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# SOCIAL MEDIA BASED GOVERNMENT CONTINUANCE FROM AN EXPECTATION CONFIRMATION ON CITIZEN EXPERIENCE

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## ABSTRACT

*For decades the local government and the central government began to develop public services through the use of e-government. Various government initiatives are implemented with the purpose to build services focused on the community needs and to provide better access to government services to its citizens. Government invests the resources, power, time, idea for the provision of e-government with the belief that it will improve the service quality to citizens. The goal of e-government initiatives is how the government improves services so that public trust and satisfaction are increasing. To make effective services, interface design was made to be more user-friendly. So it is necessary to develop a sustainable system by always doing interface design evaluation. Perceived quality is a determining factor for the success of important government services applications. Another thing to be done to increase the confidence and satisfaction of its citizens is e-government should be properly managed to avoid failure.*

**Keywords:** e-Government, public service, trust, satisfaction, social media

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## 1. INTRODUCTION

Currently, the information and communication technology is growing very rapidly. The development of Internet and information technology is the basis of e-commerce and business application growth. Local government and central government began to develop public services by communication and information technology. However, it is not easy to build it, because the concept of e-government development is not only in the form of internet but the most important are behavior change of each component (HR) involved [1]. As a result, various government initiatives was implemented with the purpose to build services focused on public needs and to provide access to better government services to its citizens. To give e-government initiatives, the government has been invested resources, energy, time, idea with the belief that it will improve the service quality to the citizens. The aim of e-government initiative is to allow citizens to access public services electronically; lead people to use some public services and electronic and enable them to access current information about service rules, procedure, etc [2]. The development of e-government is expected to give important benefits for public organization in which will reduce transaction cost [3], increase sensitivity to public needs [4], and facilitate public involvement in supporting deliberative democracy [5].

Provincial government used Qlue application as a communication bridge between Jakarta society and the government. Qlue application is Social media which is connected with Smart City will be more developed if supported by the participation of its citizens who are accustomed to using technology through the use of the internet, Smartphone and social media. Through this application, the society can report the irregularities that occurred in surrounding. For example is garbage strewn in the street, the write-off in the social and public facilities as well as reporting public transport vehicles that did not follow discipline regulations. People need to photograph the event and upload them, after that the government will follow up on reports received in the application Qlue. Users Qlue application has not yet reached the number that has been targeted by the government.

This article aims to give input to DKI Jakarta government in form of evaluation result of interface design as to increase the trust and confidence of citizen in using e-government services.

So, the research question is how to improve public e-service to Jakarta citizen in e-government system development.

## 2. PRESENT AND FUTURE: FOCUS CHANGE FROM TECHNOLOGY TO PUBLIC NEEDS

There are sustainable social and economy phenomena that will affect in the coming years, such as increasing cultural and religious diversity, increase population, as well as changes in consumption and lifestyle. This will make various challenges in the public service. Therefore, the technology will play wider roles in citizen's life so that it can change people expectation on government services [7]. [6] explained that to overcome those challenges the government should provide better public administration and do efficient and transparent participatory governance. The concept of transparency often comes together with the concept of participation. It is regarded as the instrument that can affect the country in the implementation of public participation [8].

According to [10], a portal of e-government model is a set of stage that decided maturity of e-government portal. The main benefit of e-government models is to rank e-government portal and serves a guide to help the organization in increasing the quality of e-government portal. E-government models include:

- Layne and Lee's Model

[11] developed four stages of e-government model. This model was developed based on the observation of e-government in United States. Those stages are catalogue, transaction, vertical integration, horizontal integration.

- Andersen and Henriksen's Model

[12] done their observation in Denmark and developed four model stages, which are cultivation, extension, maturity, and revolution.

- Almohod's Model

[13] identified e-government practice model in India. The model stages are presence on the web, interaction between the citizen and the government, complete transaction over the web, and integration of services

- Lee and Kwak's Model

[14] proposed an e-government model which focuses on an open government using social media and Web 2.0 tools. This model was developed based on case study from Health Administration organization in United States. The stages are initial conditions, data transparency, open participation, open collaboration and ubiquitous engagement.

One of the factors of e-government failure is the data about the performance of e-government. The stakeholders often do not get valid feedback about e-government performance, so it does not have a solid foundation to make corrections to e-government. The obstacles faced by stakeholder is due to the difficulty in measuring the performance of e-government services, especially the high-level measurement on both qualitative and quantitative. The problem in high-level measurement is because the unavailability of tools that facilitate measurement and can give valid results [15].

### 3. RESEARCH METHOD

Research method used in this study is literature study, interview, and questionnaire. Literature study done by collected, identified, and reviewed the previous studies about the government service. Sharp analytical and rigorous standards performed to summarize previous research [16].

Interviews conducted by asking question to government staff of DKI Jakarta Provincial to get sufficient information. Data collection by questionnaire was made several statements which are distributed online to Qlue application users in Jakarta to obtain the information needed to conduct a research.

