

Research And Studies

Available online at https://ijmras.com/

Page no.-15/15

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH AND STUDIES

ISSN: 2640 7272 Volume:06; Issue:02(2023) Doi: 10.33826/ijmras/v06i02.9

Digitalization of public services: a phenomenological study of the meaning of information technology in increasing the quality of public services

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ABSTRACT

This study aims to determine the meaning of information technology in improving the quality of public services. This research is qualitative by using a phenomenological approach to understand the phenomenon comprehensively. Data collection techniques were carried out using in-depth interview techniques and direct observation of informants who took care of permits. The phenomenological data analysis technique used in this study is based on Edmund Husserl's ideas, namely Epoche, Noema, Noesis, Intentional Analysis, and Eidetic Reduction. The results of the research show that information technology is a tool for obtaining information which is the meaning of information technology in improving service quality. From this information technology can help people to communicate and disseminate information. The next meaning of information technology such as *smartphones* is as a communication tool. The use of information technology as a tool for communication provides convenience. Communities can communicate long distances easily and quickly. Lifestyle is also defined as the meaning of information technology to see the existing phenomenon that the use of information technology has become very important in everyday life. People's lifestyles are greatly influenced by the existence of technology. Starting from education, transportation, economy, even social. The various conveniences offered are one of the reasons for people to follow technological trends. Information Technology is like a valuable item, making human work easier and more efficient.

Keywords: Digitalization, Information Technology, Quality, Public service

INTRODUCTION

Digitalization in human daily life is almost inseparable. Currently, people who work, go to school, shop, and use transportation require internet access as the basis for their application. Digitalization means the process of giving or consuming digital systems. This means that every line of life cannot be separated from digital aspects. Such is the phenomenon of the citizens of Indonesia, let alone the world at this time.

The implementation of public governance continues to be efficient and effective by adopting digital systems. Such as licensing services, recording electronic ID cards, opening bank accounts, paying taxes, and others. The various digitalization procedures have had a positive effect on the ability to interact with the public. If in the past the public only understood *smartphones* as voice and video intermediaries, now they can also hold meetings and create digital content. Through existing applications, residents can feel the benefits freely.

Data obtained from *the Hootsuite we are social Indonesian digital report* 2022 shows that internet users in Indonesia numbered 204.7 million as of January 2022, this number has increased by 1% compared to 2021 which amounted to 202.6 million users. Of this amount, there are several main reasons for using the internet, namely as much as 80.1 percent (%) use the internet to find information, 72.9% to find new ideas and inspiration, as much as 68.2% to connect with friends and family, 63.4 % to fill spare time, 61.4 % to follow news and current events, and as much as 58.8 percent (%) use the internet to watch videos, tv and movies.

Utilization of information technology is not only used in business sector organizations, but also in the public sector. One of the public sector agencies that utilize information system technology is the One-Stop Investment and Integrated Service Office (DPMPTSP) of Pinrang Regency. The purpose of using information technology is to increase the quality of performance, especially in public services. Several things that service providers can do to improve their services are: 1) provide clear information regarding service standards; 2) improving the online service delivery system; and 3) adaptation of facilities, infrastructure and service facilities (Bantun *et al.*, 2021).

Digital public services are expected to provide convenience for anyone who needs access (Fitriasari, 2020; Liu, 2012; Riyanto *et al.*, 2018). Digital public services are characterized by the use of media other than paper or what is often referred to as *paperless*. Technology has an important role so that digital public services can run as they should. Nowadays, almost everyone can run or operate a *smartphone*, meaning that everyone can easily access

information through their devices. The challenges faced in the implementation of digital public services must be faced by having managerial competence and serving competence. These two competencies when collaborated will create superior service quality. This superior service quality can be reflected in the satisfaction of service users, in this case local residents (Laohasirichaikul *et al.*, 2011; Soelasih, 2015).

In this age of increasingly advanced technology, the government is required to innovate in providing services to the public. One form of innovation can be carried out in the implementation of *E-Government*. Its application utilizes technology and needs to be supported by the availability of adequate infrastructure and human resources. Currently digital technology to support increased performance and welfare, save costs and consumption of resources, and to engage more effectively and actively with its citizens.

