Enhancing User Satisfaction with Local Government E-Government: The Influence of E-Government Quality (E-GovQual)

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ABSTRACT

This research aims to enhance the accountability of user satisfaction measurement in E-Government within local government in Indonesia, with a focus on six knowledge aspects and their impact on E-Government services in West Java. The method employed is descriptive and verificative, utilizing a quantitative approach. The heads of sections in West Java local government organizations served as respondents in the survey. User satisfaction with local government E-Government is positively and significantly influenced by usefulness, dependency, trust, functionality and form of interaction, as well as support. The novelty of this research reveals that usability and trust are key factors in improving government websites. For the future, further exploration and diverse ideas are needed to better understand this topic, and attention should be given to user responses and behaviors when using government websites for further improvement.

Keywords   :   User Satisfaction; Quality of E-Government; Ease of Use; Function of Interaction; Content of Information

ABSTRAK

Penelitian ini bertujuan meningkatkan akuntabilitas pengukuran kepuasan pengguna E-Government di pemerintah daerah di Indonesia, dengan fokus pada enam aspek pengetahuan dan dampaknya pada layanan E-Government di Jawa Barat. Metode yang digunakan deskriptif dan verifikatif dengan pendekatan kuantitatif. Kepala seksi organisasi perangkat daerah Jawa Barat menjadi responden dalam survei. Kepuasan pengguna E-Government pemerintah daerah dipengaruhi secara positif dan signifikan oleh kegunaan, ketergantungan, kepercayaan, fungsi dan bentuk interaksi, serta dukungan. Novelty penelitian ini menunjukkan bahwa usability dan trust adalah faktor kunci dalam meningkatkan situs web pemerintah. Untuk masa depan, perlu eksplorasi lebih lanjut dan berbagai ide untuk memahami topik ini lebih baik, serta perlu memperhatikan respons dan tingkah laku pengguna dalam menggunakan situs web pemerintah agar bisa ditingkatkan lebih lanjut.

Kata Kunci   :   Kepuasan Pengguna; Kualitas E-Government; Kemudahan Penggunaan; Fungsionalitas Interaksi; Konten Informasi

INTRODUCTION

In the context of the Covid-19 pandemic, the supervision and improvement of local government performance have become an urgent necessity. The pandemic situation has prompted city governments to intensify their efforts in ensuring the welfare of the community and regional economic growth. One vital instrument in enhancing public service is E-Government, which has been implemented in Indonesia since 2003 (Puspita & Pangastuti, 2022). However, the implementation of E-Government is not as straightforward as it may seem, and many developing countries have faced challenges in its implementation (Nartin & Musin, 2022).

Previous research has shown that the success of E-Government heavily relies on public acceptance of these services. Therefore, understanding the needs and expectations of the public becomes a crucial factor. One method used to evaluate the quality of E-Government services from the user's perspective is the E-GovQual method (Nartin & Musin, 2022).

During the Covid-19 pandemic, local governments in Indonesia faced significant financial issues, especially in terms of revenue. The decline in revenue, particularly from tax sectors managed by federal and regional governments, posed a major challenge affecting the availability of funds for public services (Puspita & Pangastuti, 2022). Therefore, it is essential for governments at all levels to prioritize budget allocation to effectively address the impacts of Covid-19 (Puspita & Pangastuti, 2022).

Several studies have been conducted to analyze the financial performance of local governments before and during the Covid-19 pandemic (Puspita & Pangastuti, 2022; Safitri et al., 2022; Rheswari & Akbar, 2022; Syahara & Aufa, 2022; Karina & Wibowo, 2022). The findings of these studies indicate a decrease in revenue in 2020 compared to 2019 but also highlight cost-saving measures undertaken in 2020 (Puspita & Pangastuti, 2022). Additionally, local governments have implemented various initiatives to enhance community welfare during the pandemic, such as social assistance programs and policy refocusing and budget reallocation (Wibowo & Iskandar, 2021; Choer et al., 2022; Nuryamin & Wulandari, 2022).

However, local governments still face significant challenges in addressing the impacts of the Covid-19 pandemic, such as differences in regional financial flexibility, delays in budget information, and the absence of clear guidelines for policy refocusing and budget reallocation (Choer et al., 2022; Pitrianti et al., 2021). Therefore, a sustainable strategy and capacity-building within local government bureaucracies are required to address the pandemic situation and post-Covid-19 (Tirta et al., 2022; Nursalim, 2021; Purnamasari et al., 2022; Yuniza et al., 2022; Pambudi, 2023; Narto et al., 2022).

