EVALUASI PELAYANAN PUBLIK BERBASIS ELEKTRONIK DI KELURAHAN DADAPREJO KECAMATAN JUNREJO KOTA BATU

Vinansia sepapu [1], Roro Merry Chornelia Wulandary [2], Agustinus Ghunu [3]
Program Studi Administrasi Publik, FISIP, Universitas Tribhuwana Tunggadewi
Vinansiasepapu23@gmail.com

ABSTRAK

Evaluasi SPBE di Kelurahan Dadaprejo kurang optimal karena partisipasi masyarakat rendah pada layanan *online* kebanyakan pilih tatap muka akibat minim literasi digital, akses alat terbatas, dan prosedur *website* rumit sehingga melemahkan transparansi, akuntabilitas, dan kepuasan publik.Tujuan peneliti adalah evaluasi kepuasan masyarakat, identifikasi kendala akses atau literasi, dan rekomendasi perbaikan sesuai UU 23/2014 tentang pemerintahan daerah serta PermenPANRB 5/2018 tentang pedomaan evaluasi sistem pemerintah berbasis elektronik. Penelitian ini menggunakan sepuluh indikator dengan menggunakan teori evaluasi dan pelayanan publik yang melibatkan lima informan. Jenis penelitian yang digunakan adalah deskriptif kualitatif, dengan teknik triangulasi data untuk memastikan validitas.

Berdasarkan hasil analisis data penelitian menunjukkan bahwa evaluasi pelayanan publik berbasis elektronik di Kelurahan Dadaprejo berhasil meningkatkan efisiensi dan aksesibilitas melalui *website* sederhana yaitu: MENYALA dan PADI. Dengan menggunakan model William N. Dunn meliputi; (*input* sumber daya memadai, *process* efektif via *platform online, output user friendly, outcome* efisiensi tinggi kurangi beban kerja 50%, *impact* transparansi minimalkan pungli serta hemat biaya 60%) (William N. Dunn 2018) dan Model *SERVQUAL* meliputi hasil; (*tangible* fasilitas nyaman, *reliability* akurasi 90%, *responsiveness* sigap bantu gaptek, *assurance* petugas ramah libatkan LPMK, *empathy* sabar untuk lansia), (zeithmal et al. 1990). Faktor pendukung utama mencakup sumber daya kelembagaan, partisipasi masyarakat, teknologi informasi (server verifikasi ganda, fasilitas komputer/printer), serta media komunikasi multi *channel* (RT/RW, telepon) yang memperlancar pelayanan efektif dan cepat; sementara penghambat krusial adalah literasi digital rendah lansia, sosialisasi kurang optimal, ketergantungan metode manual, dan keterbatasan alat bantu, sehingga menghambat partisipasi penuh serta pengumpulan data digital.

Kata Kunci: Pelayanan Publik, *E-Governance* Dan Pemerintahan Daerah

EVALUATION OF ELECTRONIC-BASED PUBLIC SERVICES IN DADAPREJO VILLAGE, JUNREJO DISTRICT, BATU CITY

Vinansia sepapu [1], Roro Merry Chornelia Wulandary [2], Agustinus Ghunu [3]
Public Administration Study Program, Faculty of Social and Political Sciences,
Tribhuwana Tunggadewi University
Vinansiasepapu23@gmail.com

ABSTRACT

The SPBE evaluation in Dadaprejo Village was less than optimal due to low public participation in *online services* , most of whom preferred face-to-face services due to minimal digital literacy, limited access to tools, and complicated *website procedures* , thus weakening transparency, accountability, and public satisfaction. The researcher's objectives were to evaluate public satisfaction, identify access or literacy constraints, and recommend improvements in accordance with Law 23/2014 concerning regional government and PermenPANRB 5/2018 concerning guidelines for evaluating electronic-based government systems. This study used ten indicators using evaluation and public service theories involving five informants. The type of research used was descriptive qualitative, with data triangulation techniques to ensure validity.

Based on the results of the research data analysis, it shows that the evaluation of electronic-based public services in Dadaprejo Village has succeeded in increasing efficiency and accessibility through simple *websites* , namely: MENYALA and PADI. By using the William N. Dunn model including; (adequate resource *input*, *effective process* via *online platform*, *user-friendly output*, high efficiency outcome reducing workload by 50%, transparency *impact* minimizing extortion and saving costs by 60%) (William N. Dunn 2018) and the *SERVQUAL Model* including the results; (*tangible* comfortable facilities, 90% accuracy *reliability*, *responsiveness* ready to help the technologically challenged, *assurance* friendly officers involving LPMK, *empathy* patient for the elderly), (zeithmal et al. 1990). The main supporting factors include institutional resources, community participation, information technology (double verification servers, computer/printer facilities), and multi- *channel communication media* (neighborhood association / neighborhood association, telephone) that facilitate effective and fast services; while crucial obstacles are low digital literacy of the elderly, less than optimal socialization, dependence on manual methods, and limited assistive devices, thus hindering full participation and digital data collection.

Keywords: Public Services, *E-Governance* and Regional Government