This research aims to develop a service quality evaluation model in information systems by examining the understanding and application of the e-government field. Achieving this study's objectives should produce: 1) mapping critical factors to develop web-based quality evaluation models for PATEN, 2) formulating web-based development of quality evaluation models for PATEN, and 3) adopting strategies for developing web-based PATEN quality evaluation models in Sidoarjo Regency Government. The research method used is descriptive research with a qualitative approach. The research location is Sukodono District and Buduran District, Sidoarjo Regency Government, Indonesia. The data collection method included interviews, focus groups, and discussions. The research results show that the mapping of critical factors in developing a web-based quality evaluation model of PATEN in terms of knowledge development of employees who have often attended workshops to support employee competence in providing public services; leadership strongly supports innovation. Standard Operating Procedures and the innovation network are under continuous development. This study develops an e-government-based evaluation model of sub-district integrated administrative services quality. It combines the previous model of improving the service quality of electronic-based systems to improve the quality of continuity of use and a model of service measurement to consumers using the website.

Keywords: • integrated service evaluation • e-government • quality dimension

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1 Introduction

The sub-district is at the forefront of autonomy. It is part of the process of decentralizing public services, aided by the delegation of authority from the Regent/Mayor to the Camat. According to Article 226 paragraph, 2 of Law Number 23 of 2014 Concerning Regional Government, the council of the Regent/authority Mayor's is carried out based on the mapping of public services by the characteristics of the sub-district and/or the needs of the community. One of the sub-responsibilities district's is to provide public services in such a way that it becomes quick, simple, and low-cost community service center to improve the quality of public services (Government of the Republic of Indonesia, 2014).

The District Integrated Administrative Service Program (PATEN is guided by the Minister of Home Affairs Regulation Number 4 of 2010), about a policy on the implementation of public services, including licensing and non-licensing at the sub-district level, beginning with the application stage and ending with the publication of documents in one place, is governed by the Minister of Home Affairs Regulation Number 4 of 2010. (Saputra et al., 2017). All Districts in Sidoarjo Regency launched a web-based PATEN in 2014, guided by Sidoarjo Regent Regulation Number 78 of 2008 on the Transfer of Part of the Sidoarjo Regent Authority to the Sub-District. It is also referred to Sidoarjo Regent Regulation Number 18 of 2009, which is about Technical Guidelines for Implementing Part of the Authorities Delegated to the Head of District, and Sidoarjo Regent Regulation Number 7 of 2014, which is about Details of the District's Duties, Functions, and Work Procedures in Sidoarjo Regency (Kurniawan, 2016). To increase community satisfaction, this PATEN innovation is expected to support public service performance optimization and open public access to broad active participation in public service delivery, particularly sub-district administrative services.

This study aims to develop a service quality evaluation model in information systems by investigating the understanding and application of the e-government field. As a result, we require a comprehensive model for evaluating the quality of e-government information systems that combines aspects of public services and parts of electronic service quality. An ES-Qual model was created by conducting focus group interviews with online shoppers to develop a conceptual framework for assessing e-service quality (Zeithaml et al., 2000).

The concept of public services is always associated with the activity performed by a person, group of people, or specific agencies to provide assistance and convenience to the community to achieve specific goals (Wajib, 2016). This public service is becoming increasingly important because it is constantly in contact with many people with diverse interests and goals. Improving the quality of public services is critical for promoting an effective process of bureaucratic reform. To improve the quality and innovation of public services in each government agency

on a regular basis in response to community needs and expectations. Furthermore, enhancing the quality of public services is done to build public trust in public service providers to improve public welfare by using public complaints to improve public services. The e-government system is a component of modern public administration (Halaris et al., 2007). However, while the high-cost system has been successfully implemented, the level of user acceptance and system service quality that has not been maximized require policymakers' attention.

The integrated e-government system in Indonesia improves the quality of services in various regions. The reality on the ground is that, while the system developed with a large amount of money has been successfully implemented, the level of user acceptance of the system and the level of system service quality that has not been maximized have become issues that require policymakers' attention. According to the Indonesian Ombudsman (2020) report for East Java in 2019, the trend of public reports on public services has increased year after year, rising from 356 to 405 reports the previous year. The most-reported locations were Surabaya City with 90 reports, Sidoarjo Regency with 15 reports, and Malang City with 12 reports. Meanwhile, maladministration is the most reported problem in public services, accounting for 83 (or 20%) of all incoming reports.

