Evaluation of User Satisfaction with the Tourism and Culture Office Website of Ciamis Regency

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ABSTRACT

One of the implementations of E-Government by the local government is the creation of the Dispar Ciamis Regency website, developed by the Ciamis Regency Government. This initiative aligns with Ciamis Regency Regional Regulation No. 19 of 2011, Article 27, which mandates the local government to provide various tourism information, legal protection, safety, comfort, and security for tourists. Therefore, the government is obliged to provide tourism-related information on the official website while considering user security, legal protection, comfort, and safety. This study utilizes the E-GovQual method to assess user satisfaction with the services provided by the Dispar Ciamis Regency website. A total of 54 responses were collected. The analysis methods employed include Scriptural Hash Table Analysis, Validity and Reliability Analysis, and Hypothesis Analysis. The study results indicate that the variables of usability, trust, interactive environment functionality, reliability, content, and information display, as well as citizen support, do not influence users' intention to use (REI), except for the content, information display, and citizen support variables, which influence user satisfaction (AS) or intention. Additionally, to enhance user trust in the Dispar Ciamis Regency website, it is necessary to include features that measure the level of understanding between the website administrators and users regarding each applicable rule or policy.

Keywords: E-Government; User Satisfaction; Website; E-GovQual; Dispar Ciamis Regency.

ABSTRAK

Salah satu implementasi E-Government yang dilakukan pemerintah daerah adalah dengan dibuatnya website Dispar Kabupaten Ciamis yang dikembangkan oleh Pemerintah Kabupaten Ciamis. Inisiatif ini sejalan dengan Peraturan Daerah Kabupaten Ciamis Nomor 19 Tahun 2011, Pasal 27 yang mengamanatkan pemerintah daerah untuk menyediakan berbagai informasi pariwisata, perlindungan hukum, keselamatan, kenyamanan, dan keamanan bagi wisatawan. Oleh karena itu, pemerintah wajib menyediakan informasi terkait pariwisata di situs resminya dengan tetap mempertimbangkan keamanan, perlindungan hukum, kenyamanan, dan keselamatan pengguna. Penelitian ini menggunakan metode E-GovQual untuk menilai kepuasan pengguna terhadap pelayanan yang diberikan website Dispar Kabupaten Ciamis. Sebanyak 54 tanggapan dikumpulkan. Metode analisis yang digunakan meliputi Analisis Tabel Hash Kitab Suci, Analisis Validitas dan Reliabilitas, dan Analisis Hipotesis. Hasil penelitian menunjukkan bahwa variabel kegunaan, kepercayaan, fungsionalitas lingkungan interaktif, keandalan, konten, dan tampilan informasi, serta dukungan warga, tidak berpengaruh terhadap niat penggunaan pengguna (REI), kecuali konten, tampilan informasi, dan variabel dukungan warga, yang mempengaruhi kepuasan atau niat pengguna. Selain itu, untuk meningkatkan kepercayaan pengguna terhadap website Dispar Kabupaten Ciamis, perlu dilengkapi fitur-fitur yang mengukur tingkat pemahaman antara pengelola website dengan pengguna terhadap setiap aturan atau kebijakan yang berlaku.

Kata Kunci: E-Government; Kepuasan Pengguna; Situs web; Kualitas E-Gov; Dispar Kabupaten Ciamis.

INTRODUCTION

Based on the President's directive, the government has decided to move forward with the implementation and utilization of Information and Communication Technology (ICT) in the field of E-Government, which is currently underutilized. This initiative will be applied from the local to the regional government levels. This decision is outlined in Presidential Instruction No. 3 of 2003 regarding the National E-Government Research & Strategy (Inpres, 2003). This issue is further addressed in Government Regulation No. 95 of 2018 on Electronic-Based Government Systems, which mandates the use of ICT in delivering services to the public. To improve the quality of public services, these policies are designed to enhance the implementation of E-Government.

