

Pengaruh Kualitas Pelayanan Publik Secara Elektronik Terhadap Perceived Usefulness, Citizen Satisfaction, dan Nilai Publik = The Effect of Electronic Public Service Quality on Perceived Usefulness, Citizen Satisfaction, and Public Value

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Abstrak

Penerapan e-government dilatarbelakangi dengan adanya perkembangan teknologi informasi yang sangat cepat dan tuntutan masyarakat terhadap kecepatan layanan yang diberikan oleh pemerintah. Pemerintah mengembangkan suatu layanan perizinan berusaha secara elektronik yang diberi nama OSS-RBA yang merupakan one-stop-service untuk produk perizinan berusaha. Namun demikian, semenjak diresmikan dan dioperasikan selama kurang lebih dua tahun, masih banyak ditemukan kendala dalam operasionalitasnya sehingga perlu dilakukan evaluasi apakah kualitas pelayanan publik secara elektronik telah mampu memberikan dampak terhadap kegunaan yang dirasakan (perceived usefulness), kepuasan (citizen satisfaction), dan penciptaan nilai publik khususnya pada aspek efisiensi administrasi, pencegahan korupsi pada perizinan berusaha, dan kemudahan berusaha. Penelitian ini menggunakan pendekatan kuantitatif melalui metode survei untuk menyelidiki dampak kualitas layanan secara elektronik terhadap perceived usefulness, citizen satisfaction, dan nilai publik. Target responden adalah Pelaku Usaha yang telah menggunakan layanan OSS-RBA. Sebanyak 121 data kuesioner berhasil diolah dan dianalisis dengan menggunakan metode Structural Equation Modelling-Partial Least Square (SEM-PLS). Hasil penelitian menunjukkan bahwa kualitas pelayanan publik secara elektronik berpengaruh positif dan signifikan terhadap perceived usefulness, citizen satisfaction, dan nilai publik. Perceived usefulness berpengaruh positif dan signifikan terhadap citizen satisfaction. Terdapat efek mediasi pada pengaruh kualitas pelayanan publik secara elektronik terhadap citizen satisfaction melalui mediasi perceived usefulness. Citizen satisfaction meskipun berpengaruh positif terhadap nilai publik, namun tidak memiliki hubungan yang signifikan.

.....The extremely quick advancement of information technology and the public's desire for quicker government services are the driving forces behind the implementation of e-government. For this reason, the government has developed an electronic business licensing service called OSS-RBA, which is a one-stop-shop for business licensing products. Since OSS-RBA was established and has been in operation for about two years, there are still a lot of challenges to be overcome. Therefore, it is important to assess whether the quality of electronic public services has had an effect on citizen satisfaction, perceived usefulness, and the creation of public value, particularly in the areas of administrative effectiveness, preventing corruption in business licensing, and ease of doing business. This research uses a quantitative approach through survey methods to investigate the impact of electronic service quality on perceived usefulness, citizen satisfaction, and public value. The target respondents are business actors who have used OSS-RBA services. A total of 121 questionnaire data points were successfully processed and analysed using the method of Structural Equation Modelling-Partial Least Squares (SEM-PLS). The research results show that the quality of electronic public services has a positive and significant effect on perceived usefulness, citizen satisfaction, and public value. Perceived usefulness has a positive and significant effect on citizen satisfaction. There is a mediating effect on the influence of the quality of electronic public services on citizen satisfaction through

perceived usefulness. Citizen satisfaction even though it has a positive effect on public value, it does not have a significant relationship.