To support the many goals of developing urban facilities and infrastructure and providing maximum services to the community, the government needs technology in creating developed cities and ultimately making people prosperous. For this reason, the Pinrang District Investment and One-Stop Services Office (DPMPTSP) has successfully released an application and *website*, *namely the Online Single Obmission*- Based Information System and Licensing Application (SIAP BOSS) application which can be downloaded on *the Play Store* and *website* (https://pmptsp. pinrangkab.go.id/) which provides many features to be accessed by all people. The SIAP BOSS application is one of the public service innovations from the DPMPTSP of Pinrang Regency which has passed the 2021 South Sulawesi province-level public service innovation competition.

The existence of a website is a form of embodiment of electronic-based government (*E-Government*) which in Presidential Instruction Number 3 of 2003, opens space for governments at the central and regional government levels to utilize technology in carrying out government functions.

Thus, with the existence of *E-Government*, all community services can be carried out digitally by utilizing information technology. The presence of *e-government* is considered to be able to realize an increase in public service transactions considering that in its implementation, the interaction between the government and the community is not limited by time and space, and the costs provided are also affordable (Supriyanto, 2016).

The Government of Pinrang Regency welcomed the Instruction and through the website of the One-Stop Investment and Integrated Services Service (DPMPTSP) of Pinrang Regency

showed how the use of technology can provide convenience for the government in realizing transparency and information disclosure to the public. With the "SIAP BOSS" website and application, it is hoped that this will help the community in obtaining permits without having to come directly to the office.

However, seeing the facts, there are still many people who come to the office to take care of permits on the grounds that by coming directly to the office, there are no more things to worry about, such as data and files that are definitely included in the list of licensing arrangements. If people keep coming to the office, then what is worrying is the increasing spread of Covid-19, this is certainly not in line with the objectives to be achieved by the Regional Government in terms of the utilization of information technology with the "SIAP BOSS" website and application, where this system is designed to facilitating the community in registering both business and non-business permits effectively and reducing queues, saving time, and reducing the risk of spreading Covid-19.

Research conducted by Agung Nurrahman *et al.* (2021) who also used a qualitative approach to examine the use of *websites* as a form of digitizing services in Garut Regency, where the research focus is on *the website* of the Garut Regency Tourism and Culture Office in terms of the three elements of digitizing public services, namely *support*, *capacity*, and *value*, which provide the result is that the Garut Regency Government has carried out and implemented these three elements of success. However, the research focus is limited to *the website* without involving the public as one of the users of the information provided on *the website* (Nurrahman *et al.*, 2021).

This study uses a phenomenological approach because researchers try to interpret the meaning of digitalization for the community, to find out how the community views digitalization as applied to the DPMPTSP of Pinrang Regency. Apart from researching the meaning of digitization for the community, it is also about how the SIAP BOSS website and application are used in providing services to the community.

Based on the above, the title of this research is " Digitizing Public Services: A Phenomenological Study of the Meaning of Information Technology in Improving the Quality of Public Services".

RESEARCH METHODS

This research is qualitative in nature by using a phenomenological approach to understand phenomena comprehensively and in depth by emphasizing subjectivity and disclosing the core of the informant's experience. Data collection techniques were carried out using interview techniques and direct observation of informants who would take care of permits.

Meanwhile, Husserl's choice of transcendental phenomenology is because it emphasizes subjectivity and reveals the essence of experience through a combination of facts and ideals. Husserl's transcendental phenomenology is in line with this research, because this research seeks to understand the essence of the informants' experience which sees from the community's point of view the experience of using web-based online licensing systems and applications that they have faced so far.

