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Customer Satisfaction Analysis In Electronic Governance Services (E-Government): A Case Study Of The Usage Of The Online Service Portal In The Central Bureau Of Statistics Of Diy Province, Yogyakarta

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Abstract

This study aims to evaluate the satisfaction level of customers/community with the e-Government services provided by the Central Bureau of Statistics (BPS) of the DIY Province and to explore their experiences in using these services. Through comprehensive analysis, this study provides an overview of the effectiveness and user experiences of e-Government initiatives in the DIY Province. The research adopts a qualitative approach and utilizes three main data collection techniques: interviews, observations, and documentation at the Central Bureau of Statistics (BPS) of DIY Province. Interview data encompasses users' views, opinions, and experiences with e-Government services, analyzed descriptively to understand user satisfaction and experiences with the provided services. BPS Provinsi D.I. Yogyakarta operates through four main stages of statistical activities, ensuring accuracy and completeness of provided statistical data. Users of the online service portal face challenges such as data incompleteness and unfamiliar portal interface, although improvement efforts, including inventory data collection and integration of live chat feature, have been initiated. Additionally, a Customer Satisfaction Survey (CSS) indicates high satisfaction levels, with a 94.06% satisfaction index for service quality and 97.14% satisfaction for facilities provided by BPS Provinsi D.I. Yogyakarta.

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Keywords: e-Government services; customer satisfaction; Central Bureau of Statistics; user challenges; improvement efforts.

INTRODUCTION

Service is one of the activities aimed at providing satisfaction to customers. Additionally, good and quality service will improve the relationship and perception of the community towards a company because service is the face of the company directly related to the community, making it one of the crucial activities. For government officials, public service is the primary duty as servants of the state and society. This is stipulated in the opening of the 1945 Constitution fourth paragraph, which covers four core aspects of government officials' services to the community, namely protecting all Indonesian people and the entire Indonesian bloodline, advancing public welfare, educating the nation, and maintaining world order based on freedom, eternal peace, and social justice. This is reinforced by the Minister of State Apparatus Empowerment Decision No. 63 of 2003 concerning the general guidelines for the implementation of public services. In today's era, where developments progress rapidly, especially in technology, the lifestyle of all people is forced to adapt to avoid being left behind. This also applies to information technology, one example of which is the concept of e-government, which is the utilization of information and communication technology by government institutions and public bodies to ensure that public service delivery is more effective and efficient.

Indonesia itself has introduced e-government since 2001 through Presidential Instruction No. 6 of 2001 concerning telematics, which states that government officials must use telematics technology to support good governance and accelerate the democratic process. The Central Bureau of Statistics (BPS) is one of the non-ministerial institutions that has implemented e-government through the procurement of official websites with the address bps.go.id managed by BPS-RI and regional BPS websites managed by each respective region. The BPS websites in each region were established around 2011, at which time they still had inconsistent appearances and no standards were used in website development. However, in 2012, the central BPS finally established standards for all BPS websites, which must provide dynamic tables that can be saved and an Advanced Release Calendar created by each region.

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THEORETICAL FRAMEWORK

Public Service

In the Public Service Law Chapter 1 Article 1 Paragraph 1 of 2009, public service is defined as activities or series of activities aimed at fulfilling the service needs in accordance with the legislation for every citizen and resident regarding goods, services, and/or administrative services provided by public service providers. In addition, regarding public services organized by government institutions for the community, service, according to Wasistino (2003:43), is "a form of service provided by government elements, private parties on behalf of the government or private parties to the community, with or without payment to fulfill the needs and/or interests of the community." Related to the concept of public service, there are two parts: service providers and service recipients. According to Barata (2003:11), service providers are "parties that can provide certain public services to consumers, whether in the form of public services in the form of providing and delivering goods or services." Meanwhile, the public service recipient is "the customer or consumer element receiving services from public service providers."

From the above definitions, it can be understood that public service is a form of service provided by both government and non-governmental institutions to meet the needs and interests of the community, whether in the form of goods, services, or administrative services through established procedures. Public service is one of the indicators that can be seen as an assessment of the quality of government administration in fulfilling its functions and duties, so the quality of public service administration or government can be determined by how well public service can be carried out in accordance with the expectations and needs of the community. Speaking on this matter, Nurdin (2010:57) also states that, "in various developing countries in the world, including Indonesia, public service becomes one of the indicators for assessing the quality of government administration in carrying out its duties, functions, and authorities."

