

Evaluation of the Impact of Digital-Based Public Services Sedina Kelar "Saklar" in Tegal City 2018-2022



Saras Adhisti Yulia Pratiwi¹, Yuwanto², Teguh Yuwono³

¹Student, Magister of Political Science, Faculty of Social and Political Sciences, Diponegoro University, Semarang, Indonesia.

^{2,3}Lecturer, Politic Science, Faculty of Social and Political Sciences, Diponegoro University, Semarang, Indonesia

ABSTRACT: This study examines the evaluation of the impact of digital-based public services in Tegal City. The main focus of this research how to evaluate the impact of digital-based public services, a case study of the Sedina Kelar (SAKLAR) in Tegal City in 2018-2022 and how the implementation of SAKLAR services in Tegal City.

This study uses a mixed method, namely a qualitative and quantitative approach. The qualitative method is carried out through interviews and direct observation with secondary data that supports the research. While the quantitative method is used to see the community's assessment of the effectiveness of SAKLAR which has been running in Tegal City.

The results of this study indicate that the success of the implementation of SAKLAR in Tegal City has made SAKLAR obtain the application of technological innovation in the field of public services by the Ministry of Research and Technology/BRIN in collaboration with the Province of Central Java. The study also shows the impact of public service evaluation through the SERVQUAL method with 5 assessment indicators, namely tangible, reliability, responsiveness, assurance, and empathy.

Based on the explanation from the analysis that occurred in the digital-based public service SAKLAR in Tegal City, the ease of providing services using a technological approach has an impact on the community. The acceleration of public service licensing, especially licensing, affects the increase in the regional economy and investment value, so that business actors find it easy to expand their businesses and increase economic welfare.

KEYWORDS: Evaluation, Innovation and Public Service

A. INTRODUCTION

The development of information technology affects community life such as public services to the community so that the service process provided is fast, effective and efficient. According Haris Agus Jratama Manik Journal (2013:2) that public services are in the spotlight of the community. This is indicated by the continued existence of various public complaints conveyed through the mass media, so that it can create a less than good image of government officials. The demands on local governments to provide effective public services are in line with the development of information technology and public awareness in obtaining efficient public services.

The government issued a policy in the form of Government Regulation Number 38 of 2017 concerning Regional Innovation which states that regional innovation is all forms of renewal in the implementation of regional government that are directed to accelerate the realization of community welfare through improving public services and regional competitiveness, as well as community empowerment and participation. Regional innovation spreads in various public service sectors such as in the fields of licensing, health, education and services in accordance with the development of methods and technology to make it easier for the community (Eva, 2014: 5).

Tegal City Government accelerates licensing by optimizing public services through one day service. Tegal City Government has a legal basis related to the development of public service innovation through Tegal Mayor Decree Number: 555.6/166/2010 concerning Determination of Domain Names for the Official Website of Tegal City. Tegal City Government innovates in the field of licensing-based public services, namely SAKLAR. SAKLAR (Sedina Kelar) service in the licensing field with a data-based pick-up and drop-off service method to the community. SAKLAR is a one day service, with the SIPANJI (Siaga Pelayanan Antarjemput Izin) application. SAKLAR as a form of innovation in licensing and non-licensing services outside the office with a direct process.

The background to the emergence of the SAKLAR service is due to public demand for excellent service, the uneven distribution of businesses that do not yet have permits and public perception of complicated bureaucracy. The rigid bureaucratic

Evaluation of the Impact of Digital-Based Public Services Sedina Kelar "Saklar" in Tegal City 2018-2022

chain and indications of extortion in public services can be broken with the existence of online-based services (A. Salsabili, 2022:3). Another background is related to the rate of economic growth which influences investment in Tegal City so that it is necessary to accelerate digital-based licensing services.

Table 1. Tegal City Investment 2017-2021

Year	Private Investment	Government Investment	Total Investment
2017	6,091,193.93	1,286,381,16	7,377,575.09
2018	6,703,250.68	1,333,917.51	8,037,168.19
2019	7,235,359.58	1,388,090.57	8,623,450.15
2020	6,382,523.13	1,318,488.73	8,151,011.86
2021	7,226,340.00	1,365,150.00	8,591,490.00

Source: BPS, Tegal City GRDP According to Expenditure, BPS 2017-2021

Licensing services before the existence of SAKLAR were conventional and changed into a more modern service system with a service system approach like the private sector. This is supported by one of the results of a research report by the United Nation Department of Economic and Social Affairs (UNDESA), where the public sector is required to innovate due to the erosion of moral ethics of bureaucratic apparatus (loss of morale among the Civil Servants). This action is considered normal behavior so that the public often complains about the quality of public services carried out by government bureaucrats including service procedures to the behavior of service providers (United Nations, 2005).