Transcendental phenomenology launched by Edmund Huserl focuses on a study of consciousness. "I", explained Husserl in (Setiawan *et al*., 2017) is the center of the entire environment which with the affirmation of the existence of "I" distinguishes one human being from another human being because the experience of each "I" will shape perceptions, memories, expectations, and fantasies different. Therefore "I" here is not the experience, but the experiencer; "I" is not the action but the one doing it. A phenomenologist wants to understand what is experienced by "I" so that "I" makes sense of a certain thing. Peeling off this "I" is the task of the phenomenologist, which of course will be very tiring. The phenomenological data analysis technique used in this study is based on the ideas of Edmund Husserl (Kamayanti, 2016: 153), namely *Epoche, Noema, Noesis, Intentional Analysis*, and *Eidetic Reduction*.

Informant Selection

Researchers took informants including from the employee profession in charge of providing licensing services and the licensing management community. The research used a *non-probability sampling technique*. In *non-probability sampling*, elements in the population do not have any inherent probability of being selected as sample subjects. (Sekaran & Bougie, 2016).

Focus on Research Objects and Location Settings

A representative location is the Investment Service and One Stop Integrated Service (DPMPTSP) of Pinrang Regency, which is located at Jalan Jenderal Sukawati No. 40, and

located at the Pinrang District Public Service Mall. The research location is very easy to reach so as to provide convenience in obtaining data.

However, the focus of the research object and location settings during research and information gathering to informants, the object of research is focused on the community who manages permits at DPMPTSP Pinrang Regency and the location for data collection from informants does not have to be at the location for obtaining permits, but can be anywhere, other places that are comfortable for the informant, including at the informant's house or in another possible place.

RESULTS AND DISCUSSION

The phenomenon of information technology that exists today is growing day by day. This technological development is driven by changes in the lifestyle of modern society. Since the Covid-19 Pandemic, some Indonesian people have had to study and work from home. Although there are still those who still have to do activities outside the home. People who comply with the government's appeal will certainly remain silent at home. Attitudes and behavior of people today depend on the information obtained. Therefore, selecting and sorting the information received is very important.

In the current era of digitalization, it is certainly possible that everyone will follow these developments, especially in the use of this technology. The people of Pinrang Regency are no exception who will take care of permits, both business and non-business permits. The presence of an information system at the DPMPTSP office makes people confused because there are still many who are unfamiliar or do not know about the use of technology, especially the use of this information system. This is because the implementation of socialization has not been implemented evenly.

According to the informant (Sry Indarwati), a student at the Muhammadiyah University of Pare-Pare and as one of the licensing administrators who do not use the licensing service information system.

"Actually, it's good because there is an information system for licensing services so it's easier if you want to take care of permits, but I'd rather just come to the office to be clearer, not necessarily many people understand online, what's more, the information system doesn't know how it really works." really effective or not. Isn't this an information system mandatory too?" (Interview: 25 September 2022)

Then the researcher responded to the opinion of Sry Indarwati that it is true that the use of a licensing service information system is indeed not mandatory, but this is one of the Pinrang district government programs in implementing *E-Government*. *Manual service process towards E-Government* based services. Through this transformation process, the government can optimize the utilization of advances in information technology.

Based on the initial statement (noema) of informant Sry Indarwati, that the tendency of people's behavior is not to want to use the Licensing Service Information System. Explained further (noesis), the purpose of not wanting to use the Licensing Service Information System is to take care of licensing by coming directly to the office and meeting with existing service officers. This problem is of course not only felt by "me" said "Indar", but there are still many people who do not know about the Licensing Service Information System so that people prefer to come directly to DPMPTSP.

Furthermore, the researchers asked more specifically related to problems in obtaining permits using the Licensing Service Information System.