One example of E-Government implementation by the local government is the website of the Tourism and Culture Office of Ciamis Regency, developed by the Ciamis Regional Government. This is stipulated in the Ciamis Regency Regional Regulation No. 19 of 2011 Article 27, which states that the Regional Government is obligated to facilitate tourism by providing various tourism information, enforcing the law, ensuring security and welfare for participants, and so on. Therefore, the government is responsible for providing tourism information on the official website while ensuring user safety, legal protection, comfort, and security. This website supports the creation of the desired E-Government.

Ciamis Regency has significant tourism potential, including cultural, natural, and historical attractions, making it a prime area for developing tourist destinations. Consequently, the Ciamis Regional Government is enhancing local wisdom to attract domestic and international tourists by promoting local food, crafts, and other products. The official website developed by the Ciamis Regional Government serves as a means of delivering information to the public, thus fostering the development of E-Government in tourism. The website serves as a communication medium by providing published information accessible to all.

Three methods can be used to evaluate the performance of a website: WebQual, ServQual, and E-GovQual. To assess the usability and service quality of a specific e-government website, the E-GovQual methodology should be employed. ServQual is used to improve the service quality of support websites in sales and marketing. WebQual is used to enhance web service quality in education, employment, learning, commerce, information systems, and more. WebQual is an extension of the ServQual methodology. Since this article discusses user satisfaction with the e-government service quality on the Ciamis Tourism Office website, E-GovQual is the appropriate method to use. E-GovQual is specifically designed to measure the quality of electronic services provided by the government, containing attributes composed of several evaluation variables that the public can use to assess the quality of E-Government services.

RESEARCH METHOD

There are 36 variables in this study based on the six dimensions of the E-GovQual methodology. After collecting data from each respondent who completed the survey or from other data sources gathered, data analysis will be conducted. The data analysis involves several activities, including categorizing the data based on respondent type and variable, creating data tables according to the variables from all respondents, and presenting each researched variable. This process ensures that hypotheses can be addressed and hypothesis testing can be performed through calculations. For this research, the researcher uses SPSS version 25 for Windows, a program that facilitates statistical data processing. It is advisable to have a good understanding of basic statistics before using this application, as this knowledge will ease the process of data analysis and interpretation of the results.

RESULT AND DISCUSSION

E-Government

E-government refers to the application of information technology in government operations to enhance the availability of information and services. It involves processes or a series of actions aimed at transforming the relationship between the government and its constituents (Sudirman & Saidin, 2022). The legal framework for e-government is outlined in Presidential Instruction No. 3 of 2003 regarding E-Government Policy and the National E-Government Development Strategy. The presence of e-government is crucial as it can improve the effectiveness, efficiency, and quality of public sector organizations, leading to the concept of good governance. There are several regulations or guidelines for implementing e-government, particularly:

1. Preparation Process: This involves creating an information website, implementing human resources, ensuring easy access, and promoting it to both internal and external audiences.

2. Maturation: This process involves developing an interactive information website and cross-agency communication.

3. Stabilization: Refers to the development of a public-facing website for transactions and ensuring that software and data can be shared with other organizations.

4. Utilization: The process of developing integrated G2G (government-to-government), G2B (government-to-business), and G2C (government-to-citizen) applications for use in government, business, and citizen interactions.

