

# Evaluation analysis of electronic governance in the Malang City Communication and Information Service

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## Abstract

An innovative public service system can certainly produce more conducive conditions and foster and develop creativity in the management of service units and government institutions. This article identifies problems or obstacles that may occur in electronic governance services at the Malang City Diskominfo, especially on the Sambat Online website. By evaluating the quality and effectiveness of existing services, corrective and enhancing steps can be taken to ensure that these electronic services truly provide benefits to the people of Malang City. This article focuses on the evaluation analysis of Electronic Governance services carried out at the Malang City Communication and Information Service (Diskominfo) using descriptive qualitative research methods. Then the data collection technique was carried out by observation and distributing questionnaires via Google Forms. The result of this article is that the Sambat Online website service mechanism itself makes it easier for people to make complaints online. The service in responding to complaints from the people of Malang City is in web form ([sambat.malangkota.go.id](http://sambat.malangkota.go.id)) via SMS, website and Android. The supporting factors for managing online sambat in responding to complaints from the people of Malang City are the available budget, supporting facilities and infrastructure. Meanwhile, the inhibiting factors for online sambat management in responding to complaints from the people of Malang City are the lack of super admin in the Malang City communications and information services department, budgets that have not been allocated to each regional apparatus and frequent rollovers in the distribution of employees within the Malang City Government.

**Keyword:** *Electronic Governance, Sambat Online, Service Evaluation*

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## **1. Introduction**

The public service system continues to improve along with developments in technology and information in this era of globalization. This is because technological developments provide great benefits in public services. The era of globalization with its sophisticated technology makes it easy for people to access, process and obtain information from various sources available on the internet (Lestari, 2018; Nahrudin & Suardi, 2021). Apart from the public, the government also finds it easier to improve efficiency, effectiveness and transparency in administering digital-based government. This is stated in Presidential Instruction Number 3 of 2003 concerning National Policy and Strategy for E-Government Development. These instructions emphasize that in order to achieve good government IT governance, periodic evaluations are necessary (Anshori, 2019; Rahmadhani et al., 2021).

With a quality information system design, you can certainly provide quality information. This is caused by the era of globalization which makes information accessible easily and practically by visitors or users (Haris Basyaev et al., 2021; Yorinda Febiyanti & Kriswibowo, 2023). By taking advantage of this era of globalization (era 4.0), the government, in this case the state apparatus, is expected to be able to provide opportunities and public services that are oriented towards service needs, in this case through public complaints (Ernawam, 2017; Wibowo & Pratomo, 2021). E-Government is a new interaction mechanism between the government and interested communities (stakeholders) involving the use of information technology with the aim of improving the quality of public services from the government (Rokhman et al., 2022; Wahyuningsih & Purnomo, 2020). Based on Presidential Instruction Number 3 of 2003 concerning National Policy and Strategy for E-Government Development, it mandates every Governor and Regent or Mayor to determine the necessary strategies in accordance with their duties, functions and authority in order to implement E-Government development (Perpres, 2013; Prihanto, 2012).

The use of e-government is expected to increase productivity and efficiency of bureaucratic processes and is also expected to support the process of economic growth. The concept of e-government itself is a stage for improving interactions between government and society, government and business, and intergovernmental relations (Arifah, 2020; Rahadian, 2019). With the progress of technological developments, all public services can be carried out using technology which makes it easier for the government to provide services (Bambang Suprianto, 2023; Suharyana, 2017). Public services that use electronic media, such as public complaints in Malang City, certainly really help the public in controlling all aspects of public complaints. The complaints that the people of Malang City often complain about cannot be separated from what the people feel directly (Sudrajat et al., 2018).

With these public complaints, the Malang City government must facilitate these complaints to be processed. In this case, the Malang City Communication and Informatics Service (Diskominfo) in its main duties has the obligation to manage public complaints and provide facilities for the existing complaint process. Public complaints in Malang City are designed with one of the innovations through the Sambat Online website. According to Indrajit (2002), this concept is not merely a change in the public service system, but is a form of good performance by the government towards society. Have a transformational approach in government that is centered directly on the community. With this system, it is hoped that there will be good two-way communication between the government and the community, with the aim of being able to freely assess, ask questions, provide suggestions or opinions on the government system. The demand from society in general is the speed of the government in responding to every complaint through the services that have been provided (Nugraha, 2018; Pratiwi et al., 2020).