The service quality of an electronic product can be determined by the frequency with which users use it and the quality of the service itself. According to Mick and Fournier (1995), customer satisfaction with such products (electronic) is a very complex, meaningful, and time-consuming process. Furthermore, different customer segments have other process tendencies, and satisfaction in the context of e-services is not always a function of the pre-consumption comparison standard. Consumer confidence is related to electronic products such as administrative services, and the reaction to technology varies and is positively correlated with the general acceptance of the electronic product (Dabholkar, 1996; Eastlick, 1996). The ease of access to technology also positively responds to the product's actual use (Davis, 1989; Szajna, 1996). As a result, many factors allow users to continue using electronic products that make accessing information more accessible. However, how these electronic products are developed also plays a vital role in their long-term use.

Many previous studies on assessing service quality have been conducted, including those by Wongpipatwong et al. (2009) and Parasuratman et al. (2005). Wangpipatwong et al. (2009) researched the impact of website quality on the continued use of e-government websites. In contrast, Parasuraman et al. (2005) developed a multi-item scale to assess the quality of electronic services (E-S-Qual). Parasuratman et al. (2005) developed service quality dimensions that are divided into two scales: electronic service quality (ES-Qual), which includes efficiency, fulfillment, system availability, and privacy, and e-recovery service (e-RecS-Qual), includes responsiveness, compensation, and contact. While Wongpipatwong (2009)

divided service quality measurement into three dimensions: information quality, system quality, and service quality.

The model developed by Parasuratman et al. (2005) has been widely used in many studies to assess service quality. However, few studies combine Wangpipatwong et al. (2009) and Parasuratman et al. (2005) models in examining the service quality of electronic products, particularly administrative service products. This model influenced the efficiency and fulfillment of the four E-S-QUAL dimensions, the website's system availability facet, which critically contributes to the customers' perceptions of overall quality, value, and loyalty intention. The regression result of Parasuratman's study showed the factor representing the dimension on customers' global evaluation of websites. Then, the responsiveness, compensation and contact as the three recovery-service dimensions and the perceptual attributes they contain imply service aspects that mirror aspects of traditional service quality. The researcher investigated the Development of the Wangpipatwong and Parasuraman Model in the Evaluation of the Quality of Web-Based Integrated Administration Services (PATEN) in the Sidoarjo Regency based on the preceding background description. This research aims to assess the performance of government-provided electronic-based service systems (e-government). A model development study was carried out in this study using the two models mentioned above.

2 Literature overview

Service quality refers to everything that satisfies customers' requirements or needs (Gaspersz, 2002). There are two service quality perspectives: internal and external (Barata, 2003). Based on Pratama's research on the landscape of public service innovation in Indonesia: A comprehensive analysis of its characteristics and trends results in findings that local governments are most likely the most prominent innovators in the Indonesian public sector. These findings support a systematic review of the literature of public sector innovation from 1990 to 2014 conducted by de Vries et al. (2016). The SERVQUAL, or service quality model, developed by Parasuraman et al. (1990), was built based on comparing two main factors: the customer's perception of the actual service expected. Customer expectations are the same as what kind of service the company should provide to customers. These customer expectations are based on word of mouth, personal needs, past experiences, and external communication. Parasuraman et al. (1990) have developed five methods, namely: 1) Physical Evidence (Tangibles)—Direct evidence, 2) Reliability, 3) Responsiveness, 4) Confidence (Assurance), and 5) Empathy.

