

Quality of Electronic Services at the Dinas Penanaman Modal Pelayanan Terpadu Satu Pintu of Palu City

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Abstract

The transformation of public services through digitization is part of bureaucratic reform efforts to improve efficiency, transparency, and public satisfaction. This research aims to examine the quality of electronic services at the Penanaman Modal dan Pelayanan Terpadu Satu Pintu Office of Palu City. This research uses a qualitative approach with a descriptive type. The informants of this research consisted of service users, Penanaman Modal dan Pelayanan Terpadu Satu Pintu Office employees, and other related parties who were selected purposively. Data collection techniques were conducted through direct observation, in-depth interviews, and documentation. Data analysis was carried out through the process of data collection, data condensation, data presentation, and conclusion drawing. The results showed that electronic services, in this case e-SIGA, have provided convenience in the licensing process, increased time efficiency, and expanded service access. However, there are still a number of obstacles such as network disruptions, lack of interactive communication, and not optimal user data security guarantees. Supporting factors include leadership commitment, digital system development, and the availability of flexible online services. This research emphasizes the importance of strengthening infrastructure, human resource training, and responsive system innovation to sustainably improve the quality of e-services in the public sector._____

1. Introduction

The quality of public services in the era of digitalization has become one of

the most concerned aspects of government administration management. The development of information and communication technology (ICT) has affected almost all aspects of life, including how the government provides services to the public. The implementation of an electronic public service system, better known as e-government, is a strategic step to improve the performance of the bureaucracy in providing faster, more transparent and accountable services. E-government is the use of ICT to improve government administration processes, provide more efficient services to citizens, and increase public participation in government (Heeks, 2001, 2006) . This becomes very important considering that the public demand for fast and efficient services continues to increase throughout the world, including in Indonesia.

The law that regulates public services in Indonesia is Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services (Law of the Republic of Indonesia Number 25 of 2009) . This law is designed to ensure that services provided by the government and other public agencies can be carried out effectively, efficiently, and in accordance with the rights and needs of the community. The purpose of this law is to improve the quality of services provided by the government to the community to be more responsive, transparent, accountable, and oriented to the needs of the community.

The implementation of electronic public services in Indonesia is regulated in Presidential Regulation Number 95 of 2018 concerning Electronic-Based Government Systems (SPBE) (Presidential Regulation Number 95 of 2018) . Central and local governments are encouraged to implement various electronic systems in order to improve the efficiency, effectiveness, and quality of public services. Palu City, as one of the developing cities in Indonesia, also participates in implementing electronic-based public services, especially through the One-Stop Integrated Service Investment Office (PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU OFFICE). This service is expected to accelerate the licensing and investment process in the city, which in turn will contribute to regional economic growth. This was followed up with Palu City Regional Regulation Number 1 of 2020 concerning Amendments to Regional Regulation Number 10 of 2015 concerning the Implementation of One-Stop Integrated Services (PTSP). The regulation is one of the regulations governing the implementation of the PTSP system in Palu City.

In relation to the topic of this research, the regulatory reference used is the Regulation of the Mayor of Palu City Number 58 of 2017 concerning Electronic Services (Regulation of the Mayor of Palu City Number 58 of

2017) . This regulation is the legal basis that specifically regulates the implementation of electronic services at the PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU OFFICE of Palu City, which includes procedures for using electronic systems, operational standards, and protection of data and privacy of service users, which will ultimately create community satisfaction.

The urgency of this research lies in the need to evaluate the extent to which the quality of electronic public services has been implemented in Penanaman Modal dan Pelayanan Terpadu Satu Pintu Office of Palu City. Given the importance of effective services in supporting investment and development, an assessment of the implementation of e-government in this sector needs to be conducted thoroughly. This is in line with other studies that emphasize that measuring the performance of e-government systems does not only focus on technology alone, but also on how the system is able to meet user needs and improve overall service quality (Dunleavy, 2005, 2006) .

Although the implementation of e-government in Indonesia has been well regulated, various problems in its implementation at the local level are still often encountered. Research by (Waseda Institute of e-Government, 2019) shows that the biggest obstacles in implementing e-government in developing countries, including Indonesia, are limited ICT infrastructure, lack of human resource capacity, and low levels of digital literacy among the public. This condition is also experienced by Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office of Palu City, where a number of technical and non-technical issues hinder the optimization of electronic services.