When creating a website for a government entity, various factors must be considered. For example, there may be an e-government architecture that ensures public transparency in decision-making, system integration and interoperability, as well as secure storage of electronic documents and sensitive information. This e-government architecture includes several components, such as access, public information pages, community information gathering and dissemination, infrastructure, and dashboard applications (Haryani, 2016). Here are the four strata regarding e-government architecture:
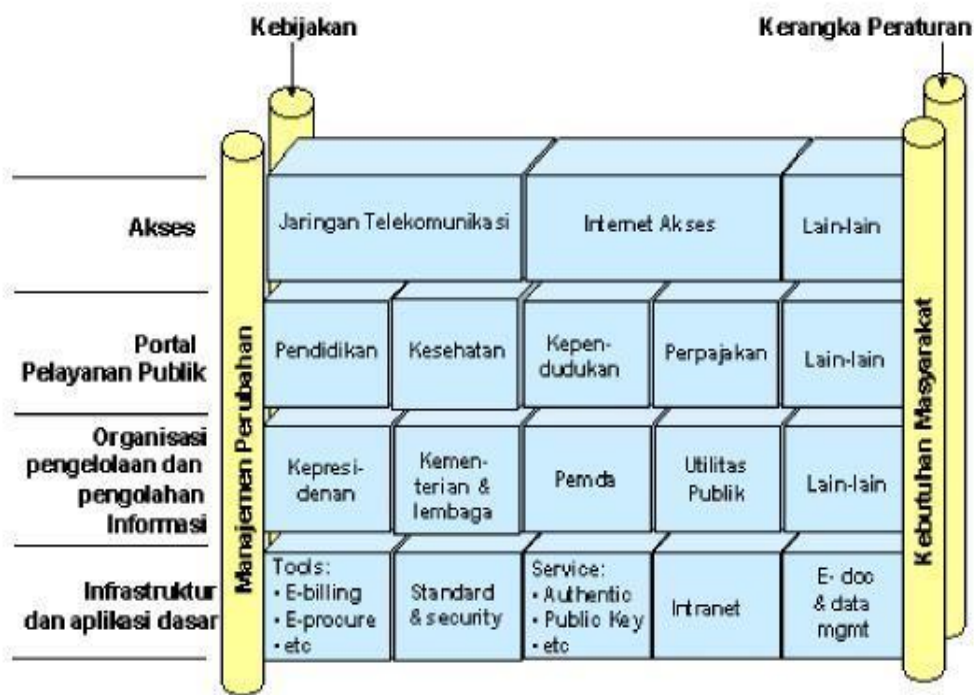

Figure 1. E-government architecture

Website of the Tourism and Culture Office (DISPAR) of Ciamis Regency

The website address for the Tourism Office of Ciamis Regency is **https://dispar.ciamiskab.go.id**. This website is a subdomain of the Ciamis Regency Government's main website. The Dispar Ciamis website provides news and information specifically related to tourism and culture in the Ciamis area. The website is easily accessible to both the general public

and residents of Ciamis. It can be freely accessed by anyone, whether they are from the general public or residents of Ciamis Regency. The specific appearance or homepage of the Tourism and Culture Office of Ciamis Regency website can be viewed as follows figure 2.
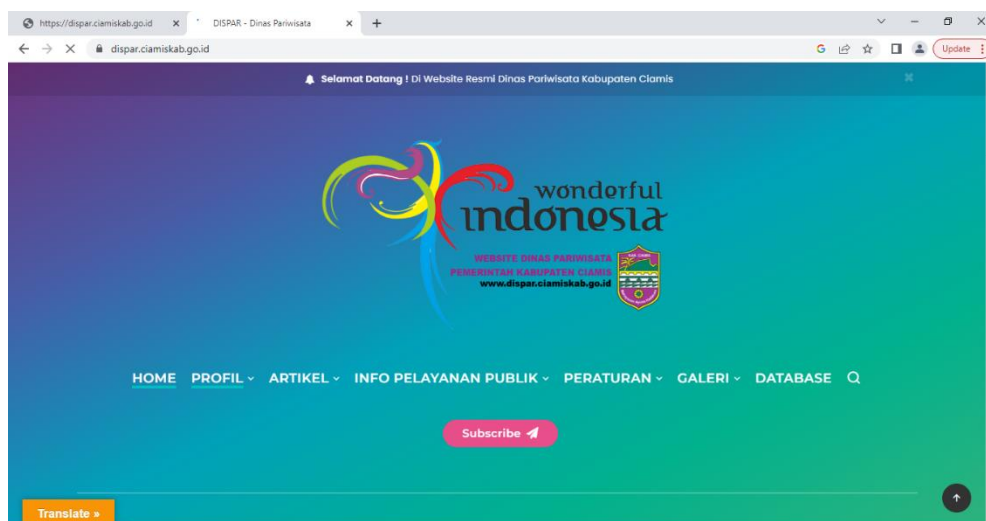