In Public Service Law Number 25 of 2009 article 36 and article 40, it is explained that the government provides facilities or forums for com-

plaints and management from more competent officers. In complaints that have been received, officers are obliged to follow up on the results of the complaint and take responsibility for managing the complaint. Minister of State Apparatus and Bureaucratic Reform Regulation No. 30 of 2014 concerning guidelines for innovation in public services emphasizes that public services must provide innovation with the aim of capturing, growing and providing breakthroughs in accelerating the quality of public services (Permenpab, 2014). An innovative public service system can certainly produce more conducive conditions and foster and develop creativity in the management of service units and government institutions (Choiriyah, 2020). The Ministry of State Apparatus Empowerment and Bureaucratic Reform has established One Agency, One Innovation, which aims to ensure that each institution can create new innovations in public services. This aims to ensure that every government system, especially public services, has competitiveness and creates its own drive to improve the quality of public services (Melinda et al., 2020; Yona Andreani & Laylan Syafina, 2022).

The presence of a public service system in the form of a website or online application is one form of e-government development (Damanik & Purwaningsih, 2017; Nurrahman et al., 2021). *Sambat online* in Malang City are based on managing complaints about problems that have not been managed and will be handled directly. *Sambat Online* will quickly handle complaints because it is a one-stop service under the Malang City authorities. The public is given access to ask questions and be answered directly by the relevant agencies in the system. To evaluate how public services are adapted to administrative and organizational principles, effectiveness and efficiency in handling complaints appropriately.

To ensure the success and effectiveness of implementing *Sambat Online* and electronic governance services as a whole, a comprehensive evaluation is needed. This evaluation will involve assessing various aspects such as the quality of the system, the information provided, the services

provided, use by the community, the level of user satisfaction, the impact produced, as well as evaluating the characteristics of the related services (Damanik & Purwaningsih, 2017; Yorinda Febiyanti & Kriswibowo, 2023). Thus, the background of this research aims to identify evaluations of electronic governance services at the Malang City Diskominfo, especially through case studies on the *Sambat Online* website. This evaluation is expected to provide a better understanding of the quality of existing services, as well as provide recommendations for improvements and improvements needed to increase the effectiveness and satisfaction of the public in using e-government services in Malang City.

## 2. Literature Review

Research on evaluating e-government services itself was conducted by Ramadhana (2018) where the results of this research showed that website quality consisting of Usability, Information Quality and Service Interaction Quality did not affect user satisfaction with this website. The evaluation obtained by the government should improve the features or quality of the website to make it more attractive (Riyanto & Bachri, 2019). The results of this research are in line with research conducted by Nugroho (2022) where the results of this research concluded that the service system in the *Sambat Online* application was not effective. According to Mclean and DeLone's theory, regarding system quality, information, services, use, satisfaction, impact and evaluation of service characteristics is still lacking (Nugroho, 2022).

### Public Service

Every government agency is formed to achieve the goal of providing satisfaction to the community. If the stated goals are achieved then it can be said to be a success. In order for the stated goals to be achieved, good and quality service is needed (Amanatullah & Subadri, 2023; Ifan et al., 2019). According to Indriyati and Hayat (2015) stated that: "optimizing public services is

providing professional and quality services which have positive implications for community satisfaction". According to the Decree of the Minister of State Apparatus Empowerment Number 25 of 2004: "public services are all service activities carried out by public service providers as an effort to fulfill the needs of service recipients, as well as in the context of implementing statutory provisions" (Hayat, 2017; Kepmen, 2004).