Customer Satisfaction

According to the Indonesian Dictionary, satisfaction is a feeling of satisfaction or pleasure regarding something (things that are satisfying, enjoyable, relieving, etc.). Satisfaction can also be defined as a feeling of satisfaction, happiness, and relief from consuming a product or service to obtain a service. For all companies operating in services, trade, industry, etc., customer satisfaction is something that is sought after, because with satisfied customers, there will be many benefits for the company such as

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customers becoming loyal to the company. Additionally, when customers are satisfied with the value provided by a product or service, there is a high probability that they will remain customers for a long time. Badan Pusat Statistik (BPS) Provinsi DIY is one of the non-ministerial government agencies operating in the service sector to provide data needs for the government and society, thus customer or community satisfaction with the provided service, completeness, accuracy, and ease of access in data retrieval are essential. According to Supriyatno (2009:318), indicators that are always used by the community to measure a level of customer satisfaction are included in five dimensions, namely:

1. Tangible,
2. Empathy,
3. Responsiveness,
4. Reliability,
5. Assurance.

These five dimensions are usually abbreviated as TERRA, which means:

a) T (Tangible) in this case is the quality of public service that includes tangible aspects such as physical appearance, service personnel, availability of facilities and infrastructure, supporting facilities, and everything that can be felt by customers.
b) E (Empathy) is the ability of service providers or companies to understand and respond to customer needs or desires.
c) R (Responsiveness) is seen from the extent to which service providers are able to respond to customer requests, questions, or problems quickly and accurately.
d) R (Reliability) refers to the ability and reliability of service providers to provide reliable, consistent, and reliable services as promised.
e) A (Assurance) is the ability of service providers, both personal and institutional, to provide guarantees or confidence in providing services.

E-Government

E-Government, also known as electronic government, is one of the efforts made by the government to improve the effectiveness, accountability, transparency, and efficiency of public service providers (government) using information and communication technology. As defined by the World Bank (2012), E-Government is "the use of ICTs by government institutions (such as WAN, internet, mobile computing) that have the ability

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to change relationships with the community, business, and government stakeholders." And according to the UN ASPA (2000), E-Government is the use of the internet and the world-wide-web to provide government information and services to citizens. In principle, the implementation of e-Government can be categorized into 4 types or categories (Yildiz, 2007), namely G2C (Government to Citizen), G2B (Government to Business), G2G (Government to Government), G2E (Government to Employee).

G2C (Government to Citizen) is a type of Government that aims to provide access to information and services needed by the public. This type is developed as an interaction platform for the government and the public using the internet and ICT, such as websites, applications, email, and even WhatsApp. With G2C, the relationship or relationship between the government and its citizens becomes closer.

RESEARCH METHOD

This study adopts a qualitative approach in its methodology. Through interviews, observations, and content analysis, the research aims to explore users' experiences and the dynamics of electronic government services at the Central Bureau of Statistics (BPS) of DIY Province. Data collection involves interviews, observations, and documentation at the DIY Provincial BPS.

RESULT AND DISCUSSION

Result

According to Eni Nuraeni, a staff member at the Statistical Dissemination Function, there are four stages and eight phases in the statistical data dissemination process. These stages include Data Planning, Data Collection, Data Checking, and Data Dissemination.

a) Planning Data: This stage includes identifying needs, designing and implementing plans. Need identification includes identifying needs, consultation, determining goals, and others. Design includes submitting data recommendations, designing output, variables, data collection, samples, sampling methods, and others. Design implementation includes making data collection instruments, making process components, and system testing.
b) Data Collection: Involves building a sampling frame, training officers, and collecting data.

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c) Data Check: The process of data integration, editing, weighing, estimation and analysis.
d) Data Dissemination: Data and metadata synchronization, producing dissemination products, product release management, dissemination product promotion, user support management, and evaluation.

Access to high-quality data is important in national development policy. Therefore, Presidential Decree no. 39 of 2019 regulates the implementation of statistical activities through SDI, which includes planning, collecting, examining and disseminating data. NSO uses SDI as a reference for GSBPM, enabling statistical activity measurement and integration of data and metadata standards.