By utilizing the E-GovQual method to assess the quality of E-Government services, this research will evaluate the quality of the regional government website based on user satisfaction. The survey will be conducted online with 100 respondents who are significant stakeholders in the West Java Regional Government and the Regency/City Governments in the West Java region.

RESEARCH METHOD

It is possible that the SERVQUAL scale method may not be suitable for assessing the quality of electronic services due to the differences between electronic and conventional services. This is why the E-Government Quality (E-GovQual) method was developed, as mentioned in the research (Papadomichelaki & Mentzas, 2012; cited in Noor, 2022), to

assess electronic information systems used in the provision of public services. The E-GovQual instrument was developed to evaluate the quality of electronic government services from the perspective of end-users or the general public.

There are six aspects that comprise E-GovQual, namely the usability dimension, trust dimension, interaction environment function dimension, dependency dimension, as well as the content and display of information dimension (both content and appearance), and the support dimension.

Before viewing the framework in Figure 1., it is important to understand that this research focuses on evaluating the quality of electronic government services using the E-Government Quality (E-GovQual) method. This method was specifically developed to assess electronic information systems used in the provision of public services. The E-GovQual instrument comprises six aspects that play a role in determining service quality from the perspective of end-users or the general public.
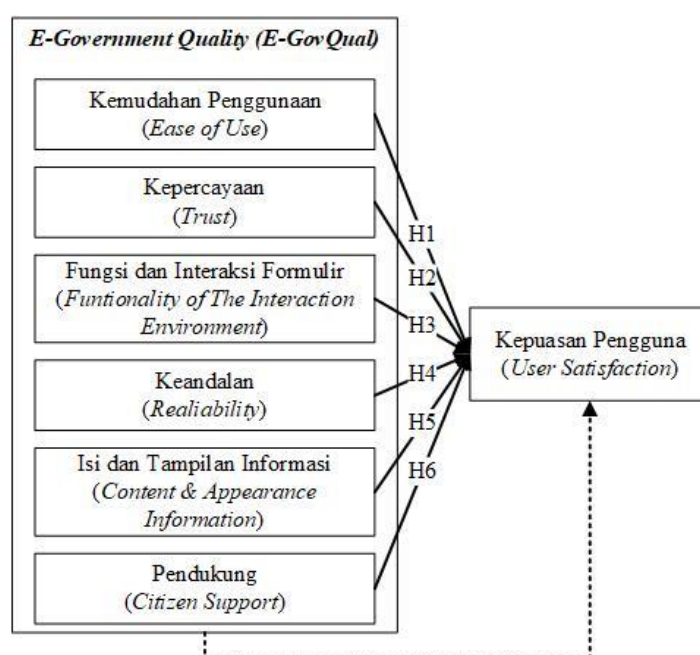
Source: Processed Data, 2022

Figure 1. Conceptual Framework

After reviewing the conceptual framework in Figure 1., let's delve into this research. This study is centered on evaluating the quality of electronic government services in an unspecified region using the E-Government Quality (E-GovQual) method. This method was specifically developed to assess electronic information systems used in the provision of public services. The E-GovQual instrument comprises six aspects that play a role in determining service quality from the perspective of end-users or the general public.

All regents in the West Java region were surveyed for this research. The unit of analysis for this study consists of one hundred individuals, representing 27 departments distributed across several municipalities in the West Java region. The research sample represents a portion of the entire population. The characteristics and size of the population are reflected in the sample, as stated by Sugiyono (2017, p.118).

Total sample sampling, where a representative sample is taken from the entire population, will be used for this research. In this study, we utilized a sampling method

referred to as "total sampling," which means that we took a representative sample from each group considered.

Before examining Table 1., it is important to understand that this table contains indicators used to evaluate the quality of services in the context of this research. These indicators assist in measuring various aspects relevant to the assessment of electronic government services.