E-government evaluation is done by HOT fit method. HOT fit model evaluated user experiences on Qlue application based on the data gotten by distributing questionnaires online to Qlue users in Jakarta by using 8 variable which are system use, user satisfaction, structure, environment, system quality, information quality, service quality, and benefit. After the user interface evaluation on Qlue application with Hot Fit method, the results are:

1. Based on the research results, the number of sample or respondent is 139 people. The questionnaire made into thirty-one statement in Indonesia language, and then the questionnaire was spread online by using Google Form. In this research, the respondent profile was differentiated based on gender, age, region of residence, and occupation.
2. In this research, the analysis method is HOT Fit Model and the Data Measurement Techniques is used the application of IBM SPSS Statistics ver. 24.

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3. In this research, the statement that has been made was tested by using IBM SPSS Statistics ver. 24 application. Each statement was tested for its validity and readability to make sure the statement used by the author can well-measure the research variable and find out if the answer to the statement is consistent and stable over time. From the validity test result on the statement was valid because Pearson Correlation value  $\geq r$  table or in other words ,  $r$  count  $\geq r$  table with significant value is 0,05 or 5%, and it can be said reliable, if Cronbach's Alpha  $\geq 0,70$  and included in the category of sufficient reliability.
4. This research used 8 variable, which are: System Quality, Information Quality, Service Quality, System Use, User Satisfaction, Structure, Environment, and Net Benefit.

The test of Correlation Hypothesis Regression Hypothesis toward those variables is to determine how big the relation and the influence of one variable to another.

5. Based on the Correlation Hypothesis test, the results are :
  - The hypothesis testing of System Quality variable on System Use variable can be concluded that the relation is positive significance ( $0.916 \geq r$  table 0.1946).
  - The hypothesis testing of System Quality variable on User Satisfaction variable can be concluded that the relation is positive significance ( $0.881 \geq r$  table 0.1946).
  - The hypothesis testing of Information Quality on System Use can be concluded that the relation is positive significance ( $0.913 \geq r$  table 0.1946).
  - The hypothesis testing of Information Quality on User Satisfaction concluded that the relation is positive significance ( $0.888 \geq r$  table 0.1946).
  - The hypothesis testing of Service Quality on System Use concluded that the relation is positive significance ( $0.910 \geq r$  table 0.1946).
  - The hypothesis testing of Service Quality on User Satisfaction concluded that the relation is positive significance ( $0.902 \geq r$  table 0.1946).
  - The hypothesis testing of User Satisfaction on System Use concluded that the relation is positive significance ( $0.884 \geq r$  table 0.1946).
  - The hypothesis testing of Structure variable on Environment variable concluded that the relation is positive significance ( $0.912 \geq r$  table 0.1946).
  - The hypothesis testing of System Use variable on Net Benefit variable concluded that the relation is positive significance ( $0.932 \geq r$  table 0.1946).
  - The hypothesis testing of User Satisfaction variable on Net benefit variable concluded that the relation is positive significance because  $r$  count has value of  $0.891 \geq r$  table 0.1946.
  - The hypothesis testing of Structure variable on Net Benefit variable concluded that the relation is positive significance ( $0.920 \geq r$  table 0.1946).
  - The hypothesis testing of Environment variable on Net Benefit variable concluded that the relation is positive significance ( $0.910 \geq r$  table 0.1946).
6. Based on test result of Regression Hypothesis (Simple Regression), the results were:
  - There was a positive significance influence of System Quality variable on System Use variable. From the output, the  $t$  count was 22.573 with significance value  $0.000 < 0.05$ , the coefficient of determination ( $R^2$ ) or R Squared was 0.838 (83,8%), and the rest was influenced by other variable