"Actually, I don't understand how it works, especially since I, as a student, have a lot of college assignments, so I don't focus on that. As far as I can remember, I have never heard of socialization about how to use the information system, so how can I know?" (Interview: 25 September 2022)

From further explanation (noesis) by Indar, it can be seen that the problem that is often faced by the community is that they do not yet understand and do not understand how to use the Licensing Service Information System. People naturally want something that is easy for them. Therefore, the research then proceeded to the next question to informants about what expectations the government, especially DPMPTSP, had regarding the use of the Licensing Service Information System. It is hoped that the informant Indar said that:

"Hopefully in the future, what if the government does have an information system that can be used to facilitate the public in obtaining services, it's best to socialize it first so that we too can know that there is an information system that can be used, try not to need an information system that Complicated, just keep it simple so everyone can understand it." (Interview: 25 September 2022)

Researchers try to emphasize (*noesis*) that the explanation of licensing arrangements by using an information system to improve service quality will not be effective in being understood by the public if there is no direct socialization, although there are those who understand that without socialization maybe only one or two people understand. Therefore, the researchers see that DPMPTSP has indeed carried out socialization in the use of the licensing service information system but the implementation is not complete. This is in accordance with the statement of the service officer at DPMPTSP, Satriani who said that:

"2 months ago, before the Public Service Mall was launched, there had to be socialization, so we held socialization at each sub-district office with a special schedule for socialization. This activity is to increase the use of digitization so that the public can understand and understand more about the use of licensing management applications. (Interview: 01 September 2022)

Continuing the question to informant Indar, "if you understand the use of this Licensing Service Information System, would Sry Indarwati (the informant) want to take advantage of this Information System without having to come directly to the DPMPTSP office to arrange permits?" Indar replied:

"Yes, tomorrow there will be more to take care of, I would like to take advantage of the existing information system, but if there are problems in taking care of permits online, I will definitely go back to the office. But hopefully there will be no obstacles so that we can only take care of licensing online more efficiently." (Interview: 25 September 2022)

From the results of the interview with the informant (noema), "Yes, tomorrow there will be something else to take care of, I want to take advantage of the existing information system, but if there are problems in getting permits online, I will definitely go back to the office. But hopefully there will be no obstacles so that we can only take care of licensing online more efficiently." From the informant's answer (noesis) that the informant was willing to use the licensing service information system with the exception that there were no problems experienced. Informants do not dare to take risks when there is an error in the use of the licensing service information system. So that informants still prefer to come directly to DPMPTSP if there are still problems being experienced.

Lack of Understanding: Use of Information Systems

In the current era of digitalization, it is certainly possible that everyone will follow these developments, especially in the use of this technology. The people of Pinrang Regency are no exception who will take care of permits, both business and non-business permits. The presence of an information system at the DPMPTSP office makes people confused because there are still many who are unfamiliar or do not know about the use of technology, especially the use of this information system. This is because the implementation of socialization has not been implemented evenly.

People who do not know how to use an information system do not mean they don't want to use the system, but people have a simple and effective mindset. If people think that coming directly to the DPMPTSP office will give definite results, then why use an information system that people don't even know whether the system is functioning properly or how.

One type of non-business licensing services available at DPMPTSP is research recommendation permits. This type of service is of course the most widely used by students who will conduct research related to their final coursework. The average age of students who can also be used as informants in this study is 20 years and over, with that age, of course, these students easily remember things. Considering that the age of 20 is included in the millennial generation, the use of technology is no stranger to university students. But even though students are no strangers to the use of technology such as *Mobile*, there are still those who don't know about the use of the existing information system in DPMPTSP.

This was felt by one of the students at the Pare-Pare State Islamic Institute (IAIN), namely Nasmah:

"I don't know yet that there is already an information system that can be accessed via the internet using a cell phone. Even if I knew that there was such a system, I would not necessarily register for permits through that system because I don't know what the steps are. But earlier the service officer said that information related to the licensing process that I was taking care of would be sent via e-mail."

The statement conveyed by Nasmah is a small part of the phenomenon that occurs among the people of Pinrang Regency, especially the millennial generation, that the community already understands the existence of information technology but does not yet know that in fact there is an information system that can make it easier to manage anything related to licensing

services. The government should be more aggressive in conducting socialization so that people who do not know the information can understand and apply it in obtaining services.

Reveal the meaning of information technology

The meaning in phenomenology here comes from the potentiality of an object or special experience in personal activities. The essence of the meaning derived from an object or experience will depend on the individual's background and certain events in his life. In this case the researcher explores how informants interpret information technology in everyday life and is presented in the following table.