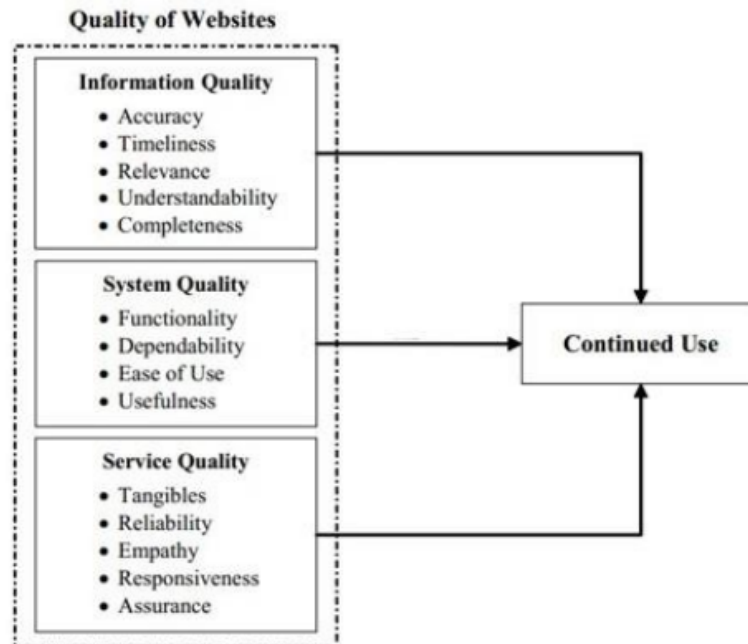
In improving the quality of service, many factors must be considered, namely: identifying the main determinants of service quality, managing customer expectations, managing service quality evidence, educating customers about service, developing a quality culture, creating automating quality, following up on

services, and developing service quality information systems (Tjiptono, 2002). Triguno states the combination of these various service features is quality service (Setijanigrum, 2012, p. 83). In Albrecht and Zemke's (2008) view, the quality of public services results from the interaction of various aspects, namely the service system, service providers' human resources, strategies, and customers.

The substance of public services is always associated with the activity carried out by a person, group of people, or certain agencies to provide assistance and convenience to the community to achieve specific goals (Mandatory, 2016). This public service is becoming increasingly important because it is always in touch with many people with various interests and goals. Improving the quality of public services is very important to encourage an adequate process of bureaucratic reform (DeLone & McLean, 1992). Improve the quality of public services to improve the quality and innovation of public services at each government agency by the needs and expectations of the community. In addition, improving the quality of public services is carried out to build public trust in public service providers to improve public welfare by making public complaints as a means to improve public services.

The current development of e-tailing and e-services has made many companies want to know how consumers evaluate the services provided through the site and whether there are differences in criteria compared to non-internet services (Zeithaml et al., 2013, p. 91). According to Colier and Bienstock (2006), the quality of electronic services is defined as the consumer's perception of solving problems. The results will be the basis for an assessment of the services provided.

This study uses two main models for measuring service quality: the model developed by Wangpipatwong et al. (2009) and Parasuratman et al. (2005). This study is a development of research by Wangpipatwong et al. (2009), which examines the effect of the quality level of e-government websites on increasing the continuity of use on e-government websites in Thailand. The model compiled by Wangpipatwong et al. (2009) is also a development of the IS Success DeLone and McLean (2003) model, revised from the model proposed in 1992. The model promoted by Wangpipatwong et al. (2009) examines the effect of website quality on the continued use of e-government websites, where he created information quality, system quality, and service quality as the three main elements of service quality (Figure 15). The following is the development of the service quality dimensions by Wangpipatwong et al. (2009).

Figure 1: Model Wangpipatwong (Wangpipatwong et al., 2009)

While Parasuratman et al. (2005) established the Electronic Service Quality (E-S-QUAL) dimension to assess the four essential aspects of electronic service quality: effectiveness, system availability, fulfillment, and privacy. Parasuratman et al. (2005) state that a service's recovery procedure is crucial. They created the electronic recovery service scale known as the E-RecSQUAL. Parasuratman et al. (2005) developed an e-recovery service quality scale (E-RecSQUAL) that has 11 components on three dimensions: contact, compensatory, and responsive (handling issues and arranging returns through the website) (assistance through the website), a phone call or an appearance.

This study uses several of the previously described dimensions from both the models created by Wangpipatwong et al. (2009) and Parasuratman et al. (2005) that are thought to be capable of evaluating the service quality of PATEN. Since PATEN is an electronic administration service, we conclude that only the information quality dimension can adequately capture the service's quality across all other dimensions. We adopt the information quality dimension for Wangpipatwong et al. (2009). Regarding the model developed by Parasuratman et al. (2005), we used the Efficiency and Fulfilled aspects of E-Squal. To create the PATEN model, we incorporated several indicators and the dimensions from the two models mentioned above. These indicators include the advancement of employee knowledge and skills, innovative leadership, the creation of SOPs, and the growth of innovation

networks. When Wangpipatwong and Parasuraman developed their models to assess the effectiveness of web-based Regional Integrated Administration Services, they employed these variables to identify important factors (PATEN).