Table 1. Variables and Indicators

No	Variables	Indicators
1.	Ease of Use (Papadomichelaki & Mentzas, 2012)	a. Website Structure b. Easily Remembered URL c. Customized Search Functionality d. Site Map e. Ability for Information Customization and Personalization
2.	Trust (Papadomichelaki & Mentzas, 2012)	a. Privacy Maintenance b. Access Control c. Non-Sharing of Personal Information with Others d. Use of Personal Data
3.	Functionality of The Interaction Environment (Papadomichelaki & Mentzas, 2012)	a. Adequate Response Format b. Automatic Form Calculations c. Online Assistance in Forms d. Reuse of User Information
4.	Reliability (Papadomichelaki & Mentzas, 2012)	a. Affordable Internet Access for the General Public b. Accurate Delivery of Promised Services c. Timely Service Delivery d. Speed in Loading/Transactions e. Browser System Compatibility
5.	Content & Appearance of Information (Papadomichelaki & Mentzas, 2012)	a. Images in Color, Graphics, Animation, and Webpage Size b. Data and Information Accuracy and Conciseness c. Regularly Updated Information and Issues d. Clear and Understandable Information e. Data and Information Completeness f. All Links Should Work g. Online Forms that are Concise and Easy to Complete
6.	Citizen Support (Papadomichelaki & Mentzas, 2012)	a. User-Friendly Guidelines b. Problem Resolution c. Adequate Responses to Questions d. Employee Knowledge and Courtesy e. Employees Conveying Confidence and Service Assurance f. Frequently Asked Questions g. Issue and News Discussion Platform

Source: Processed Data, 2022

After reviewing Table 1., let's focus on the indicators used in this research. This table lists the indicators used to assess the quality of electronic government services. These indicators encompass various aspects relevant to the evaluation of electronic government services.

RESULTS AND DISCUSSION

In this research, we conducted a survey involving 100 respondents who actively use the E-GovQual platform. Interestingly, these respondents come from various government agencies, including 27 Departments spread across several municipalities in the West Java Region. The age range of respondents varies, but the majority fall within the

31 to 40-year-old range, with 65 individuals in this age group. Furthermore, the gender distribution of respondents also shows diversity, with 72 respondents being female.

In the context of this research, representatives from various Departments in municipalities within the West Java Region provide a broader perspective on the adoption and user experience of E-GovQual in the government sector. This allows us to understand the extent to which this platform has become an effective instrument in facilitating better government communication and services. Additionally, respondent characteristics such as age and gender provide insights into the demographics of E-GovQual users, which can aid in designing solutions that better suit their needs. Table 1. presents that the total correlation statements.

Table 1. Validity Test

Corrected Item-Total Correlation		Sig. (2-tailed)
Ease of Use		
KMP1	,714	,000
KMP2	,803	,000
KMP3	,813	,000
KMP4	,651	,000
KMP5	,691	,000
Trust		
KPY1	,931	,000
KPY2	,634	,000
KPY3	,931	,000
KPY4	,819	,000
Functionality of The Interaction Environment		
FIF1	,931	,000
FIF2	,634	,000
FIF3	,931	,000
FIF4	,819	,000
Reliability		
KDL1	,714	,000
KDL2	,803	,000
KDL3	,813	,000
KDL4	,651	,000
KDL5	,691	,000
Content & Appearance of Information		
ITI1	,569	,000
ITI2	,445	,000
ITI3	,625	,000
ITI4	,636	,000
ITI5	,595	,000
ITI6	,636	,000
ITI7	,677	,000
Citizen Support		
PND1	,569	,000
PND2	,445	,000
PND3	,625	,000
PND4	,636	,000
PND5	,595	,000
PND6	,636	,000
PND7	,677	,000

Source: Processed Data, 2022

Table 1. shows that the total correlation statements for items after correction all exceed 0.3610. Therefore, it is safe to say that any arguments can be made. The consistency of independent research factors is assessed by reliability testing. Moreover, high-priority variables have a Cronbach's alpha of >= 0.6. We can proceed to the next step because the data we used are all reliable and appropriate. Table 2. presents that the total reliability test.

Table 2. Reliability Test

Variable	Cronbach Alfa	Information
E-GovQual	0,919 _	Reliable
Customer Satisfaction	0,832	Reliable

Source: Processed Data, 2022

The Table 2. presents the results of the reliability test conducted on the research variables. The Cronbach's Alpha coefficient was used to assess the internal consistency and reliability of the variables.

For the variable "E-GovQual," the Cronbach's Alpha coefficient was found to be 0.919, indicating a high level of internal consistency and reliability. This suggests that the items within the E-GovQual variable are highly correlated with each other and consistently measure the same construct.

Similarly, for the variable "Customer Satisfaction," the Cronbach's Alpha coefficient was calculated to be 0.832, also indicating a high level of internal consistency and reliability. This implies that the items within the Customer Satisfaction variable are closely related and provide consistent measurements of customer satisfaction.

These high Cronbach's Alpha values suggest that both E-GovQual and Customer Satisfaction are reliable constructs for this research, and the data collected from these variables can be considered dependable for further analysis.