Figure 2. Display of the Ciamis Regency Tourism Department website

According to Papadomichelaki & Mentzas (2012), the E-GovQual method is a data collection tool that can be used to measure public perceptions of the quality of services offered by the government through newly created websites. E-GovQual, as a conceptual service quality model, encompasses several dimensions including:

1. Ease of Use
2. Trust
3. Functionality and Interaction (Interactive Environment Functionality)
4. Reliability
5. Accurate Information and Content (Content and Appearance of Information)
6. Citizens Support

This study aims to assess the quality of the website created by the Tourism Office of Ciamis Regency in providing services to the public, using the E-GovQual framework. To understand the impact of the aforementioned

dimensions on the service quality of the Tourism Office of Ciamis Regency website, hypothesis testing will be conducted. Additionally, this study includes two additional dimensions: user satisfaction and the intention to reuse. The inclusion of these dimensions is intended to offer a novel approach in measuring user satisfaction and the intensity of users'
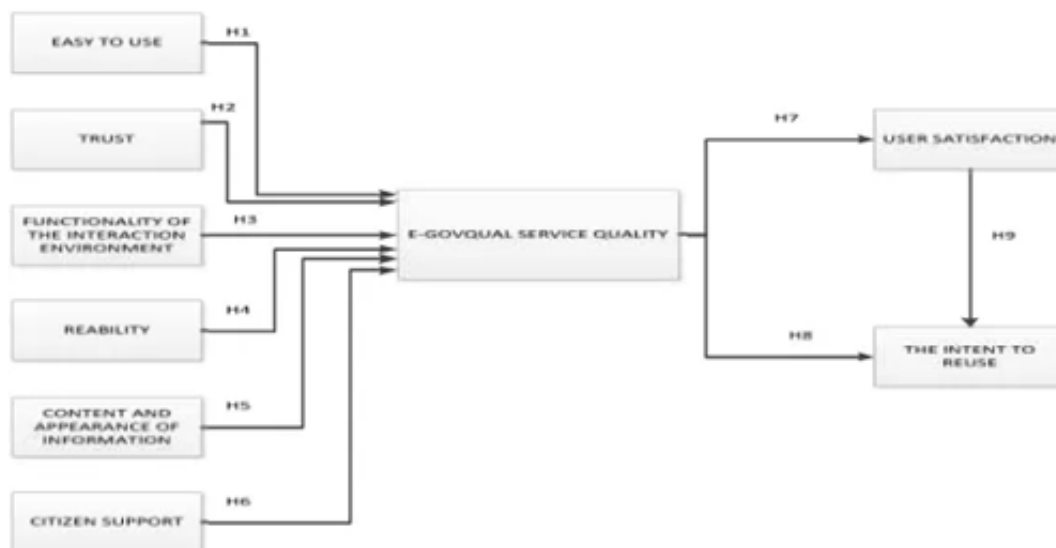
intentions to revisit the website. Below is a conceptual model illustration for high-quality electronic governance.

Figure 3. model for conceptualizing high-quality e-government services

Respondent Characteristics

To understand the data analysis, it is essential to examine the characteristics of the respondents. The purpose of detailing respondent characteristics is to identify differences between male and female respondents and to analyze age-related characteristics based on the required data. As previously explained, respondents can be categorized based on gender, age, and employment status. The survey includes 40 female respondents and 14 male respondents. In terms of age, respondents are divided into two groups: those aged between 17 and 20 years and those aged between 21 and 25 years. There are 28 respondents aged between 17 and 20 years, while 26 respondents fall into the 21 to 25 years age group. Regarding employment status, the majority of respondents are students,

totaling 43, followed by 7 employees, 3 pupils, and 1 unemployed respondent.