E-Government implementation aims to improve the quality of public services, but often faces obstacles that affect user satisfaction. One of the obstacles in BPS Province D.I. Yogyakarta is a lack of data on the online portal, which is important for users who cannot visit BPS offices. Improvement efforts were made by collecting library material inventory data and completing the data in the dynamic and static table features. The appearance of the service portal is also an issue because of the importance of the initial interaction between the user and the service. An unfamiliar display can hinder users, especially those who are not familiar with digital technology. To overcome this, in 2021, BPS Province D.I. Yogyakarta provides live chat to make user interaction easier.

The level of customer satisfaction with service officers and online portals at BPS DIY Province is an important indicator of service success, including in E-Government. E-Government services must meet user needs and expectations to create customer satisfaction. DIY Province BPS conducted a data needs survey (SKD) to evaluate the level of customer satisfaction and identify consumer needs to improve data quality and public services. SKD, which was first carried out by central BPS in 2005, also plays a role in monitoring services to improve the quality of data and statistical information.

According to analysis of the results of the 2023 Yogyakarta Province Central Statistics Agency's data needs survey, the consumer satisfaction index for the quality of PST BPS DIY Province services reached 94.06%, with 97.14% of consumers satisfied with the BPS service facilities and infrastructure.

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DISCUSSION

The research findings shed light on the intricacies of the statistical data dissemination process and its significance in various sectors, particularly in national development policy and public service delivery. Let's delve deeper into the discussion based on the provided research.

1. Statistical Data Dissemination Process:

   Eni Nuraeni outlines four stages and eight phases in the statistical data dissemination process, emphasizing the importance of each stage, from planning to dissemination. This structured approach ensures that data is effectively gathered, analyzed, and shared with stakeholders. The process involves meticulous planning, thorough data collection, rigorous data checking, and efficient data dissemination strategies.

2. Presidential Decree and Statistical Activities:

   The mention of Presidential Decree no. 39 of 2019 highlights the government's recognition of the importance of statistical activities in national development planning. The decree's emphasis on implementing statistical activities through a standardized framework like SDI underscores the government's commitment to ensuring high-quality data for informed decision-making.

3. Challenges in E-Government Implementation:

   Despite the aims of E-Government implementation to enhance public service quality, the research identifies common obstacles faced, such as insufficient data availability on online portals. This limitation underscores the importance of addressing digital infrastructure gaps to ensure equitable access to information and services, especially for users who rely on online platforms.

4. Efforts to Overcome Challenges:

   The research highlights proactive efforts by BPS Province D.I. Yogyakarta to address challenges, including improving data completeness on online portals and enhancing user experience through live chat support. These initiatives demonstrate organizational agility and responsiveness to evolving user needs and technological advancements.

5. Customer Satisfaction and Service Quality:

   Customer satisfaction is a crucial metric for evaluating service success, particularly in E-Government initiatives. The research findings, based on the SKD survey, reveal high levels of customer satisfaction with the quality of services provided

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by BPS DIY Province. This positive feedback underscores the effectiveness of BPS's efforts in meeting customer needs and delivering quality services.

In conclusion, the research findings provide valuable insights into the complexities of statistical data dissemination, the challenges in E-Government implementation, and the importance of customer satisfaction in evaluating service quality. By addressing these issues and leveraging innovative solutions, government agencies like BPS can enhance data accessibility, improve service delivery, and ultimately contribute to national development goals.

CONCLUSION

The DIY Province Central Bureau of Statistics (BPS) operates through four primary stages of statistical activities: Data Planning, Data Collection, Data Verification, and Data Dissemination. Each stage involves a series of phases to ensure the accuracy and completeness of the statistical data provided. Users of the online service portal face challenges such as incomplete data availability and an interface unfamiliarity. However, efforts to address these issues, including inventorying library materials and adjusting the portal interface with features like live chat, have been undertaken. Additionally, the survey on data needs (SKD) serves to evaluate customer satisfaction levels regarding the quality of services and facilities provided by the DIY Province BPS, revealing high satisfaction indices of 94.06% for service quality and 97.14% for service facilities and infrastructure.

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