Public service indicators can vary depending on the type of service provided, but some examples of general indicators include: a) Response time: Measures the length of time required by government agencies to respond to requests or complaints from the public. b) User satisfaction: Measuring the level of user satisfaction with the services provided, often carried out through surveys or assessments involving service users. c) Information Completeness level: Measures the extent of information provided by government agencies to the public regarding available procedures, policies and services. d) accessibility: Measuring the level of availability and ease of public access to public services, including the availability of facilities and infrastructure, as well as inclusive service policies. e) accuracy and precision: Measuring the level of accuracy and precision in processing data and information provided by government institutions to the public. f) Completion rate: Measures the level of success of government institutions in resolving public requests or complaints by paying attention to the time required and satisfactory results. The public service indicators used can vary depending on the context and type of service being evaluated. It is important to choose relevant and representative indicators to measure the quality of public services objectively (Fadhli, 2017; Fajri et al., 2020).

### **Electronic Governance**

Electronic Governance is the use of information and communication technology to support good governance. E-Governance consists of two important elements, namely 'governance' as the main concept and 'electronics' or ICTs (informa-

tion and communication technologies) as a tool to improve the governance process. World Bank states that e-governance refers to the use of information technology by government agencies that has the ability to change relationships with citizens, businesses, and other government agencies. This technology can serve a variety of different purposes such as providing better services by government to citizens, increasing interaction with business and industry, empowering citizens through access to information, and more efficient government management. The resulting benefits can be reduced corruption, increased transparency, greater convenience, revenue growth, and/or reduced costs (Sari et al., 2022).

E-Government is an electronic-based government administration system to improve the quality of public services efficiently, effectively and interactively (Luthfi et al., 2023). Where in essence E-Government is the use of information technology that can improve relations between the government and other parties (residents, entrepreneurs and other agencies). E-Government is often described or described quite differently by each individual or community (Maulani, 2020). The function of electronic governance is to increase the efficiency and effectiveness of public services, improve governance and government management, increase transparency and accountability in government administration, increase public participation in decision making and government supervision. Apart from that, increasing the accessibility of public services for the community, speeding up the decision-making process and disseminating information, increasing coordination and collaboration between government institutions, strengthening security and data protection in the government environment, encouraging innovation and technological development in public services and increasing public satisfaction with public services.

### **3. Research Methods**

This research focuses on analysis of the evaluation of Electronic Governance services carried out at the Malang City Communication and

Information Service (Diskominfo). This type of research uses descriptive qualitative research methods. Qualitative descriptive research is a type of research that aims to describe and understand phenomena or events in detail and comprehensively (Sugiyono, 2018; Suyitno, 2018). This research focuses more on an in-depth understanding of a problem, perception, attitude or experience of an individual or group (Putra et al., 2023).

The data analysis techniques used in this research are data reduction, data presentation, and drawing conclusions. Meanwhile, data validity techniques use extended observation and triangulation techniques. The focus of research in this study is Sambat Online services. This research uses primary data and secondary data. Primary data is data collected directly from the original source for specific research purposes (Denny Nazaria Rifani, 2021; Harmiati et al., 2020). This data has never been collected before and is usually collected by the researchers themselves or the research team involved in the study. In this research the primary data includes questionnaires and observations. The research instruments of this qualitative descriptive research are in the form of observations, questionnaires or user assessment questionnaires, study of documents related to the Sambat online website and statistical analysis in the form of statistical data obtained from the Sambat online website, such as the number of visitors, types of complaints, response time, or level of user satisfaction can be analyzed to evaluate the performance and effectiveness of the website.

#### 4. Results and Discussion

This article addresses a number of issues, including the assessment of the online communication service provided by Malang City Diskominfo. The assessment pertains to the website's service procedure and the submission of complaints to the relevant authorities. In this discussion of service barriers, we concentrate on those that arise throughout the Sambat Online website's service process.

#### Service Procedure on the Sambat Online Platform

The Malang City Government has made efforts to provide complaint services in the form of an application system that is more affordable, easy and fast. where the legal umbrella for the rules governing this matter is in Malang Mayor Regulation Number 19 of 2010 concerning the Implementation of Complaints Services within the Malang City Government. We call this program *Sambat Online*. Online communication is a type of digitalized means of public complaints, whereas traditional methods include a suggestion box or complaints counter, an office phone number or cellphone number designated for complaints services, or a dedicated room for complaints services. Malang City complaints of all kinds, including those regarding broken roads, unlawful parking, administration, education, traffic jams, trash, and so forth, can be filed via *Sambat Online* website.