Innovation is combining something that has been created and put into use. Products, services, business operations, marketing, delivery methods, and policies can all be improved through innovation, benefiting the business, stakeholders, and society. Technology and information, particularly the internet, are directly tied to innovation, which is crucial for boosting transparency (Schumpeter, 2005). The strategic response to adopting innovation is strongly linked to the innovation strategy (Hadjimonalis & Dickson 2000). Strategic direction is necessary for successful innovation; without it, innovative capabilities and success are unachievable (Akman & Yilmaz, 2008).

Some of the benefits of information and communication technology are 1) at the process level: it can save the transaction costs of accessing government information for the public and sending data to the government; save time in speeding up internal processes and exchanging data with other agencies; reduce the limitations of government information and services that can be accessed by the public anywhere and anytime; and better decisions for leaders in controlling the activities, needs, and performance of their staff; 2) at the management level: changing the behavior of the apparatus by reducing personal interest and increasing rational or national interest; changing people's behavior; empowerment in improving the balance of power between groups, through convenience; and access to government information. Based on the description above, a public service innovation strategy is a way/effort to implement breakthroughs or ideas made by public service providers to increase public satisfaction (Heeks, 2002; Yang, 2015).

Based on novelty, there are four types of innovation: incremental, architectural, modular, and radical. This level of innovation ranges from incremental and radical to transformative (Muluk, 2008). Incremental innovation brings slight changes to an existing process or service. Radical innovation introduces completely new ways of organizing and service processes. Transformative or systematic innovation reforms all sectors dramatically change the organization and bring about structural changes. This innovation type takes longer to produce the desired results and requires fundamental changes in social, cultural, and organizational structure. The innovation development in system interactions covers governance changes (Henderson & Bick, 2005).

According to Rogers (2003), this innovation's characteristics are used as a unit of analysis to determine the advantages and disadvantages of innovation, including 1) relative Advantage or the relative advantage of innovation must have benefited more than previous innovations; 2) compatibility or suitability of innovation is also compatible with the innovation it replaces; 3) complexity or complexity—

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Innovation has a level of complexity that may be higher than previous innovations; 4) triability or the possibility to be tried—Innovation can only be accepted if tested and proven to have advantages or more value than the old innovation, and; 5) observability or ease of observation in terms of how it works and produces something good.

3 Research Methods

3.1 Type of research

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The type of research used is descriptive with a qualitative approach to determine how to find, collect, process, and analyze research data. This study describes or examines the Wangpipatwong and Parasuraman Model in the Web-Based Evaluation of the Quality of Integrated Administration Services (PATEN).

3.2 Location and research sampling techniques

The research locations were in two sub-districts: Sukodono District and Buduran District, Indonesia. The study's unit of analysis (sample) was the sub-district heads, sub-district officials, and the community in the local government in the selected area. The purposive sampling technique was used to collect data from informants who had important information about the problems being studied.

3.3 Research variables

This research variable should optimize the web-based Integrated District Administration Service (PATEN) to increase community satisfaction in the Sidoarjo Regency Government. The focus of this research is as follows:

- 1) Mapping of critical factors in developing the Wangpipatwong and Parasuraman models in the web-based quality evaluation of District Integrated Administration Service (PATEN). These variables include a) development of employee knowledge and expertise, b) leadership that supports innovation, c) development of SOPs, d) and development of innovation networks.
- 2) The formulation of the development of the Wangpipatwong and Parasuraman models in the web-based quality evaluation of the District Integrated Administration Service (PATEN). This variable includes developing policies to solve and fix problems where the process is a committed and creative leadership that transforms/converts inputs into outputs.
- 3) The policy for adopting the development of the Wangpipatwong and Parasuraman models in the web-based quality evaluation of District Integrated Administration Services (PATEN). This variable has four indicators: human resources availability, system support readiness, infrastructure availability, and external pressure.

3.4 Research data collection methods

The data collection method used was observation, documentation, and in-depth interviews (In-depth Interviews) to obtain a complete picture related to the development of the Wangpipatwong and Parasuraman models in evaluating the quality of web-based District Integrated Administration Services (PATEN) in Sidoarjo Regency. Focus group discussions are used to consider the intensity of the problem. Its prospects will only be found accurately if the informant is involved cognitively and emotionally in a focused forum or opportunity. This technique obtains data about views, perceptions, and attitudes about the factors that drive and hinder the model's development (Jain & Gupta, 2004).