Table 1. Working Paper on the Meaning of Information Technology

Noema	Epoche	Noesis	Intentional	Eidetic
Tvoemu	Бросис	1406313	Analysis	Reduction
Tools for	"As for	Information	Current	This awareness
quickly	technology, for	technology such	technological	is a form of
acquiring and	example, like a	as smartphones	developments	interpreting
disseminating	cellphone,	or cell phones	have made it	Information
information.	everyone must	have become part	much easier for	Technology as a
	have a	of people's lives	people to obtain	tool for
	cellphone, then	that make it	information	obtaining and
	for information	possible to obtain	because this	disseminating
	problems, it	information	information can	information.
	might be faster	quickly.	be obtained	
	to get via		from mobile	
	cellphone.		phones anytime	
	What's more, if		and anywhere	
	you want to take		without waiting	
	care of		any longer.	
	licensing, such			
	as a business			
	license, there is			
	already a			

	separate			
	application, so			
	you can access			
	it to take care of			
	licensing."			
Communication	"To make	Seeing	The use of	This awareness
tool	important calls	information	information	is a form of
	like family."	technology as a	technology as a	interpreting
		communication	tool for	Information
		tool that is used to	communication	Technology as a
		call the closest	provides	communication
		people such as	convenience.	tool. People
		family,	Communities	who use
		connecting those	can	information
		who are far away	communicate	technology to
		so that it feels	long distances	communicate
		close to	easily and	with others.
		communication.	quickly.	
Information	"Information	Broadly	People's	This awareness
technology as a	technology has	speaking, it can	lifestyles are	is a form of
<i>lifestyle</i> in	become our	be interpreted	greatly	interpreting
everyday life	way of life, yes,	that today's	influenced by	Information
	but there are	technological	the existence of	Technology as a
	many meanings	developments	technology.	<i>lifestyle</i> in
	of information	have made	Starting from	everyday life.
	technology	technology itself	education,	Various
	itself, for	a lifestyle where	transportation,	conveniences
	example	everything uses	economy, even	can be obtained
	communication,	technology and	social. The	from the use of
	social media,	coexists with	various	technology.
	finance and	people's lives.	conveniences	This

	many more. If		offered are one	convenience
	we want to		of the reasons	also forms
	describe one by		for people to	dependence on
	one, it's		follow	the use of
	impossible,		technological	technology in
	indeed this		trends.	everyday life.
	information			
	technology in			
	the current era			
	is very much			
	needed.			
Information	"Information	Information	Information	This awareness
technology as a	Technology is a	technology as a	technology	is a form of
valuable item	valuable item, it	valuable item	makes human	interpreting
	can give us	means that	work easier and	Information
	knowledge."	technology can	more efficient.	Technology as a
		make us access	That is why	valuable item
		things that we	information	that can
		previously could	technology is	facilitate
		not access. We	interpreted as	people's work.
		have to look for it	something	
		first through	valuable.	
		books, now we		
		just have to type		
		it and it appears		
		on the internet.		
		So this		
		technology		
		makes it very,		
		very easy to		

	obtain	
	information.	

Source: Analysis by 2022 researchers

CONCLUSIONS AND RECOMMENDATIONS

The results of the research show that information technology is a tool for obtaining information which is the meaning of information technology in improving service quality. From this information technology can help people to communicate and disseminate information. The next meaning of information technology such as *smartphones* is as a communication tool. The use of information technology as a tool for communication provides convenience. Communities can communicate long distances easily and quickly. *Lifestyle* is also defined as the meaning of information technology to see the existing phenomenon that the use of information technology has become very important in everyday life. People's lifestyles are greatly influenced by the existence of technology. Starting from education, transportation, economy, even social. The various conveniences offered are one of the reasons for people to follow technological trends. Information Technology is like a valuable item, making human work easier and more efficient.

The Pinrang District Investment and One-Stop Services Office (DPMPTSP) should conduct socialization evenly regarding the use of information systems such as applications and websites provided so that the people who will take care of permits can have a better understanding of this information system.

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