SAKLAR as a form of regional innovation in Tegal City to change the licensing service system to be modern. SAKLAR has been implemented since 2017 until now so its implementation and benefits for the local community should be evaluated. The evaluation of the SAKLAR policy focuses on the role of the evaluator in the process, scope of SAKLAR implementation and the evaluation carried out. SAKLAR is expected to have an impact on the community through policy evaluation. Therefore, this journal discusses how to evaluate the impact of implementing digital-based public service innovations to see whether its implementation is in accordance with the government's assumptions, namely increasing public services or vice versa.

B. RESEARCH METHOD

The research methods used in this research are mixed methods. This study uses a mixed method with a sequential/gradual mixed method strategy approach (sequential mixed methods) which is a strategy for researchers to combine data from one method with another. Qualitative methods are carried out through interviews and direct observations with secondary data that support the research. While the quantitative method is used to see the community's assessment of the effectiveness of SAKLAR which has been running in Tegal City. The quantitative method uses a questionnaire about the community's assessment of the SAKLAR program evaluation, quantitative research to assess how satisfied the community's assessment is with the services provided.

C. DISCUSSION AND RESULT

Public service as a form of government responsibility in providing services to the community with standards, principles, and principles that have been determined to achieve appropriate and optimal results. Public service must be supported by an assessment mechanism to measure whether the public service provided is in accordance with the quality that has been set by the government and expected by the community and the effectiveness of the implementation of the public service. Measuring public service aims to evaluate whether the policies taken can be accepted by the community.

Evaluation of policies implemented to assess whether the program taken is right on target or not. As is the case, the SAKLAR service program issued by the City of Tegal relates to licensing in collaboration with DPMPTSP. SAKLAR is a form of public service innovation that aims to provide excellent service for accelerating regional investment and job creation.

Implementation SAKLAR

SAKLAR is a simple form of public service innovation to facilitate the community in obtaining services, provide benefits and improve the image and legitimacy of local government in the community. The SAKLAR program uses a oneday service so that the community can directly obtain data and results from the permits submitted. Service innovations emerge to improve and increase the quality of services, especially permits for business actors, as to create a conducive climate to increase the local community's economy and regional competitiveness.

Evaluation of the Impact of Digital-Based Public Services Sedina Kelar "Saklar" in Tegal City 2018-2022

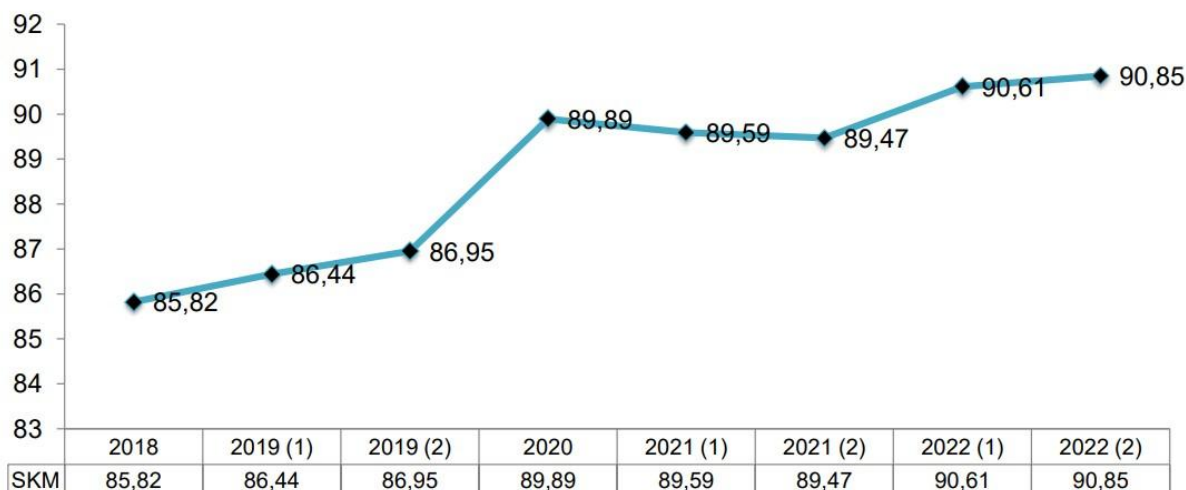
The political aspect related to the existence of licensing services related to improving the positive image and level of public trust in the local government in providing public services. The political aspect of the presence of Saklar changes the image of the government to become good governance to realize excellent service in accordance with the vision of the City of Tegal.

SAKLAR is an innovation in public service in the licensing sector with a oneday service system in Tegal City. Implementation in Tegal City SAKLAR began in 2017 by implementing public service innovation using product typologies that can be felt by the community. Public service innovation based on SAKLAR is realized by initiating a development program that can be a reference for licensing services in Tegal City through the SIPANJI application. The implementation of the SIPANJI application is a convenience for public services in receiving products without the public having to come to the office. SIPANJI can be easily accessed through the applicant's account and activating GPS Map so that officers can come to the applicant's home location. SIPANJI can also be done via WhatsApp messages on office days and hours.

