Research Article

Embodiment of Smart Governance in Order to Improve the Quality of Services in Padang Panjang

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Abstract.
The development of public service quality in various agencies must certainly pay attention to the satisfaction of customers or people who receive the service. The quality of public service is also related to the conditions of the product services, humans, environmental processes, where the assessment of quality is determined at the time of providing public services. When measuring the quality of service, one must refer to the customer's expectation of the best service from the service provider. This study refers to the quality standards of service quality indicators related to five dimensions, namely: tangibles, reliability, responsiveness, assurance, and empathy. This study uses a qualitative method, namely an analysis based on data obtained through interviews and observations. The results indicate that there are several things that can be used as a formulation of public service quality in realizing smart governance in Padang Panjang City: 1. Quality of public service realizing smart governance. 2. Factors for improving the quality of public services through smart city.

Keywords: smart governance, smart city, quality of public services

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1. Introduction

The issue of the development of the quality of public services which are provided by all agencies must certainly pay attention to the satisfaction of the service recipients [1] Says that the quality of public services is the ability of public service organizations to provide services that can satisfy service users both through technical and administrative services. Meanwhile, according to the quality of public services is a dynamic condition related to product services, humans, environmental processes where the quality assessment is determined at the time of providing the public service.

The measurement of service quality in this study refers to the customer perspective where they expect the best service from the service provider. Referring to the applicable service standards according to Zeithaml, Parassuraman & Berry [2]; there are indicators of service quality related to five dimensions, namely: Physical evidence (Tangibles),

Reliability (Reability), Responsiveness (Responssivenees), Assurance (Assurance), and Empathy (Empathy). Smart city or can be known as Smart City / Smart City which has a concept of city planning that integrates city areas with information and communication technology in governance that aims to create livable, modern city planning and development and increase regional productivity and economic competitiveness. The development of increasingly sophisticated technology makes the smart concept not only applied to devices, but also applied to various systems and systems.

The Servqual (Service Quality) model developed by Parasuraman, Zeithaml, and Berry [3] has five main dimensions to measure service quality, namely:

1. Tangible (Physical Evidence): The company's ability to show its existence physically, such as facilities, equipment, employee appearance, and the physical environment.

2. Reliability (Reliability): The company's ability to provide promised services accurately and on time.

3. Responsiveness (Responsiveness): The company's ability to provide fast and responsive service to customer needs.

4. Assurance (Guarantee): The company's ability to provide trust and assurance to customers that the services provided are of quality and safe.

5. Empathy (Empathy): The company's ability to understand and respond to customer needs and expectations personally Based on the service quality theory put forward by Zeithaml, Parassuraman & Berry [1]in terms of tangibles or physical evidence, the service provided is quite good.

The form of e-government development in creating a smart government which is the result of collaboration between the Padang Panjang City Communication and Informatics Office and the Padang Panjang City Human Resources Development and Development Agency (BKPSDM) with the birth of the SITAMPAN application (Employee Additional Income Information System) and SIMAK (Personnel Management Information System). Furthermore, various e-government developments in the form of legal information services with the existence of JDIH (Legal Documentation and Information Network), then there is also an application that is useful for realizing the effectiveness and efficiency of managing population administration to the community, namely the PADUKO application (Online Population Administration Services).

Steps in the development of e-government in an effort to realize a smart government continue to be carried out, until in 2020 the command center (CC) was initiated and operated by the Communication and Informatics Office located in Padang Panjang City

Hall, this is a form of the latest breakthrough in e-government development. However, in fact there are still obstacles or problems in efforts to utilize electronic services in Padang Panjang City, namely in the form of servers that sometimes have problems, this situation is certainly an obstacle in utilizing e-government services.

2. Methods

This study uses a qualitative approach. Qualitative research is research conducted where the instrument (researcher) goes directly to the field (research location) to collect data related to the problem or issue to be studied and tries to describe the phenomena that occur in words [4]. Meanwhile, the method used in this study is a descriptive method, by describing a picture of the actual situation in a comprehensive, broad, and in-depth manner by the researcher. The research location in the Padang Panjang City Government includes the Padang Panjang City Communication and Information Service (Diskominfo), the Padang Panjang City Human Resources Development and Personnel Agency (BKPSDM), the Padang Panjang City Regional Secretariat (Setdako) and the Padang Panjang City Population and Civil Registration Service (Diskominfo).

