

THE CITIZEN CENTRIC APPROACH IN THE IMPLEMENTATION OF E-GOVERNMENT AS AN EFFORT TO IMPROVE THE QUALITY OF PUBLIC SERVICES IN THE GOVERNMENT OF WEST JAVA PROVINCE

Muhammad Fauzi¹, Yogi Suprayogi Sugandi², Deden Hadi Kushendar³
Sekolah Tinggi Ilmu Administrasi Bandung^{1,3}, Universitas Padjajaran²

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ABSTRACT

To enhance public services and governance in West Java, the province government may have implemented a number of e-Government initiatives. West Java has built Public Service Centers to provide integrated services and a one-stop shop for citizens, and the government of West Java has adopted the idea of citizen-centric governance to prioritize its citizens' needs, aspirations, and well-being. Sapawarga is an innovative e-government initiative implemented in West Java Province, Indonesia. Adopting a citizen-centric approach in the implementation of e-government can greatly contribute to improving the quality of public services. The implementation of digital services in West Java, Indonesia has had several positive effects on citizens. A citizen-centric approach includes a number of components, including user-centered design, service personalization, multichannel service delivery, transparent information, citizen feedback channels, and continual improvement. The Government of West Java Province's ability to provide high-quality public services can be greatly enhanced by using a citizen-centric approach to implementation.

E-mail:
m.fauzi@stiabandung.ac.id

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1. INTRODUCTION

Due to issues like poor internet access, a lack of digital literacy, or financial limitations, not everyone has equal access to digital services. Because of this, there is a "digital divide" that prevents some population groups from fully utilizing digital services and exacerbates already-existing social inequities. If all services are digital, people who cannot or won't use technology may be left out. Certain groups may be marginalized as a result, including the elderly, the disabled, or people who live in remote locations and may have difficulty accessing important services or information. Policymakers can choose the best platforms for delivering digital public services by evaluating the efficacy of various delivery channels, such as PCs or mobile phones. In addition to choosing the adequate technological infrastructure, organisations should focus on the people elements including culture, communication, technostress or well-being, as being critical transformation factors [1]

Regarding data collecting, algorithmic bias, and automated decision-making, digital services create ethical issues. To prevent discriminatory acts or the loss of individual rights, it is crucial that algorithms and data analytics are used fairly, transparently, and responsibly. governing bodies, businesses, and communities need to work together to overcome these difficulties and make sure that digital services are available to everyone, inclusive, and helpful. New policy and regulation are needed as a result of the infrastructure shift toward technology. Given the large volumes of data collected, the involvement of numerous actors and stakeholders, the distribution across physical space, and questions of accountability at a variety of stages including procurement, deployment, and management, the instrumentation of public and shared environments using IoT technologies introduces new complexities of data governance, privacy, and security. These fast changes are increasingly coming from highly informed, connected consumers, with new needs. Our sample consisted mainly of young college students prone to use technological products adherent to IoT[2].

The evolution of society as the process of informationalization results in the electronicization of services, whose component is e-government. Broadband Internet distribution and the creation of high-quality digital material are both guaranteed by e-government. Initially, the use of information and communication technologies (ICT) fundamentally altered a business sector game plan, which then had an

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impact on the public sector. The public sector has to adapt to ICT dissemination pressures which have led from the traditional bureaucracy to easily accessible and usable services, to secure e-Government solutions, that enable easy data access and easy communication with citizens, businesses, and the public administration institutions [3].

Red tape, lengthy processes, and bureaucratic processes are frequently attributes of public services. This can hinder the prompt delivery of services by causing inefficiencies, delays, and dissatisfaction for both residents and service providers. The lack of definite accountability procedures may harm public services by making it challenging to hold people or organizations accountable for their deeds or the caliber of the services they provide. Prioritizing which public services should be made available online can be done by policymakers with the aid of understanding citizen wants and demands. However, with emergent digital technologies, digital public services no longer merely exchange information. In other words, the purposes for digitalization have shifted over time to include providing public services [4]. This may result in a lack of accountability, corruption, and a drop in public confidence. For public services to be effective, they need sufficient financing and resources.