In making these complaints, the people of Malang City must follow the requirements or procedures for submitting complaints or complaints via online chat as follows: First, you must register. Registration is only valid once at the start, then for the next time just log in. If this account is already registered, you can make other submissions or reply to comments. Second, after registering, registrants can log in as a user. Third, enter complaints in this Sambat Online application and can also provide or send according to needs such as: complaints or complaints, suggestions, criticism, or questions. The splice will be moderated. Fourth, wait for complaints or complaints. After making a complaint, please wait for a reply from the admin online. For connections that do not comply with the provisions, the admin will reject the complaint.

Furthermore, for the mechanism or flow of implementing Sambat Online management in responding to complaints from the people of Malang City, as conveyed by the research informant, he explained that Sambat Online in responding to complaints from the people of Malang City is already in the form of a web ([sambat.malangkota](http://sambat.malangkota)).

go.id) at the Malang City communication and information service.

### **Evaluation in the Service Process**

Diskominfo has a grace period or deadline for how long incoming complaints must be handled according to Malang Mayor Regulation Number 19 of 2010 concerning the Implementation of Complaint Handling Services within the Malang City Government, seen from the completion time for handling complaints received by service implementing officers during working hours. has been forwarded to the authorized regional apparatus no later than 1x24 hours from the time the complaint is received for follow-up. Some take around 3 days, some more than that depending on the type of complaint. So so far, the management of *Sambat Online* should be in accordance with the Malang Mayor's regulations for responding to public complaints, which is 1, 3 or 7 days for managing public complaints, but in reality it can be more than the specified time.

Furthermore, one example of the response of the Malang City Government through the Public Works Spatial Planning Service (DPUPR), in responding to public complaints that came in via the Malang City DPUPR Facebook account. Complaints about the condition of the road with potholes always appear every rainy season, because there is still standing water on the road, making the asphalt weak and peeling, so in the end the DPUPR service repairs the road by patching it. The DPUPR Service immediately repaired it because it didn't require too much budget so it was immediately repaired.

In the discussion regarding the management and services of *Sambat Online* in responding to complaints from the people of Malang City above, it can be seen that it is related to supervision, including looking at the results of *Sambat Online* reports, website *sambat* lines and SMS *sambat* lines for 2020, because the measurement of the results of this work is done once every year. carried out by the Head of the Public Information Management Section at the Malang City

communications and information service. As for the results of public complaints for 2020, the total number of complaints via website and SMS was 899, of the 899 complaints the most were from the transportation service with a total of 210 complaints, Dispendukcapil had 86 complaints, SATPOL PP had 83, then DPUPRPKP had 64, PMPTSP/Licensing Manpower Office received 49 complaints, so this is the 5th largest regional apparatus receiving complaints in 2020.

### **Supporting and inhibiting factors for implementing Sambat Online Website**

Supporting factors are factors that support the implementation of organizational goals. In this case, in managing *Sambat Online* to respond to complaints from the people of Malang City, the supporting factors for its implementation are: 1) in terms of adequate human resources, 2) available budget, 3) high leadership commitment to complaints, 4) equipment and infrastructure supporting network, 4) facilities and infrastructure that have met the requirements.

Inhibiting factors are things that become obstacles or obstacles in an implementation activity, in this case the management of *Sambat Online* in responding to complaints from the people of Malang City. The one of the inhibiting factors is as follows: 1) budget limitations, 2) HR personnel at Diskominfo often experience rollovers, so that they cannot immediately handle *disambat*, 3) several Regional Apparatus (PD) lack synchronization or cooperation. in terms of complaints, and 4) obstacles to commitment to guidance and lack of socialization of *Sambat Online* to residents of Malang City.

Then it can also be seen that another problem is the lack of super admin in the Malang City communications and information department. Then it turned out that from super admin it was distributed again to the admins of each regional apparatus, so that was what caused it to take a long time to respond to public complaints. After the Regional Apparatus receives a complaint from the Malang City diskominfo super admin, the re-

gional apparatus will follow up and then the Malang City diskominfo report back to the community whose complainant has resolved the problem with the complaint submitted.