In the context of this research, the survey results from 100 active users of the E-GovQual platform offer significant insights into the usability metrics. This research involves various Departments operating in various municipalities in the West Java Region, encompassing diverse government institutional backgrounds. The survey results highlight a highly positive evaluation from the majority of users regarding the usability of the E-GovQual platform, with an average of 77% of respondents classifying their experience as "very good."

Furthermore, the data reveals that a majority of respondents, reaching 78%, placed a high level of trust in the "good" category when asked to assess the Trust variable of this platform. Additionally, the survey results show that approximately 78% of respondent responses for the "Functionality and Form Interaction" variable fall within the "very good" range.

The analysis also includes Varied Content and Information Display, indicating that the majority of respondents rated the content and display of the E-GovQual platform as "excellent," with an average score of 77%. The survey results also demonstrate strong support from respondents for complementary factors, with 77% of them rating the service as "very good" or "good."

These findings reflect a strong adoption rate and high user satisfaction with the interface and user experience provided by the E-GovQual platform in the local government environment in the West Java Region. Furthermore, these findings also illustrate that the platform has been successful in providing user-friendly solutions, which in turn support efficiency and effectiveness in government services. Thus, the research results focus on

the positive achievements in the context of E-GovQual implementation by various Departments operating in that region.

Before the presentation of the Partial Least Squares (SEM) diagram in Figure 2., it is essential to provide some context. SEM is a statistical technique used for modeling and analyzing complex relationships between variables. In the context of this research, SEM is employed to assess the relationships between various factors and their impact on user satisfaction with the E-GovQual platform.

SEM allows researchers to investigate both the direct and indirect effects of multiple variables on a particular outcome. It is a powerful tool for understanding the underlying mechanisms that drive user satisfaction and the quality of electronic government services. In this study, SEM is applied to gain insights into the interplay between variables such as ease of use, trust, functionality, reliability, content and information display, and support in influencing user satisfaction.

The SEM diagram in Figure 2. provides a visual representation of these complex relationships and helps us comprehend how each variable contributes to the overall user satisfaction with the E-GovQual platform. It serves as a valuable tool for illustrating the research findings and showcasing the significance of each factor in shaping the user experience.

Now, let's proceed to examine the SEM diagram in Figure 2. for a deeper understanding of the research outcomes.
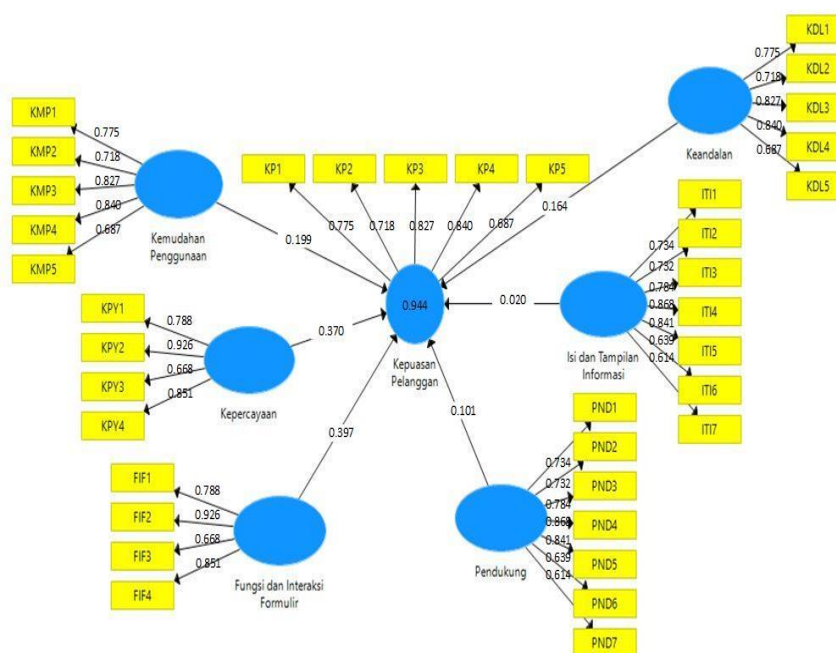
Source: Processed Data, 2022

Figure 2. Partial Least Square (SEM)

In the field of Partial Least Squares (SEM), Figure 2 illustrates the SEM process. Indicator Reliability is a tool to verify the reliability of research metrics. It must be at least 0.4 to qualify. All factors considered for advancement to the next round are displayed.