Descriptive Analysis of Questionnaire Results
Ease of Use Dimension

In the ease of use dimension, the website's user-friendliness is assessed using six indicators: website structure (EU1), facility search system (EU2), website instructions (EU3), link formatting (EU4), easy-to-understand URL (EU5), and personalized information (EU6). According to DeLone and McLean's Information Systems Success Model, ease of use is crucial for user satisfaction and system use (DeLone & McLean, 2003). The majority of respondents chose the indicators, with an average rating of 3 (Agree) for the ease of use variable.

Trust Dimension

The trust dimension is evaluated using six indicators: non-disclosure of personal information (TRS1), anonymity (TRS2), data loss prevention (TRS3), provision for specific purposes (TRS4), use of username and password (TRS5), and access control (TRS6). Trust in e-government services is vital, as it influences user acceptance and continuous use of the services (Carter & Bélanger, 2005). The respondents did not agree on the indicators measuring the trust variable, with three indicators receiving an average rating of 3 (Agree), and only one indicator, TR4, rated as "somewhat disagree."

Functionality of the Interaction Environment Dimension

In this dimension, the functionality of the interaction environment is evaluated based on three indicators: online form submission (FIE1), automatic form submission (FIE2), and meaningful formatted responses (FIE3). Interaction functionality is essential for effective service delivery and user engagement (West, 2004). The majority of respondents agreed

with all three indicators, with an average rating of 3 (Agree).

Reliability Dimension

The reliability dimension is measured using three indicators: the presence of an online form submission button (FIE1), automatic form submission (FIE2), and meaningful responsive format (FIE3). Reliability in e-government services is critical for building user confidence and ensuring consistent service delivery (Parasuraman, Zeithaml, & Berry, 1988). The majority of respondents agreed with the indicators, with an average rating of 3 (Agree).

Content and Appearance of Information Dimension

This dimension is evaluated using nine indicators: comprehensive information tools (CAI1), accuracy and conciseness of data (CAI2), clear information (CAI3), regularly updated information (CAI4), properly working links (CAI5), easily understood information (CAI6), attractive colors (CAI7), appealing graphics (CAI8), and engaging animations (CAI9). The quality of content and presentation significantly impacts user satisfaction and perceived usefulness (Liu & Arnett, 2000). The majority of respondents agreed with eight indicators, with an average rating of 3 (Agree), except for CAI8, which received a rating of 2 (Somewhat Disagree), indicating that the graphics on the DISPAR Ciamis website are less attractive.

Citizen Support Dimension

Citizen support is evaluated based on five indicators: user-friendly documents (CS1), help pages (CS2), Q&A sections (CS3), specific product information (CS4), and prompt responses to user inquiries (CS5). Effective citizen support enhances user satisfaction and encourages the use of e-government services (Jaeger & Bertot, 2010). The majority of respondents

agreed with all five indicators, with an average rating of 3 (Agree).

User Satisfaction Dimension

User satisfaction is measured using two indicators: website usage agreement (US1) and continuous access (US2). User satisfaction is a key determinant of the success of e-government services (Wangpipatwong, Chutimaskul, & Papasratorn, 2008). The majority of respondents agreed with both indicators, with an average rating of 3 (Agree).

Intent to Use Dimension

The intent to use is evaluated based on two indicators: continuity (REI1) and frequency of web access (REI2). The intention to reuse e-government services indicates user acceptance and long-term engagement (Venkatesh et al., 2003). The majority of respondents agreed with both indicators, with an average rating of 3 (Agree).

Respondent Characteristics

To understand the data analysis, it is essential to examine the characteristics of the respondents. The purpose of detailing respondent characteristics is to identify differences between male and female respondents and to analyze age-related characteristics based on the required data. Respondents can be categorized based on gender, age, and employment status. In this study, 40 female respondents and 14 male respondents participated, providing a balanced perspective on user satisfaction across genders.