Budget restrictions or improper resource allocation can result in understaffing, poor infrastructure, and a lack of service supply, which can affect the effectiveness and accessibility of services. Service delivery fragmentation, effort duplication, and coverage gaps can be caused by ineffective planning and coordination across several government entities. Coordination problems can cause inefficiencies, muddle, and problems getting access to integrated or holistic treatments. It can take a while for public services to adjust to shifting needs and technological developments. The modernization of services and the adoption of more effective and citizen-centric strategies might be hampered by resistance to change and insufficient creativity. Public services might not be provided to all areas or social groups equally, resulting in differences in access and quality of services. Access to key services may be particularly difficult for marginalized communities or remote locations, aggravating already-existing disparities. Decision-making processes in public services are frequently top-down and exclude community participation, which can lead to a lack of genuine citizen engagement. Citizens are defined as people in their different stakeholder roles, that is, as policymakers, public servants, users or customers of public services, participants, tax-payers or entrepreneurs, and citizens as such [5]. Citizen-centric is a central concept being coined together with e-government implementation and it is proposed as a remedial justification in solving e-government implementation issues [6]. Lack of citizen involvement can lead to services that do not adequately reflect the needs and preferences of the population they serve. The dynamics of society and changing demographics present difficulties for public services. In order to fulfil changing needs, factors including population expansion, urbanization, and demographic changes need adjusting service delivery, which can put a strain on already-stretched institutions and resources.

To overcome these obstacles and guarantee effective and citizen-centered public services, effective governance, evidence-based policymaking, and ongoing evaluation and improvement are essential. The idea of developing laws, services, and systems with the needs, preferences, and welfare of citizens as the primary focus is known as the "citizen-centric" concept. Even though this strategy offers numerous advantages, putting citizen-centric initiatives into action comes with difficulties and potential issues. Different needs, preferences, and priorities exist among citizens. Creating policies and services that successfully address the differing needs of various population groups can be difficult.

Delivering services to citizens is at the heart of what most government agencies do. Tasks like paying taxes, renewing driving licenses, and applying for benefits are often the most tangible interactions citizens have with their government. Services are therefore critical in shaping trust in and perceptions of the public sector [7]. It might be difficult to strike a balance between the demands of various societal groups while also providing equal access to services. Adequate resources are needed to deliver services that are focused on the citizen. Governments frequently have small resources and conflicting requests for financing from different industries. When there are financial limitations, it can be challenging to allocate resources in a way that will effectively fulfil the different requirements of individuals. It may be necessary to make considerable adjustments to current bureaucratic structures, procedures, and mindsets in order to implement citizen-centric approaches. Reforms aimed at improving the lives of citizens may be hampered by internal government opposition to change as well as opposition from stakeholders and interest groups. Building government officials' and agencies' capacity and capability to provide services that are centered on the needs of the citizenry is essential. But the public sector could have technological, talent deficiencies that make it difficult to implement citizen-centric initiatives effectively. In order to customize services and regulations, citizen-centric models frequently rely on

gathering and analysing data about citizens. For the government to continue to earn the trust of its citizens, personal information must be kept private and secure. However, monitoring and protecting sensitive data can be difficult and could lead to worries about potential abuse or security breaches. Active citizen participation and engagement in decision-making processes are necessary for citizen-centric initiatives to be successful. However, due to indifference, ignorance, or a lack of engagement options, involving residents might be challenging. To prevent tokenistic or superficial approaches to citizen-centricity, it is essential to foster genuine citizen involvement. Initiatives that focus on the needs of the citizens may be susceptible to political pressure and short-term goals. Political pressures may divert resources or undermine the long-term sustainability of citizen-centric approaches, compromising their effectiveness.

Literature Review

We classified smart city application domains into four essential domains: government, citizens, business and environment. We define a smart city as a systematic integration of technological infrastructures that relies on advanced data processing, with the goals of making city governance more efficient, citizens happier, businesses more prosperous and the environment more sustainable [8] Part of the problem is that despite their best intentions, many governments continue to design and deliver services based on their own requirements and processes instead of the needs of the people they serve. But some government agencies—including at the local, state, and federal levels—have successfully implemented a customer-centric approach to service design and delivery. This article draws on their experiences to illustrate the four elements of implementing transformation efforts aimed at increasing citizen satisfaction and reducing costs [7]