- There was a positive significance influence of System Quality variable on User Satisfaction variable. From the output, the t count was 18.426 with significance value  $0.000 < 0.05$ , the coefficient of determination (R<sup>2</sup>) or R Squared was 0.776 (77.6%) and the rest was influenced by other variables
- There was a positive significance influence of Information Quality on System Use. From the output the t count was 18.426 with significance value  $0.000 < 0.05$ , the coefficient of determination (R<sup>2</sup>) or R squared was 0.833 (83.3%) and the rest was influenced by other variables.
- There was a positive significance influence of Information Quality on User Satisfaction. From the output the t count was 19.137 with significance value  $0.000 < 0.05$ , the coefficient of determination (R<sup>2</sup>) or R Squared was 0.789.
- There was a positive significance influence of Service Quality on System Use. From the output the t count was 21.775 with significance value  $0.000 < 0.05$ , the coefficient of determination (R<sup>2</sup>) or R Square was 0.829 (82.9%), and the rest was influenced by other variables.
- There was a positive significance influence of Service Quality on User Satisfaction. From the output, the t count was 20.679 with significance value  $0.000 < 0.05$ , the coefficient determination (R<sup>2</sup>) or R Square was 0.814 (81.4%) and the rest was influenced by other variables.
- There was a positive significance influence of User Satisfaction on System Use. From the output, the t count was 18.762 with significance value  $0.000 < 0.05$ , the coefficient of determination (R<sup>2</sup>) or R Square was 0.782 (78.2%) and the rest was influenced by other variables.
- There was a positive significance influence of Structure variable on Environment variable. From the output, the t count was 21.965 with significance value  $0.000 < 0.05$ , the coefficient of determination (R<sup>2</sup>) or R Square was 0.831 (83.1%) and was influenced by other variables.
- There was a positive significance influence of System Use variable on Net Benefit variable. From the output, the t count was 25.547 with significance value  $0.000 < 0.05$ , the coefficient determination (R<sup>2</sup>) or R Square was 0.869 (86.9%), and the rest was influenced by other variables.
- There was a positive significance influence of User Satisfaction variable on Net Benefit variable. From the output, the t count was 19.425 with significance value  $0.000 < 0.05$ , the coefficient of determination (R<sup>2</sup>) or R Square was 0.794 (79.4%) and the rest was influenced by other variables.
- There was a positive significance influence of Structure variable on Net Benefit variable. From the output, the t count was 23.297 with significance value  $0.000 < 0.05$
- $0.05$ , the coefficient of determination (R<sup>2</sup>) or R Square was 0.847 (84.7%), and the rest was influenced by other variables.

There was a positive significance influence of Environment variable on Net Benefit variable. From the output, the t count was 23.056 with significance value of  $0.000 < 0.05$ , the coefficient of determination (R<sup>2</sup>) or R Square was 0.867 (86.7%), and the rest was influenced by other variables.

#### 4. RESULTS AND DISCUSSION

Based on various result of research and survey, from institution and individual that has been discussed before, it can be said that several efforts and initiatives have been taken by the government in developing e-government in Indonesia but is still not optimal and even still far from expectation. Although, it is undeniable that in some areas showed a quiet good performance of e-government development but some areas are still trying to understand the e-government implementation by building a website. As a result of this paradigm error, the implementation of e-Government is failed. Based on some literature, many factors can inhibit and be the challenges of e-government implementation in Indonesia, which are [15,17,18] :

- No precise standardization about the e-government implementation and socialization about how the real and ideal implementation of e-government
- Lack of adequate human resources (HR) for managing e-government
- Information network infrastructure that is not distributed evenly to some region such as city transportation and traffic management, pollution control and environmental sustainability
- Literacy society related to the utilization of e-government is still low because the majority of people are in the low-middle class, for example overcoming poverty in urban areas
- Leadership regarding its commitment to support the e-government is still low
- Lack of organizational culture that supported changes, and lack of information sharing culture, in particular between government agencies.
- These challenges need to be followed up to provide solution for e-governance challenges. There is a need to conduct research and development in creating e-governance solutions to provide public services.

#### 5. CONCLUSION

Based on the above study it can be concluded that the highest correlation value is the relation between System Use variable on Net Benefit variable with correlation value of 0.932. With this value, the System Use in an application is important to be considered regarding its feature. The intended use of this application must be clear and has useful benefit for all users.

The majority of e-government research generates confidence on the technology and trust in government agencies; meanwhile society aspects, such as gender, educational level, experience in using internet, and trust disposition, are other dimensions that significantly influence their trust on e-government. The society uses e-government portal to fulfill information needs related to government's facilities and services. The ability of e-government portal to fulfill information needs of citizens will affect how users view, reviewing and using the portal so people can determine their satisfaction level. Thus, the measurement of people satisfaction will help. The needs were identified to explore the successful of e-government portal from the user perspective.

[19] Investigated how the user satisfaction in searching information by using e-government portal in Kuwait. Knowledge on portal is that affects the use of the portal and satisfaction. Satisfaction is closely related to quality. The good quality will improve user satisfaction. [20] Identified the concept of perceived quality and satisfactions as the two most important factors for the evaluation of multi-service organization. Measurement of perceived quality and satisfaction is more complex in multi-service organization, where customers have access to some services. It is necessary to consider the overall quality to measure the quality

of integrated services. Currently, the quality assessment in the public sector is relatively under-researched. Most studies related to government services focused on the health and education sectors. Government agencies face the challenge of improving the service quality that is competitive. The standard measurement result for customer satisfaction on government organizations used to help find a weakness and improve it. To make effective services, interface design was made to be more users friendly. So, it is necessary to have development sustainable system. The perceived quality is one of determining factors for the important success of this government services application. Therefore, it needs identification of user perception and their expectations. Another thing to be done to increase trust and satisfaction of its citizen that e-government must be properly managed to avoid failure.

Also, the e-government application is intended to increase the performance and welfare of the civil servant or government employees who worked at some institutions as public employee [21]. Society as the customer of public services has the expectation that the performance of public service providers to be more professional, and able to satisfy the community [22].

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