Various studies on e-government show that the implementation of electronic-based public services provides significant benefits in terms of efficiency, transparency, and accessibility. Studies by (Heeks, 2006) and (Bannister & Connolly, 2011) underline the importance of successful e-government implementation supported by adequate technological infrastructure and a strong implementation strategy. While other studies, such as those conducted by (Dwiyanto, 2021), show that effective public services do not only depend on technology alone, but also require the involvement of the community and government in realizing better governance.

However, most of the existing literature focuses more on e-government implementation at the national or regional level and little on e-government implementation at the local level, particularly in the context of licensing and investment services. Data from the Ministry of Home Affairs (2019) shows that Palu City has not fully succeeded in effectively implementing

an electronic-based public service system. The SPBE Index of Palu City is in the "sufficient" category with a score of 2.67 out of a scale of 4, which indicates that there is still much room for improvement, especially in terms of technological infrastructure and the readiness of human resources running the system.

Existing research gaps indicate a lack of empirical studies evaluating e-government implementation at the local level, particularly in the licensing sector in Palu City. This study aims to fill the gap by evaluating the quality of e-public services in Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office of Palu City, using quantitative and qualitative approaches to identify challenges and formulate recommendations for service improvement.

2. Research Method

This research method is designed using qualitative methods. According to Creswell & Creswell (2023), qualitative methods are a research approach used to explore and understand the meaning that individuals or groups ascribe to social or humanitarian problems. The qualitative approach is a research approach that emphasizes an in-depth understanding of social phenomena or human behavior from the perspective of participants. This research is descriptive and analytical using inductive analysis. Furthermore, the informants of this research are stakeholders related to the objectives of this research which are determined using purposive techniques. Purposive is a sampling technique with certain considerations (Sugiyono, 2021). This consideration, for example, the person is considered to know best about what we expect, or maybe he is the ruler so that it will make it easier for researchers to explore the object / social situation under study. What is meant by this statement is that the informants of this research are involved with services at the Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office of Palu City, where the informants consist of internal Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office as electronic service providers and external Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office who are service recipients.

Data analysis techniques in this study used observation, interviews, and domunetation. Furthermore, according to Creswell & Creswell (2023), qualitative researchers use research strategies such as in-depth interviews, participatory observation, and document analysis, and the data is usually in the form of words or narratives, not numbers. Furthermore, the data analysis technique in this study is an interactive analysis consisting of data collection, data condensation, data

presentation, and conclusion drawing (Miles et al., 2014)

3. Results and Discussion

This study aims to examine the quality of electronic services at Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office of Palu City which consists of four aspects. The research aspects were used as a tool to explore the research through in-depth interviews with research informants. The results of the interviews in this study are as follows:

Table 1 Interview conclusion

No.	Informant	Aspects	Interview Conclusion
1.	Internal Efficiency PENANAMAN all Penanaman Modal Dan Pelayanan Terpadu Satu Pintu MODAL DAN Office services more efficient and reduce the burden on PELAYANAN service users. Service recipients can view information on the TERPADU Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office SATU PINTU website, making it easier and closer to the people of Palu OFFICE city as users of licensing services.	Electronic services to make all Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office services more efficient and reduce the burden on service users. Service recipients can view information on the Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office website, making it easier and closer to the people of Palu city as users of licensing services.	
	System availability	An electronic service system is provided to accommodate licensing services, where Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office provides services through E-SIGA which stands for Electronic Licensing Gateway Information System. e- SIGA is an online licensing service platform that makes it easier for the community and	

	business actors to take care of various licenses without having to come directly to the Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office office. Even so, sometimes there are still obstacles due to internet disruptions and so on that are beyond the agency's ability, including electricity problems in Palu City which make the community a little constrained in accessing E-SIGA. However, Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office anticipates through manual services until waiting for the system to be reused.
	Fulfillment Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office as a service provider has made every effort to provide quality electronic services, and Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office realizes that sometimes system errors make services less than the expectations of the electronic service user community.
	Privacy Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office really maintains the privacy of service users because it is a must, because service user data is personal data so it should be guarded, although sometimes there are still customers who doubt the security of their data.
	Efficiency The existence of electronic services through E-Siga is indeed very easy for customers, because they can be reached anywhere if they want to apply for services.
	System availability The electronic service system through E-SIGA is adequate to serve as a licensing service tool in Palu City.
2. External	Fulfillment Service users often feel that the service system has not been able to answer their expectations, especially regarding the speed, accuracy and reliability of services. For example, people want a licensing process that is fast and easy to reach, but in practice there are often system
PENANAM AN MODAL DAN PELAYAN AN TERPADU SATU PINTU OFFICE	disruptions that actually

hamper the smoothness of the process.