3.5 Data analysis methods

Data processing for this study uses qualitative descriptive analysis techniques with the Miles and Huberman approach (2014), including data collection, condensation, data display, and drawing conclusions or verification.

4 Results and Discussion

To find out the assessment of informants on the development of the Wangpipatwong and Parasuraman models in the quality evaluation of the Web-based Integrated District Administration Service (PATEN), researchers have conducted in-depth interviews consisting of three focuses, namely:

- 1) Mapping critical factors in developing the Wangpipatwong and Parasuraman models in quality evaluation of web-based Integrated District Administration Services (PATEN);
- 2) Formulating the Wangpipatwong and Parasuraman models' development in the web-based quality evaluation of Integrated District Administration Services (PATEN); and
- 3) Adopting the strategy policy for developing the web-based PATEN quality evaluation model in the Sidoarjo Regency Government.

4.1 Mapping of critical in the web-based quality evaluation of District Integrated Administration Service (PATEN)

In mapping critical factors, we developed a model by adding variables to developing employee knowledge and skills, leadership that supports innovation, development of SOPs, and innovation networks. The study results show the mapping of critical factors in developing a web-based quality evaluation model of PATEN regarding the knowledge development of employees who have often attended workshops. Therefore, it can support employee competence in providing public services; leadership supports innovation. Standard Operating Procedures continue to be developed along with the development of the innovation network; this is as the

results of interviews with sub-district heads and employees of Sukodono and Buduran stated as follows:

Camat Sukodono Mahmud stated that:

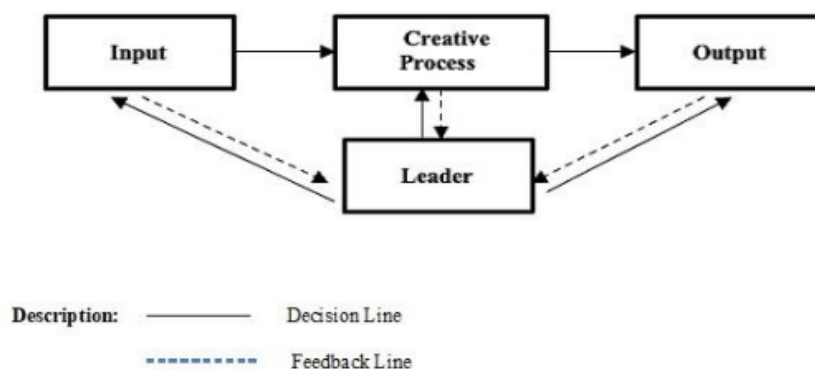
“We often send operator employees to workshops to increase their knowledge and competence in carrying out their activities to serve the community. The leader, in this case, the Regent of Sidoarjo, is very supportive while we continue to develop SOPs (personal communication, August 28, 2020).”

Furthermore, the Head of Sub-district Buduran Sentot also stated that:

“The principle is that if the district asks us to send employees to attend workshops, we will immediately send them because this is important to support employee competencies. We continue to receive support from the Regent to continuously improve the work system in public services; therefore, SOPs continue to be developed (personal communication, September 3, 2020).”

In formulating the development of the Wangpipatwong and Parasuraman models in evaluating the quality of Web-Based Integrated Regional Administration Services (PATEN), we analyzed the dimensions proposed by the two models in the interaction of innovation with policymakers in the implementation of PATEN. This stage includes developing policies to solve and improve problems where the process is for leaders to convert inputs into outputs and continue to improve them by involving existing stakeholders from both the Sidoarjo Regency government and the sub-district as think tanks. Leaders are expected to contribute significantly to the sustainability of the use by the public of electronic products for administrative services. Committed and creative leaders transform inputs into ideal outputs (Figure 2).

Figure 2: Formulation of web-based PATEN quality evaluation model development



The next stage is adopting strategies to improve the quality of public services to ensure the availability of human resources, the readiness of system support, the availability of infrastructure, and external pressure. In terms of human resources, both the Sukodono sub-district office and the Buduran sub-district office are sufficient, but their competence still needs to be improved. Meanwhile, the availability of the Sukodono sub-district office is better because the service office is more comprehensive and equipped with adequate facilities. All of this is done to provide satisfaction to the community (Table 1).