Internal Consistency Reliability provides a composite reliability above 0.6 when measuring the stability of research variables. All required variables are present and adequate, allowing the research to proceed.

Convergent Validity has an AVE value greater than 0.5 and is used to evaluate the reliability of variables in the research. It has been proven that all variables used so far are correct, allowing the process to move to the next level.

The following variables are responsible for 94.4% of the variation in user satisfaction: Ease of Use, Reliability, Trust, Functionality and Form Interaction, Content and Information Display, and Support. To identify the PLS model used, consult the Q-Square value. The model used has a fit rate of 94.4%, as observed. In conclusion, the model used is quite effective.

Research hypotheses are considered supported if: (1) initial sample values show that the coefficients or direction of variable relationships align with the hypotheses; (2) t-values are greater than 1.64 for two tails or 1.96 for one tail; and (3) the p-value is less than 0.05 or 5%. In addition to Ease of Use, Trust, Functionality and Form Interaction, Reliability, Content and Information Display, and Support, we obtained an Adjusted R2 (R-square) of 0.939 or 93.90%, indicating that the contribution of other factors is 0.61.

CONCLUSION

The development of E-GovQual measurement in Indonesian local governments requires further attention, particularly in the context of the E-Government system in the West Java province. This research, grounded in behavioral theory, has successfully demonstrated that variables such as usability, credibility, functionality of interaction, dependence, content and information presentation, and support have a significant impact on the quality of local government (Septrisulviani et al., 2017; Purnama & Reyta, 2023; Prasetyo et al., 2022).

These findings highlight the crucial role of these six variables in determining the effectiveness of local government performance evaluation, particularly through the Foundation of Performance Accountability of Government Agencies (LAKIP).

To enhance the quality of performance evaluation, local governments need to take concrete actions, including improving the technical skills of their personnel and ensuring the availability of support staff with adequate resources, such as time, funding, and other necessary resources. All of these steps require strong commitment from local government leaders.

The implications of these findings are highly relevant in the context of local governance in the West Java province and can serve as valuable guidance for the improvement of the E-Government system in the future. With a better understanding of the impact of these key variables on the quality of local government, local governments across Indonesia can take more effective measures to enhance public services through E-Government.

This will contribute to an improved measurement of the quality of local government through better E-Government, with greater positive impacts on the overall community (Azhar et al., 2022).

RECOMMENDATIONS

As a research recommendation, it is suggested to integrate variables from contingency theory, agency theory, and dynamic capabilities into the analysis of the quality of local government through E-Government. This can help identify situational factors that influence the quality of local government and enhance the quality of public services through sustained innovation and adaptation. In E-Government analysis, it is advisable to

incorporate variables from agency theory to uncover how incentives, contracts, and monitoring mechanisms can impact the quality of local government. Furthermore, it is recommended to integrate dynamic capabilities variables to assist local governments in identifying and developing the capabilities needed to address challenges and opportunities arising in a constantly changing environment. Consequently, the analysis of the quality of local government through E-Government can become more holistic and accurate, allowing local governments to identify more specific areas for improvement and develop more effective strategies to enhance the quality of public services.

For an even deeper understanding of the research findings and a more comprehensive approach to evaluating the quality of local government through E-Government, the integration of variables from contingency theory, agency theory, and dynamic capabilities is proposed. This approach can provide a richer context for assessing the factors that influence the effectiveness and efficiency of local government operations.

In the realm of E-Government analysis, the inclusion of variables from agency theory can shed light on the role of incentives, contracts, and monitoring mechanisms in shaping the behavior and performance of government agencies. Understanding how these mechanisms operate in the digital government landscape can help local governments design better governance structures and accountability frameworks.

Additionally, the incorporation of dynamic capabilities variables can be instrumental in assisting local governments in adapting to an ever-changing environment. This approach recognizes that local governments need the flexibility and capacity to respond to emerging challenges and seize opportunities as they arise in the dynamic landscape of public administration.

By adopting this integrated approach, the analysis of the quality of local government through E-Government can offer a more comprehensive perspective, enabling local governments to pinpoint specific areas for improvement and devise more effective strategies to enhance public service quality.

In conclusion, the incorporation of variables from contingency theory, agency theory, and dynamic capabilities into the analysis of E-Government's impact on the quality of local government can provide a more holistic and nuanced understanding of the factors at play. This, in turn, can empower local governments to make more informed decisions, drive continuous improvement, and deliver higher-quality public services to their constituents.

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