The technologies must be properly implemented and the significant challenges of privacy and governance, particularly with respect to data sharing and ownership, must be fully addressed. Meaningful accountability to and protection of the public must be incorporated into the new norms of technology as a facet of public service provision, in order for data to add value and enhance the rights to all of society, rather than just a particular section of it. [9] As such, we must be aware that citizens' interactions with these digital artefacts will determine if they obtain access to the right public services, which ultimately influences their views of public organizations [4]. Various smart government domains and relevant organisations may also utilise smart policing service quality as an indicator of performance, measuring the overall improvement of smart government services. The hope is that the hierarchical structure and smart policing service quality scale proposed in this study will be used as diagnostic tools to help government organisations identify both smart services areas where use of the tools is feasible and areas needing improvement [10]

The informatisation and the use of ICT in citizens' everyday life creates a pressure on governments to provide public services more efficiently, more transparently and through the Internet. Therefore is the e-Government a part of the government program and brings many benefits to citizens like time and cost savings, availability 24/7, etc. The government and other institutions have to cooperate on the development of e-Government and to ensure that government services are available fully online, so the number of e-Government services users will increase. The personal retrofit, which is still necessary for most services, have to be removed. [3] Another area is to explore in more depth whether and how citizen willingness to pay translates into an actual revenue stream for public service provision and whether this contributes to improved quality of, and trust in 0government, from the perspective of government and citizen stakeholders.[11]

Arguably the most significant citizen-focused technology of the e-government era was customer relationship management. The potential of CRM to support service transformation is explored and co-production, an alternative approach to citizen-centric service design, is examined both as a way of addressing weaknesses in IT-enabled service transformation and as a candidate later stage in the evolution of citizen-centric local public services.[12] E-government is becoming more attentive towards providing intelligent personalized online services to citizens so that citizens can receive better services with less time and effort [13] By using a citizen-centric approach, the paper identified the factors affecting the development of e-government. There were five factors from the viewpoint of government agencies and citizen groups: quality of e-government services, policy and governance, information technology infrastructure, organization and economy and society. The research covered the development patterns of e-government for services from government to citizens only. The results reflect citizens' need for e-government services; quality is their priority..[14]

Additionally, this chapter analyses sectional e-Government dimensions, including digital public administration national agendas, electronic public service delivery websites, interoperability initiatives, social media technologies, open data and open government strategies, and the future of technology in public sector of the region. [15] By serving as a roadmap for the planning and implementation of e-government projects, the proposed conceptual framework can help government agencies and public administrative bodies realise the desired outcomes of e-government. The conceptual framework offers insights and develops a better understanding of the multidimensional and multifaceted issues related to e-government, which can be used to build an integrated policy framework for connected governance [16]

In order to successfully implement e-government services, the government must understand the needs and requirements of its citizens and address the challenges facing citizens at the point of service delivery [17] Accessing digital public services directly addresses the needs of economically active citizens and can also facilitate the steps towards an improved quality of government and interaction with civil society. Our study has contributed to an initial understanding of the value, cost and benefits of citizen-led e-government in the context of exemplar developing countries in this respect. [11]

2. METHOD

This research uses a descriptive-analytic method with a qualitative approach. Data collection conducted through in-depth interviews, literature studies, and document studies. Qualitative and descriptive research methods have been very common procedures for conducting research in many disciplines, including education, psychology, and social sciences [18]. Data from reports or archives is utilized for qualitative research, specifically varieties of descriptive qualitative research or document analysis. In this kind of study, the researcher gathers and examines material that is already available in the form of records, documents, reports, or other archives. The goal of descriptive qualitative research, also known as document analysis, is to better comprehend the setting, procedure, or topic under study by gathering data from textual sources. Data was taken from the West Java Provincial Government. Participants were chosen based on their involvement in digital-based public service activities, knowledge of e-government development, knowledge of digitization, knowledge of citizen services, and connections to the sector.

3. RESULT AND DISCUSSION

Starting With West Java Smart City

West Java, Indonesia, has been implementing smart city efforts for some years. The region's transformation into a smart city officially began in 2014, when West Java's administration, led by Governor Ahmad Heryawan, began putting plans into action. Since then, the West Javan government has been actively engaged in numerous projects and initiatives to make use of technology, data, and innovation for better governance and an improvement in the standard of living for its residents. These programs seek to improve West Java's sustainability, effectiveness, and focus on the needs of its residents.