This study uses primary data and secondary data. Primary data is obtained directly from the source through direct observation and interviews, while secondary data is data that is not obtained directly by the researcher, but is obtained through documentation study techniques in the form of book literature or annual implementation reports. In this study, purposive sampling was used as an informant selection technique. Key informants came from the Mayor of Padang Panjang, the Padang Panjang City Communication and Informatics Office (Diskominfo), the Padang Panjang City Human Resources Development and Personnel Agency (BKPSDM), the Padang Panjang City Regional Secretariat (Setdako) and the Padang Panjang City Population and Civil Registration Office (Disdukcapil). In addition, triangulation informants from the community of e-government development users in Padang Panjang City will also be interviewed. Data analysis is carried out in three stages, namely data reduction, data presentation, and drawing conclusions. Data analysis used in this study uses the theory of Public Service Quality according to Zeithaml, Parassuraman & Berry [4] with 3 indicators of service quality related to five dimensions, namely: Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

3. Results and Discussion

3.1. Quality of Public Services in Realizing the Smart Governance Program in Padang Panjang City

Smart Governance or can be known as intelligent governance that aims to realize improved public service performance, or government bureaucratic performance, and efficient public policy performance. And in this era of development that has changed many human lifestyles to be centered on technology. Starting from the way humans socialize to developments that have now created political aspects and adapted to circumstances. Public service problems that were previously hidden from the public, are now starting to surface with the presence of technology.

The implementation of Smart Governance is also a way that can be done to improve the quality of public services. Smart Governance is also included in the Smart City concept, so that the two concepts are interconnected. The solution offered by the Smart Governance concept is almost similar to the Smart E-government concept, namely explaining more open, accountable, collaborative and participatory services with the benefits of technology, but in Smart Governance leadership, decision making, and cooperation between stakeholders are also important points in the aspect of public service.

In Smart Governance there are several aspects that must be met. Among others are community participation, openness of public information, openness of governance, and information and communication technology. These aspects are the main support for realizing Smart Governance which has implications for improving the quality of public services in Padang Panjang City. We need to do this so that every convenience that has been provided by the government can be utilized as well as possible. So that the government's goal of realizing smart governance can be in line with the wishes of the community.

And in the digital era, transformation in the government system is becoming increasingly important. namely adapting to the development of technology and an increasingly advanced society. The Head of the Padang Panjang City Communication and Informatics Agency (Diskominfo) said that the implementation of Smart Governance is not only a wise strategy, but also a milestone for sustainable change in urban governance. And ultimately it will help create a more inclusive, efficient and sustainable society. So far, Padang Panjang City has had a smart governance program whose existence has been

felt by the people of Padang Panjang City. Padang Panjang City is one of two cities in West Sumatra Province that has successfully achieved the first rank in the Indonesian Smart City Index (smart city) with a small category by the Indonesian Smart City Index (IKCI) in 2018, in 2019 Padang Panjang City again achieved achievements related to the development of e-government which was proven by being appointed as one of 50 regencies/cities throughout Indonesia in an effort to assist the movement towards 100 smart cities. This is a big responsibility for Padang Panjang City, so that smart government which is one of the elements of a smart city is realized through various breakthroughs in the development of e-government.

The e-government program in an effort to realize smart government is managed directly by the E-Government and Information Technology Division at the Padang Panjang City Communication and Informatics Office. In 2017, the development of e-government in Padang Panjang City began to be focused on its implementation. Various new breakthroughs began to emerge related to the electronic-based government system/e-government at the end of 2018 to 2019 in Padang Panjang City by the Padang Panjang City Communication and Informatics Office (Diskominfo). The form of e-government development in creating a smart government is the result of cooperation between the Padang Panjang City Communication and Informatics Office and the Padang Panjang City Human Resources Development and Development Agency (BKPSDM) with the birth of the SITAMPAN (Employee Additional Income Information System) and SIMAK (Personnel Management Information System) applications.

Furthermore, various e-government developments in the form of legal information services with the existence of JDIH (Legal Documentation and Information Network), then there is also an application that is useful for realizing the effectiveness and efficiency of managing population administration for the community, namely the PADUKO application (Online Population Administration Services). Steps in developing e-government in an effort to realize smart government continue to be carried out, until in 2020 the command center (CC) was initiated and operated by the Communication and Information Service located in Padang Panjang City Hall, this is a form of the latest breakthrough in e-government development. Smart City also provides ease of service and security in obtaining effective information for the community, in addition to providing benefits for the people of Padang Panjang City, but also has a broad impact and has a major influence on cities and districts in Indonesia.

If we relate it to the service quality model from Parasuraman, it is as follows:

1. Tangible (Physical Evidence): The company's ability to show its existence physically, such as facilities, equipment, employee appearance, and the physical environment. In realizing smart governance services, this service application is quite good by making it easy for the public to access this application themselves and use it to get the desired public services.

2. Reliability (Reliability): The company's ability to provide promised services accurately and on time. The services provided by the Padang Panjang City Government are good. Because it is able to provide smart governance services that make it easy for the public to access the applications offered themselves so that community affairs can be resolved faster.

3. Responsiveness (Responsiveness): The company's ability to provide fast and responsive services to customer needs. In the smart governance service of Padang Panjang City, if there is a complaint or inability to use the application, the public can also directly visit the intended service office.

4. Assurance (Guarantee): The company's ability to provide trust and assurance to customers that the services provided are of high quality and safe. The smart governance service implemented by the Padang Panjang City Government guarantees the confidentiality of public data entered in the application.