Privacy
Actually, this electronic service is very good, even very easy, but we as users are very hesitant about the data we input, because what we input is personal data that must be guarded, because there are many cases in other places that make us doubt the security of our data.

The results of research on the quality of electronic services at the Penanaman Modal dan Pelayanan Terpadu Satu Pintu Office of Palu City show that the existence of digital services through the *e-SIGA* platform has provided significant benefits, especially in terms of ease of access and service efficiency. These findings indicate an improvement in public services, in line with the digital transformation launched by the government.

Based on the results of interviews that have been categorized, in the **efficiency** aspect, the community as service users said that the *e-SIGA* system facilitates the licensing process without having to come directly to the office. This speeds up service time and reduces costs, especially for out-of-town applicants. This finding is consistent with research by Helpiastuti et al. (2023), which examined the *M-Passport* application and found that *anytime-anywhere* access to digital services was the main advantage of service efficiency. Furthermore, in the aspect of **system availability**, internal informants of PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU OFFICE Palu City mentioned that the *e-SIGA* system can be used independently by the community. However, there are challenges in the form of internet and electricity network disruptions that make the system not optimally accessible. This is in line with the results of research (Ulum, 2015), which also found that technical constraints, especially network disruptions, are an obstacle in the implementation of electronic services at the SAMSAT Manyar East Surabaya Office, although the existing system has fulfilled various dimensions of public service quality.

The aspect of **meeting people's expectations** is still a challenge. External informants mentioned that there is still a gap between user expectations and the actual performance of the system. For example, users expect the system to be able to provide real-time license status notifications, but this feature has not run optimally. Research (Batubara et al., 2022) shows that electronic service quality significantly affects customer satisfaction, with 81.9% of variation in satisfaction explained by service quality and promotion variables. This shows the importance of reliability and effective communication to meet people's expectations of digital services.

Meanwhile, from the **privacy** aspect, Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office of Palu City emphasizes the importance of user data protection.

However, there is a perception from the public that they have not received full assurance regarding the security of their personal data. This condition is similar to the findings of (Karlinawati et al., 2022) , which highlighted that the lack of facilities and information transparency made the community less fully trust the *e-Klampid* electronic service. Similarly, Helpiastuti et al. (2023) noted that the indicator of *trust* or trust in the system is one of the most complained aspects of *M-Passport* application users.

This finding also underscores the importance of infrastructure support and service strategies. In this context, the strategy of Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office Balangan Regency as reviewed by (Muslim, 2022) is relevant, namely the need to strengthen service information systems, prepare SOPs, and build a Public Service Mall. These efforts are proven to improve the perception of public service quality and speed up the licensing process. Similar strategies can be adopted in Palu City to increase the effectiveness of *e-SIGA*, both through technical improvements and a more participatory and communicative service approach. This research also suggests that the success of e-services in Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office of Palu City is highly dependent on the quality of infrastructure, human resource capacity, and consistency in delivering information to the public. One challenge that has not been fully resolved is the less than optimal two-way communication between service providers and users, especially in terms of service feedback and process transparency.

Overall, the quality of Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Office e-services in Palu City has provided tangible progress in terms of efficiency and accessibility. However, to achieve overall public satisfaction, it is necessary to strengthen the aspects of system reliability, privacy assurance, and intensive communication and socialization strategies. Support for technological infrastructure and community empowerment in using digital services are also key to success in the implementation of quality and sustainable electronic-based public services.

4. Conclusion

This research shows that the implementation of electronic services through the *e-SIGA* system at the Penanaman Modal dan Pelayanan Terpadu Satu Pintu Office of Palu City has brought positive transformations to the quality of public services, especially in the aspects of efficiency, accessibility, and ease of licensing processes. The system has generally met most public expectations, with easy access to services that are not limited by time and space, and reduced face- to-face interactions that have the potential to speed up the service process.

However, there are some significant challenges that remain as obstacles to service optimization. These challenges include network and technology infrastructure instability, limited two-way communication between service providers and users, and not maximizing user data privacy guarantees that impact the level of public trust. This reflects that the success of electronic services is not only determined by the availability of digital systems, but also by managerial quality, communication strategies, and adequate infrastructure support.

The results of this study also show that to achieve complete community satisfaction, service quality must be understood as a holistic and dynamic process. This means that it is not enough to provide technology, but also requires institutional commitment, human resource competence, and community involvement as partners in the service process. By comparing these results with previous studies, it can be concluded that the success of electronic services is strongly influenced by the suitability of system design, local conditions, and responsiveness to user needs.

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