West Java's smart city journey comprises the implementation of numerous initiatives in various sectors, so the precise schedule and milestones may vary. West Java has improved over time in a number of sectors, including sustainable development, digital services, smart infrastructure, smart transportation, and citizen involvement. It's crucial to keep in mind that the creation of smart cities is a continuous process, and the West Javan government continues to fund smart city programs, adjust to new technology, and cater to the changing requirements of its inhabitants.

On September 5, 2018, Ridwan Kamil, also referred to as Kang Emil, took office as the governor of West Java, Indonesia. Ridwan Kamil has aggressively promoted and implemented smart city programs in West Java since the beginning of his term since he is a strong proponent of the development of smart cities. Ridwan Kamil launched the West Java Smart Province 2018-2023 program shortly after taking office with the goal of making West Java a smart and sustainable province. This program consists of a number of initiatives and projects aimed at enhancing governance, enhancing public services, and making the environment more livable for citizens through the use of technology and innovation.

The West Javan administration has developed various smart city projects and programs under the direction of Ridwan Kamil. Smart transportation, digital services, citizen involvement, urban planning, environmental sustainability, and economic development efforts are among them. The objective is to use technology and data to address urban difficulties, promote efficiency, and improve West Javan's quality of life. The development of smart cities has been heavily prioritized throughout Ridwan Kamil's time as the governor of West Java, and his initiatives have won praise on both a national and international level.

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Because smart city development is a continuous process that encompasses numerous projects and interactions with diverse stakeholders, the precise timetable and milestones of the initiatives carried out under his direction may vary.

Implementation of E-government as Digital services in West Java

e-Government, commonly referred to as electronic government, is the application of technology and digital platforms to promote public involvement, administrative process efficiency, and government services. Since my knowledge only extends through September 2021, I am unable to provide you with up-to-date information on the specific developments in West Java, but I can give you an overview of the e-Government programs that are frequently adopted throughout different regions.

To enhance public services and governance in West Java, the province administration may have put in place a number of e-administration initiatives. West Java has undergone substantial development and implementation to improve citizen involvement, efficiency, and public service delivery. The following are some initiatives for digital services in West Java: West Java, first (Satu Data Jawa Barat) One Data The purpose of this endeavour is to consolidate and combine data from many departments and agencies of the government into a single data platform. It makes it easier to collaborate and share data, which improves decision-making and policy development. (2) Online Administrative Services (Pelayanan Administrasi Berbasis Online): West Java has put in place a number of online administrative services that help people access and finish different administrative tasks online. Online birth certificate, marriage certificate, land registration, and business permit applications are included in this.

(3) Smart City Projects: West Java is creating smart city initiatives to use data and technology to improve the quality of life for its residents. This entails the adoption of intelligent waste management, intelligent education, and intelligent health care. (4) Mobile Applications: To give residents easy access to public services, the West Java province administration has created mobile applications. These programs address topics like travel, tourism, health care, emergency reporting, and complaints from citizens. (5) E-Government Services: West Java is actively digitizing its government services, including the provision of online portals and platforms for citizen involvement, information sharing among the general public, and e-procurement systems for government procurement procedures. (6) Digital Payments and Transactions: West Java encourages the use of e-wallets and digital payment systems to speed up financial transactions. This way, residents may pay for government services, taxes, and utility bills online. (7) Digital Education and Training: The government of West Java has been investing in digital education and training programs to enhance digital literacy and skills among citizens. These initiatives aim to bridge the digital divide and enable wider participation in the digital economy. (8) Open Data Initiatives: West Java encourages the availability and accessibility of government data through open data initiatives. This enables citizens, researchers, and businesses to utilize the data for analysis, research, and innovation.

Benefits of Digital Services for society

The introduction of digital services in West Java, Indonesia, has benefited locals in a number of ways. For citizens in West Java, digital services have enhanced access to public services. Citizens may conveniently access and utilize a variety of services without having to physically be present or endure lengthy waiting periods thanks to online platforms and mobile applications. Accessing government services now takes less time and money thanks to digital offerings. Online administrative tasks allow citizens to fulfil them without making several trips to government offices or spending time and money on travel. This ease of use, boosts effectiveness and productivity. Processes for delivering services have been streamlined by digital platforms and applications, making them quicker and more effective. Digital processing of requests and applications by government organizations in West Java results in less paper being produced and enables speedier responses to citizen requirements.