Regarding age, respondents are divided into two groups: those aged between 17 and 20 years and those aged between 21 and 25 years. This age classification helps in understanding the preferences and satisfaction levels of younger users, who are often more adept at using technology and may have different expectations from e-government services. Specifically, there are 28 respondents aged between 17 and 20 years and 26 respondents aged

between 21 and 25 years. This distribution indicates a relatively young demographic, which can influence the design and functionality expectations of the website.

In terms of employment status, the majority of respondents are students, totaling 43, which is reflective of the significant student population in Ciamis Regency. This is followed by 7 respondents who are employees, 3 who are pupils, and 1 who is unemployed. Understanding the employment status of respondents provides insights into their potential usage patterns and accessibility needs. For example, students might prioritize different website features compared to working professionals. This demographic information is crucial for tailoring the website's content and services to meet the needs of its primary users effectively.

Descriptive Analysis of Questionnaire Results

Ease of Use Dimension

The ease of use dimension evaluates how user-friendly the website is, utilizing six specific indicators: website structure (EU1), facility search system (EU2), website instructions (EU3), link formatting (EU4), easy-to-understand URL (EU5), and personalized information (EU6). According to DeLone and McLean's Information Systems Success Model, ease of use is crucial for user satisfaction and system usage (DeLone & McLean, 2003). The majority of respondents rated these indicators positively, with an average score of 3, indicating general agreement that the website is easy to use. This positive feedback highlights the importance of intuitive design and clear navigation in enhancing user experience.

The facility search system (EU2) and website instructions (EU3) were particularly noted for their contribution to ease of use. An effective search system allows users to find relevant information quickly, reducing frustration and improving overall satisfaction. Clear instructions ensure that users, regardless of their technical proficiency, can navigate the site effectively and utilize its features. This is especially important for e-

government websites, which must cater to a diverse user base with varying levels of digital literacy.

Moreover, the importance of an easy-to-understand URL (EU5) and personalized information (EU6) cannot be overstated. A simple, memorable URL enhances accessibility, while personalized information increases user engagement by providing relevant content. The feedback from respondents suggests that these elements were well-received, contributing to the overall usability of the website. Ensuring these aspects are optimized can significantly improve user satisfaction and the likelihood of repeat visits.

Trust Dimension

Trust is a critical dimension in evaluating e-government services, as it directly affects user willingness to engage with the platform. This dimension is assessed using six indicators: non-disclosure of personal information (TRS1), anonymity (TRS2), data loss prevention (TRS3), provision for specific purposes (TRS4), use of username and password (TRS5), and access control (TRS6). Trust in e-government services is essential for user acceptance and continuous use of the services (Carter & Bélanger, 2005). However, the respondents did not express a strong agreement on the trust indicators, with three indicators receiving an average rating of 3 (Agree) and one indicator, TR4, rated as "somewhat disagree."

Non-disclosure of personal information (TRS1) and data loss prevention (TRS3) are fundamental to building user trust. Users need assurance that their data will be kept private and secure from unauthorized access. The average rating indicates that while users recognize the importance of these aspects, there may be concerns about how effectively they are implemented on the DISPAR Ciamis website. Addressing these concerns through enhanced security measures and transparent privacy policies can help build greater trust among users.

The use of usernames and passwords (TRS5) and access control (TRS6) are also critical components of a trustworthy e-government

platform. Ensuring that these authentication mechanisms are robust and user-friendly can help mitigate security risks and enhance user confidence. The mixed feedback on these indicators suggests that while some users find the current measures adequate, others may perceive them as insufficient or cumbersome. Continuous improvement and communication about security practices are necessary to maintain and enhance trust in the platform.

Functionality of the Interaction Environment Dimension

The functionality of the interaction environment dimension assesses the effectiveness of interactive features on the website, using three indicators: online form submission (FIE1), automatic form submission (FIE2), and meaningful formatted responses (FIE3). Interaction functionality is essential for effective service delivery and user engagement (West, 2004). The majority of respondents agreed with all three indicators, with an average rating of 3 (Agree), indicating that the interactive features of the website are generally satisfactory.