SIPANJI's progress has increased during the COVID-19 pandemic, making it easier for applicants not to come to the office and reduce activities outside the home. SIPANJI is only valid in Tegal City and the delivery system is carried out after the officer confirms with the applicant regarding the delivery time and the applicant's address. The benefits of SIPANJI are felt by the community because it is easy, time efficient and precise. In addition to SIPANJI, SAKLAR has an impact on the increasing Public Satisfaction Survey (SKM). Data and surveys conducted showed that public satisfaction ratings increased from 2018 to 2022.

NILAI SURVEI KEPUASAN MASYARAKAT (SKM) TERHADAP PELAYANAN PERIZINAN

NILAI SKM 2018 - 2022



Source: SKM data from DPMPTSP

Based on the data above, the community of service users is satisfied with the SAKLAR program from 2018-2022. The community feels the impact of the SAKLAR service in terms of fast, effective and easy licensing services. The presence of SAKLAR makes it easier for business actors to obtain their business permits so that the community can expand their investment and have an impact on the economic welfare of the Tegal City community.

Evaluation of the impact of implementing SAKLAR as a Public Service Innovation in Tegal City

The impact of the implementation of public services expressed by Parasuraman related to the Servqual Method (Service Quality). The Servqual method is used to evaluate public satisfaction related to the quality of public services. The Servqual method has 5 indicators such as direct evidence of service implementation (physical), service provider skills, responsiveness, assurance and empathy.

1. Tangible evidence in the implementation of the service after the completion of the "SAKLAR"

Direct evidence shows the physical appearance of buildings, equipment, employees and other facilities owned by the provider (Winarsih, 2015:175) such as physical facilities, equipment, employees and communication facilities. Based on the survey results, it shows that out of 66 respondents, 55 answered that direct evidence was seen from adequate facilities and a strategic environment. Direct evidence was strengthened by interviews with the DPMPTSP stating that the location of the Saklar service is in a public place such as a mall, tourist spot and market.

2. Reliability in providing services

Reliability is how far the organization provides services as promised immediately, accurately and satisfactorily. According to Tjiptono & Chandra (2012), quality service can be improved through the willingness and ability to help customers respond to

Evaluation of the Impact of Digital-Based Public Services Sedina Kelar "Saklar" in Tegal City 2018-2022

their requests quickly. Accuracy in service can be proven by a survey, which found that 90% of service users feel that the service officers are right and accurate in providing service explanations.

3. Responsiveness

Responsiveness is the desire and commitment of staff to help customers and provide responsive service. Responsiveness is part of improving the quality of service for the community. Responsiveness is seen in the response of service officers in providing fast and responsive explanations, as well as equality in providing services. Based on the results of the study, 80% of service users assessed the responsiveness of officers as good at providing satisfaction to the community.

4. Assurance

Assurance includes the knowledge, ability and trustworthiness of staff free from danger, risk and doubt. Assurance consists of service quality in accordance with capacity, service mechanism and service flow. Assurance of certainty carried out by service officers can provide an explanation of the results of the products provided by the community. Based on the study, it showed that 60 respondents out of 66 answered that the community felt safe and secure with SAKLAR services.

5. Empathy

Empathy is the communication ability of employees to explain how well the services provided by the company will have a good impact on customer evaluation. Empathy includes ease in making good communication relationships, individual attention, and understanding customer needs. Empathy in service includes the friendliness and attitude of officers in providing service. Empathy in the SAKLAR program is good, this can be seen from the public response in the study which showed that 85% of the public was satisfied with the communication skills of communicative officers.

Impact evaluation measures the effectiveness of a program immediately after the program is completed and up to six months after the program is completed. Impact evaluation is used to measure the direct impact of the program and is aligned with the program's objectives. Impact evaluation measures how well the program's goals and objectives have been achieved. In impact evaluation, there is an influence, namely between effectiveness and changes that occur in policy implementation. Changes that occur before the program and after the program is implemented (Nutbeam & Bauman, 2006).

The evaluation of the impact of SAKLAR from 2018 to 2022 showed significant changes during the program's implementation and its impact was felt by the community. The innovation carried out by the Tegal City government related to the acceleration of licensing services received the IDSD (Regional Competitiveness Index) award carried out by the Ministry of Research and Technology/BRIN in collaboration with the Central Java Province regarding innovations in the field of public services created. In addition, the SAKLAR service innovation received the 3rd place award in the Public Service Innovation Competition (KIPP) in 2018 and 2020. The success of Tegal City comes from the application of technological innovation in the field of public services, such as innovation in the field of licensing services "Sadina Kelar" (SAKLAR) by the One-Stop Integrated Investment Service Office (Purwanto, 2019: 11).