Digital services make it easier for citizens to access information and services, therefore promoting transparency and accountability. Citizens can access public information, check the progress of their applications, and raise problems or complaints using online platforms, increasing public confidence in administrative procedures. Digital services make it easier for citizens to participate in governance. Citizens have the opportunity to submit comments, participate in surveys, and contribute to policy discussions through the use of online portals and platforms, giving them a voice in the decision-making process. Better data analysis and administration are made possible by digital services. The West Javan government may obtain insights and make decisions based on data-driven evidence by centralizing and integrating data, which will result in more effective policies and more focused service delivery. The implementation of digital services in West Java has, overall, had a good effect on citizens by making services easier to obtain, increasing efficiency, fostering transparency, and encouraging public

engagement. These advantages support better government, citizen empowerment, and regional development in general.

The Citizen Centric Approach in the West Java provincial government

The West Java government in Indonesia has adopted the idea of citizen-centric governance to give its residents' needs, aspirations, and well-being top priority. The West Java One Data program, which attempts to centralize and integrate data from multiple governmental agencies and departments, has been put into place by the West Java administration. This data-driven strategy aids in comprehending citizen needs, enabling evidence-based decision-making, and creating policies that cater to the particular needs of various population segments. Public Service Centers have been constructed in West Java to offer citizens integrated services and a one-stop shop. These centers streamline and simplify service delivery by bringing together several government agencies under one roof, making it easier for citizens to access a variety of services in one place. The West Javan government has put in place measures to properly manage citizen complaints and suggestions. This enables citizens to voice their complaints, report problems, and offer feedback on government services, ensuring that their issues are taken seriously and promptly resolved.

The West Javan government places a strong emphasis on consultation and citizen input during the decision-making process. In order to involve citizens in policy discussions, gather their thoughts, and take their opinion into consideration during the decision-making process, it holds public consultations, town hall meetings, and stakeholder engagement sessions. The West Javan administration has created mobile and digital platforms to engage the populace and encourage civic engagement. These platforms give citizens ways to voice opinions, take part in polls, access information available to the public, and report problems or complaints, promoting a more inclusive and participatory decision-making process.

The West Javan administration has put in place a number of social welfare initiatives aimed at underprivileged and at-risk groups. By granting access to necessary services, healthcare, education, and employment opportunities, these programs seek to promote the wellbeing and quality of life of individuals, especially those in need. The West Javan government runs initiatives to educate and inform the populace about their rights, privileges, and the services that are available to them. By arming residents with the information and expertise needed to utilize government services and programs, these initiatives seek to empower them. The administration of West Java is committed to ensuring that laws and services are developed and carried out with the interests of the people in mind, as evidenced by these citizen-centric initiatives. The West Javan government wants to improve its inhabitants' general well-being and contentment by putting citizen needs first, encouraging engagement, and offering accessible and inclusive services.

Sapawarga as an Effort to Improve the Quality of Public Services

Sapawarga is an innovative e-government project started in Indonesia's West Java Province. It strives to increase civic participation, strengthen public services, and advance accountability and transparency in governance. On the Sapawarga platform, citizens are first registered as participants in the initiative. Various methods, including online registration forms and physical service centers, are available for citizens to sign up. During registration, citizens provide their personal information, including name, address, and contact details, 325.282 users telah mengunggah di fitur kegiatan RW sejak tahun januari 2020 sampai November 2022, 39.534 [19]

Citizens who register can access their individual dashboard on the Sapawarga portal. The dashboard acts as a central location for citizens to access various e-government services, track their requests and grievances, and get notifications and updates from the government. Through the Sapawarga platform, citizens can make service requests or file complaints. This can involve requesting public services, social aid, maintenance to public property, or reporting problems in local neighbourhoods. The system records the specifics of the request or complaint, along with any necessary supporting papers.

The relevant government offices or agencies in charge of resolving the specific issues receive the filed requests and complaints. These divisions are informed of the cases and given assignments to review and resolve them. The system allows them to monitor and manage each case's development, assuring a prompt and effective settlement. Citizens are informed of developments in their requests or complaints throughout the case management procedure. This brings people up to date on the developments and activities the government has done. Through the portal, citizens can also offer comments or extra information relevant to their cases. Sapawarga has been integrated with a number of government databases and systems to make it easier for people to share and collaborate on information. This interface

facilitates smooth data sharing between departments and aids in process and decision-making simplification.