Table 1: The study focuses and variables and evaluation of model development results quality of integrated district administration services (PATEN)

No.	Research focus	Variables	Research outcome	
			quality service	not quality service
1	Identification of the web-based quality evaluation model for the District Integrated Administration Service (PATEN)	1) Perceptions of benefits	x	
		2) Ease of system implementation	x	
2	Critical factors mapping in developing web-based PATEN quality evaluation models	1) Development of employee knowledge and expertise	x	
		2) Leadership that supports innovation	x	
		3) Development of SOP	x	
		4) Development of an innovation network	x	
3	The formulation of developing a web-based PATEN quality evaluation model. This variable includes the process of developing policies to solve and fix problems, where the process is the process of transforming/converting inputs into outputs	1) Committed and creative leaders who carry out transformations in converting inputs into outputs	x	
4	The adoption of a strategic policy to develop a web-based quality evaluation model of PATEN in the Sidoarjo Regency Government. This variable has four indicators: human resources availability, readiness for system support, infrastructure availability, and external pressure	1) Availability of human resources	x	
		2) Readiness of system support	x	
		3) Availability of infrastructure	x	
		4) External pressure	x	

Information technology resources in public organizations enable public managers to pursue greater service productivity by developing these organizational capabilities. Gayatri et al. (2009) stated that the ten dimensions of service quality for the public sector are used in their research: tangibility, reliability, responsiveness, credibility, competence, customer understanding, access, security, communication, and courtesy. All at once, a validly formed construct of public service quality requires only three variables: tangibility, reliability, and credibility. The reliability dimension has a strong influence on shaping consumer perceptions of the quality of public services. Several hypotheses indicate a significant relationship between the dimensions of the quality of public services and respondents' perceptions of the public service itself. There is a statistically significant relationship between respondents' perceptions of the value obtained from public use and customer satisfaction with services performed. The satisfaction of public service consumers affects their perceptions of the quality of public services. If consumers are satisfied, their perception of public services' quality will be more positive.

The analysis in this study shows that the evaluation of the measurement model is based on the aspects of information quality (Wangpipatwong et al., 2009) which includes dimensions: Accuracy, truth, and reliability of the information on the website; Timeliness of information delivery on the website; Relevance, or the conformity of information with the permits to be submitted; Understandability of the information on the website; and Completeness, with a level breadth and depth that is sufficient for the online licensing application process as well as aspects of the quality of electronic services. Parasuraman et al. (2005), including Efficiency—use and speed in accessing the website and managing online licensing and Fulfillment—the degree to which the manager's promises of service delivery and availability are fulfilled, show the same dimensions of public service as seen from benefits and convenience, workshops for operator employees, and leadership support for innovation and development. Standard Operational Procedures, development of policies to resolve and fix problems related to transforming/converting inputs into outputs, availability of sufficient resources, both human resources and facilities and infrastructure so that it can improve the performance of District Integrated administrative services (PATEN) in Sidoarjo Regency.

5 Conclusions

This study develops an e-government-based evaluation model of sub-district integrated administrative services quality. It combines the previous model of improving the service quality of electronic-based systems to improve the quality of continuity of use and a model of service measurement to consumers using the website. The model is then evaluated using the quality evaluation model for Integrated District Administration Services (PATEN), mapping the critical factors

for assessing web-based PATEN evaluation models' quality, formulating the development of web-based PATEN quality evaluation model, and implementing policy strategies to adopt web-based PATEN quality, evaluation models. Its application shows that the website's information is helpful, clear, easy to understand, and quickly accessible, with a level of breadth and depth sufficient for the online licensing application process contained in both models. The improvement of the transformation/conversion process aspect of input to become output is continually implemented by involving stakeholders, which is included in the main priority of performance improvement of the e-government service system used by the Sukodono and Buduran districts in the Sidoarjo Regency. The formulation of developing a web-based PATEN quality evaluation model. Continuous development programs are made by adopting and involving academics—adoption strategy policy development of web-based PATEN quality evaluation model in Sidoarjo Regency Government. From the aspect of human resources, its competence needs to be continuously improved. For the readiness of support, the district government system must support the smooth running of service activities. Employees must attend workshops more often to support employee competencies in providing public services; leadership gives authority to the sub-district to develop the existing system; Standard Operating Procedures are continuously set in line with the development of the innovation network.

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