Based on the results of the interview, it was observed that in managing Sambat Online in responding to complaints from the people of Malang City there is a budget factor, the Diskominfo budget is still limited. The limited budget for managing Sambat Online in responding to complaints from the people of Malang City requires special attention from the Malang City Government (Pemkot Malang) to Budget greater costs for operational maintenance of this Sambat Online application.

There are several new applicable concepts in Sambat Online applications related to e-government. The following are some examples: 1) Mobile Government (m-Government): m-Government is a concept that integrates mobile technology, such as smartphones and mobile applications, in the provision of government services to the public. Mobile applications developed by the government can enable citizens to access government information, carry out transactions, submit complaints, and participate in government processes directly through their mobile devices. 2) Internet of Things (IoT) for Smart Cities: This concept involves using the Internet of Things (IoT) to improve efficiency and quality of life in cities. In the context of e-government, IoT can be used to collect and analyze data from various connected devices to help make better government decisions, such as traffic management, energy management, and more efficient waste collection. 3) Big Data and Analytics: Governments can leverage big data and analytics to collect, store and analyze large and diverse data. By understanding patterns and trends from this data, governments can make better decisions, plan effective policies, and provide better services to the public. 4) Artificial Intelligence (AI): AI can be used in various aspects of e-government, such as chatbots to provide customer support, automatic processing of documents, analysis of public sentiment, and improving cybersecurity. AI can also

help in smarter and more efficient government decision making. 5) Blockchain: Blockchain technology can be used in e-government to build trust, transparency and security in transactions and data management. In the context of e-government, blockchain can be used to secure digital identities, track transactions, and improve the integrity of government data.

Based on the results of the interview, the requirements for complaints via the Malang City Diskominfo Sambat Online website consist of: 1) Complainant's Identity: Complainants are required to have a Resident Identity Card (KTP) and Family Card (KK). This identity is needed to ensure that the complainant is a legal resident of Malang City. 2) Data Activation: If when registering a complaint using BPJS (Social Security Administering Body) data it is not found, the complainant needs to report to the Population and Civil Registration Service (Dispendukcapil) to activate their data. This aims to ensure that the complainant's identity data has been registered correctly in the government administration system. 3) Complaint Method: Complainants can choose between two complaint methods, namely via the website or via SMS. The website complaint method is intended for those who are familiar with technology and have internet access. Meanwhile, the complaint method via SMS is aimed at people who are not familiar with technology or have limitations in accessing websites. 4) Complaint Subject: Complaints submitted via the Malang City Diskominfo Sambat Online website are free in nature regarding public services. This means that complainants can submit complaints, suggestions or requests for information related to services provided by Malang City government agencies. 5) Complaint Time: The complaint time is not limited. Complainants can file a complaint at any time according to their needs. There is no specific time limit set for filing a complaint.

By fulfilling the requirements above, the people of Malang City can use the Sambat Online Diskominfo website to submit complaints regarding public services. This system provides flexibility for the community in conveying their prob-

lems and provides an opportunity for those who are not familiar with technology to still participate through complaints via SMS.

## 5. Conclusion

Based on the research results, it can be concluded that services at Sambat Online in terms of Malang City Government mechanisms, in this case Diskominfo, have provided services based on applicable regional government regulations. The service in responding to complaints from the people of Malang City is in web form ([sambat.malangkota.go.id](http://sambat.malangkota.go.id)) via SMS, website and Android. Next, residents of Malang City first go to the communications and information services website, then register and log in to start the welcome. However, responding is slower than the

existing regulations, 7 days to 1 month depending on the type of complaint and the budget provided. The supporting factors for managing online sambat in responding to complaints from the people of Malang City are the available budget, supporting facilities and infrastructure. Meanwhile, the inhibiting factors for online sambat management in responding to complaints from the people of Malang City are the lack of super admin in the Malang City communications and information services department, budgets that have not been allocated to each regional apparatus and frequent rollovers in the distribution of employees within the Malang City Government. By prioritizing the needs of the community, Sambat Online is prepared to accommodate the interests of the community.

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## Evaluation analysis of electronic governance in the Malang City communication and information service (Diskominfo)

Abdelrahman R.M. Abuhammad, Retno Wulan Sekarsari, Septina Dwi Rahmawati

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