Government officials can monitor and analyse system performance using the Sapawarga platform, which offers several capabilities. It gives authorities the ability to gauge reaction times, spot bottlenecks, and assess how well services are delivered all around. Through a number of elements, Sapawarga promotes citizen engagement and participation. The public is welcome to take part in conversations, offer input on government programs and initiatives, and help fund projects that promote community development. This encourages residents and the government to work together and feel a feeling of ownership.

Sapawarga encourages accountability and transparency by giving users access to information about the entire service delivery process. The status of their cases may be followed, officials' activities can be seen, and citizens can access pertinent data and records. Because of this transparency, citizens can hold the government to its promises and trust is increased. Sapawarga program is continuously reviewed and improved depending on user feedback, performance indicators, and new needs. In order to improve services to West Javan inhabitants, the government reviews data and input it receives through the platform to pinpoint areas for improvement and streamline processes. A complete e-government platform called Sapawarga in the West Java Province uses technology to improve service delivery, facilitate citizen-government contacts, and establish a more transparent and participatory system of government.

The citizen-centric approach in the implementation of e-government

In the case of the West Java Province government, implementing e-government while taking a citizen-centric approach can significantly raise the caliber of public services. Here are a few methods to use this strategy: The demands and desires of citizens should come first when developing and designing e-government services. To make sure the services are clear, accessible, and customized to the unique needs of the people in the West Java Province, this requires doing user research, usability testing, and feedback gathering. Based on the characteristics and preferences of the population, e-government platforms can be created to offer customised services. The government can provide personalized recommendations, notifications, and pertinent information to improve the user experience and deliver more effective services by collecting and using citizen data (while implementing the necessary privacy and security safeguards).

The government should offer a variety of routes for accessing e-government services because it is possible that citizens may have varied preferences and levels of digital competence. Online portals, smartphone apps, contact centers, and physical service locations can all fall under this category. The government makes sure that all citizens, regardless of their technological proficiency, may access and benefit from e-government services by providing a variety of options. Government rules, practices, and service offerings should all be thoroughly explained and readily available on e-government platforms. This involves making accessible versions of pertinent papers, rules, forms, and FAQs available. Promoting openness and making information easily accessible allows citizens to be more informed, aware of their rights, and involved in their government.

Citizens can contribute input, raise problems, and voice their complaints about the e-government services by creating feedback mechanisms such online feedback forms, helplines, and social media channels. In addition to addressing complaints and consistently enhancing the quality of services based on the feedback obtained, the government should actively monitor and respond to citizen comments. Through user satisfaction surveys, performance indicators, and impact analyses, the government should routinely monitor the efficacy and efficiency of e-government services. The knowledge gathered from these evaluations can be applied to pinpoint problem areas, hone procedures, and guarantee that e-government projects in West Java Province are in line with citizens' changing requirements and expectations. The West Java Province government may improve the caliber of public services, raise citizen happiness, and encourage more meaningful engagement between the government and its constituents by utilizing a citizen-centric strategy in the deployment of e-government.

4. CONCLUSION

The quality of public services provided by the Government of West Java Province can be greatly enhanced by using a citizen-centric approach to e-government deployment. The government may better comprehend and serve its constituents' demands by putting them at the heart of e-government efforts. User-centered design, service personalisation, multichannel service delivery, clear information, citizen

feedback channels, and continuous improvement are just a few of the components of a citizen-centric strategy. The government may improve the user experience, boost citizen happiness, and encourage meaningful engagement between the government and its citizens by including these features. The citizen-centric approach also promotes inclusiveness, accountability, and openness in governance. It encourages open dialogue, citizen involvement, and teamwork between the public and the government, resulting in more efficient and adaptable public services. One example of how e-government is being implemented using a citizen-centric approach is the Sapawarga program in the province of West Java. Through this program, residents can interact with the government directly, seek services, give feedback, and monitor the status of their cases. The West Java Province government can guarantee that public services are customized to residents' expectations and deliver a higher level of service by regularly analyzing and enhancing e-government services based on citizen feedback and growing demands. Overall, the Government of West Java Province is able to develop a more open, transparent, and effective governance system thanks to the citizen-centric approach in e-government, ultimately raising the standard of public services for its constituents.

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