5. Empathy: The company's ability to understand and respond to customer needs and expectations personally. Smart governance services in Padang Panjang City are continuously reviewed to see if there are any public complaints that must be acted upon quickly [5].

3.2. Factors for Improving the Quality of Public Services Through Smart City

In viewing the manifestation and implementation of smart governance in various regions, researchers took several previous research reviews that were relevant to the research that the author will conduct. Research by Irfan Nursetiawan entitled "The Urgency of Implementing Smart Governance in the Perspective of Public Services in Pangandaran Village" published in the Scientific Journal of State Administration e-ISSN 2614-2945 Volume 8 Number 1, April 2021 describes the importance of smart governance in public services in Pangandaran village. Meanwhile, research conducted by Aulia Shabrinawati entitled Implementation of Smart Governance Based on the Smart Village Concept. Which was published in the PIKOM Journal Vol. 21 No. 2 December 2020 uses the

Smart Governance concept in developing the Smart Village concept. This study also analyzes nagari/villages as research locations. Research conducted by Dewi Soraya, et al. With the title "Analysis of the Development of Smart Government in the Utilization of Digital Technology in the Era of the Industrial Revolution 4.0 in Tanjung Pinang City (Diskominfo Case Study)" published in JANE (Journal of State Administration), August 2023 Volume 15 No.1. uses the concept of Smart Government in viewing the utilization of digital technology and examining the best concept for developing public services in Tanjung Pinang City. Looking at some of these studies provides a clearer picture of the realization of smart governance in various regions in Indonesia and sees the factors that will affect the quality of public services [6].

In improving the quality of public services, the government always strives to realize new breakthroughs in supporting the implementation of maximum services. The presence of the concept of online services based on Smart City is considered a new innovation in realizing excellent service. And basically the concept of online services based on Smart City is a service that in its implementation applies technology, so that the service can run easily, efficiently and optimally. The existence of Presidential Instruction (Inpres) Number 3 of 2003 concerning national policies and strategies for developing e-government is one form of the government's seriousness as a step in developing e-government in Indonesia [7].

Furthermore, legal guidelines related to the development of e-government continue to be refined through the presence of Presidential Regulation (Perpres) Number 95 of 2018 concerning the electronic-based government system (SPBE). One of the areas in West Sumatra Province that is working hard to realize digital-based public services is Padang Panjang City which is developing e-government as a step to realize smart government [8]. This can be seen from the existence of a special policy related to e-government from the Padang Panjang City Government with the existence of the Padang Panjang Mayor Regulation (Perwako) Number 18 of 2018 concerning the utilization of information and communication technology in the implementation of e-government [9]. Then the policy continues to be refined with the presence of the Padang Panjang City Regional Regulation (Perda) Number 10 of 2019 concerning the Electronic-Based Government System .

4. Conclusion

Based on research on the Quality of Public Services in Realizing Smart Governance in Padang Panjang City, which uses data collection techniques such as in-depth interviews, participant observation, and documentation studies. And Smart Governance indicators that state the factors that influence the success of the organization in achieving its goals. The implementation of Smart Governance is a way that can be done to improve the quality of public services. Smart Governance is also included in the Smart City concept, so that the two concepts are interconnected. The solution offered by the Smart Governance concept is almost similar to the Smart E-government concept, namely explaining more open, accountable, collaborative and participatory services with the benefits of technology, but in Smart Governance leadership, decision making, and cooperation between stakeholders are also important points in the aspect of public services and the Head of the Padang Panjang City Communication and Informatics Agency (Diskominfo) said that the implementation of Smart Governance is not only a wise strategy, but also a milestone for sustainable change in urban governance. And ultimately it will help create a more inclusive, efficient and sustainable society. So far, Padang Panjang City has had a smart governance program whose existence has been felt by the people of Padang Panjang City. The form of e-government development in creating a smart government which is the result of collaboration between the Padang Panjang City Communication and Informatics Agency and the Padang Panjang City Human Resources Development and Development Agency (BKPSDM) with the birth of the SITAMPAN application (Employee Additional Income Information System) and SIMAK (Employee Management Information System). Furthermore, various e-government developments in the form of legal information services with the existence of JDIH (Legal Documentation and Information Network), then there is also an application that is useful for realizing the effectiveness and efficiency of managing population administration to the community, namely the PADUKO application (Online Population Administration Services). Steps in developing e-government in an effort to realize smart government continue to be carried out, until in 2020 the command center (CC) was initiated and operated by the Communication and Information Service located in Padang Panjang City Hall, this is a manifestation of the latest breakthrough in the development of e-government.

The implementation of this smart governance application should have been able to be done in various regions in Indonesia. Padang Panjang, which is an area that has implemented a smart city and has received an award as a good smart city implementer,

can be a pilot project for various other regions in Indonesia. By implementing the quality of service from Parasuraman, namely Tangible (Physical Evidence), Reliability (Reliability), Responsiveness (Responsiveness) and Assurance (Guarantee), this will realize good smart governance in various cities and districts and various regions in Indonesia.

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