CONCLUSION

Public services in the regions must be changed to follow digital developments so that innovations emerge in providing convenience to the community. SAKLAR as a form of public service innovation in the field of licensing for business actors. The Saklar licensing acceleration program is part of the innovation services provided to the user community, especially the City of Tegal. The evaluation of the impact of SAKLAR in 2018-2022 can be measured using the SERVQUAL method with 5 assessment indicators so that it can be seen how the community's response to the implementation of SAKLAR has been felt. The evaluation of the SAKLAR program is shown in the 2018-2022 Public Satisfaction Survey (SKM) that the progress of service users increases every year. The research is based on a survey by DPMPSTP as the implementer of the SAKLAR program. The SAKLAR innovation also received an award from the Ministry of Research and Technology/BRIN in collaboration with the Province of Central Java for the success of the City of Tegal in implementing technology-based service innovations. Based on the results of the analysis, the evaluation of the impact of SAKLAR public services is here to answer the convenience of the community in obtaining business permits which aim to improve community welfare and the regional economy.

REFERENCES

- 1) Arif, Saiful. (2008). *Reformasi Pelayanan Publik*. Malang: Averrous Press. Arikunto. 2002. *Prosedur Suatu Penelitian: Pendekatan Praktek*. Jakarta: Rineka Cipta.
- 2) BPS Kota Tegal. (2022). *Kota Tegal Dalam Angka (Tegal Municipality In Figures 2023)*. Tegal: CV Romo
- 3) Budi, Winarno. (2002). *Kebijakan Publik, Teori dan Proses*. Yogyakarta: Media Presindo, 2002.
- 4) Budi Winarno. (2007). *Kebijakan Publik; Teori Dan Proses*, Jakarta: PT. Buku Kita.
- 5) Effendi, Taufik. (2008). *Peningkatan Kualitas Pelayanan Publik: Dalam Rangka Mewujudkan Indonesia yang Maju dan Sejahtera*, Universitas Diponegoro, Semarang Indiahono, Dwiyanto, 2006. *Reformasi "Birokrasi Amplop"; Mungkinkah?*. Yogyakarta: Gava Media.

Evaluation of the Impact of Digital-Based Public Services Sedina Kelar "Saklar" in Tegal City 2018-2022

- 6) Creswell, John W. (2009). *Research Design Pendekatan Penelitian Kualitatif, Kuantitatif dan Mixed*. Yogyakarta: Pustaka Pelajar.
- 7) Lembaga Administrasi Negara. (2017). Pengukuran Indeks Persepsi Inovasi Pelayanan Publik. Jakarta: LAN
- 8) Meiliana. (2011). *Menyongsong Reformasi Birokrasi Tahap Kedua Melalui Peningkatan Kualitas Pelayanan Publik*. Jurnal Borneo Administrator Vol. 7 No. 1 Tahun 2011
- 9) Moleong, Lexy J. (2013). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- 10) Nutbeam, Don. & Bauman, Adrian E. (2006). *Evaluation in a nutshell : a practical guide to the evaluation of health promotion programs*. North Ryde, N.S.W : McGraw-Hill
- 11) Ratmiko., Winarsih S Atik. (2015). *Manajemen Pelayanan Pengembangan Model Konseptual dan Standar Pelayanan Minimal*. Ed. 3. Yogyakarta: Pustaka Pelajar.
- 12) Samsara, Ladiatno. (2013). *Inovasi Pelayanan Paspor di Kantor Imigrasi (Studi Tentang Peningkatan Kualitas Pelayanan Surat Perjalanan Republik Indonesia di Kantor Imigrasi Klas I Khusus Surabaya)*. Universitas Airlangga. Volume 1.
- 13) Sedarmayanti. (2011). *Manajemen Sumber Daya Manusia: Reformasi Birokrasi dan Manajemen Pegawai Negeri Sipil*. Bandung : Refika Aditama.
- 14) Suryadi , Falih dkk. (2010). *Revitalisasi Administrasi Negara: Reformasi Birokrasi dan e-Governance*, Yogyakarta: Graha Ilmu
- 15) Tashakkori, A. & Teddlie, C., (2010). *Mixed Methodology: Mengkombinasikan Pendekatan Kualitatif dan Kuantitatif 1st ed.*, Yogyakarta: Pustaka Pelajar
- 16) Tjiptono, Fandy., & Gregorius Chandra. (2012). *Pemasaran Strategik*. Yogyakarta: ANDI.
- 17) Tjiptono, Fandy. (2015). *Strategi Pemasaran*. Yogyakarta: Penerbit Andi.
- 18) Wibawa, Samodra Dkk. (1994). *Evaluasi Kebijakan Publik*. Jakarta: PT RajaGrafindo Persada.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.