Online form submission (FIE1) and automatic form submission (FIE2) are particularly important for streamlining user interactions with the website. These features enable users to complete transactions and submit information efficiently, enhancing their overall experience. The positive feedback suggests that these functionalities are well-implemented on the DISPAR Ciamis website, facilitating smooth and efficient user interactions.

Meaningful formatted responses (FIE3) are also crucial for maintaining effective communication with users. Providing clear, well-formatted responses ensures that users receive the information they need in a timely and understandable manner. This is particularly important for addressing user inquiries and providing support. The agreement among respondents on this indicator highlights the importance of responsive and user-friendly communication features in e-government services.

Reliability Dimension

The reliability dimension evaluates the dependability of the website's performance, using three indicators: the presence of an online form submission button (FIE1), automatic form submission (FIE2), and meaningful responsive format (FIE3). Reliability in e-government services is critical for building user confidence and ensuring consistent service delivery (Parasuraman, Zeithaml, & Berry, 1988). The majority of respondents agreed with the indicators, with an average rating of 3 (Agree), indicating that the website is perceived as reliable by its users.

The presence of an online form submission button (FIE1) and automatic form submission (FIE2) are essential for ensuring that users can complete their transactions without issues. Reliable functionality in these areas prevents user frustration and enhances the overall trustworthiness of the website. The positive feedback suggests that these features are working well, contributing to a reliable user experience.

Meaningful responsive format (FIE3) ensures that users receive clear and actionable responses to their interactions with the website. This reliability in communication is crucial for addressing user needs and resolving issues promptly. The agreement among respondents indicates that the website's communication features are perceived as dependable, further enhancing user confidence in the platform's reliability.

Content and Appearance of Information Dimension

The content and appearance of information dimension is evaluated using nine indicators: comprehensive information tools (CAI1), accuracy and conciseness of data (CAI2), clear information (CAI3), regularly updated information (CAI4), properly working links (CAI5), easily understood information (CAI6), attractive colors (CAI7), appealing graphics (CAI8), and engaging animations (CAI9). The quality of content and presentation significantly impacts user satisfaction and perceived usefulness (Liu & Arnett, 2000). The majority of respondents agreed with eight indicators, with an average rating of 3 (Agree), except for CAI8, which received a rating

of 2 (Somewhat Disagree), indicating that the graphics on the DISPAR Ciamis website are less attractive.

Comprehensive information tools (CAI1) and the accuracy and conciseness of data (CAI2) are essential for providing users with the information they need in a clear and concise manner. The positive feedback suggests that the website effectively delivers accurate and useful information, enhancing its overall value to users. Regularly updated information (CAI4) ensures that users have access to the most current data, further contributing to the website's credibility and usefulness.

Attractive colors (CAI7), appealing graphics (CAI8), and engaging animations (CAI9) play a significant role in enhancing the visual appeal of the website. While the majority of respondents agreed that the colors and animations were attractive, the graphics (CAI8) received lower ratings. This feedback suggests a need for improvement in the visual design elements to enhance user engagement and satisfaction. Investing in high-quality graphics and animations can significantly improve the overall user experience.

Citizen Support Dimension

Citizen support is evaluated based on five indicators: user-friendly documents (CS1), help pages (CS2), Q&A sections (CS3), specific product information (CS4), and prompt responses to user inquiries (CS5). Effective citizen support enhances user satisfaction and encourages the use of e-government services (Jaeger & Bertot, 2010). The majority of respondents agreed with all five indicators, with an average rating of 3 (Agree), indicating that the website provides satisfactory support to its users.

User-friendly documents (CS1) and help pages (CS2) are essential for providing users with easy access to necessary information and guidance. These features ensure that users can navigate the website effectively and find the information they need without difficulty. The positive feedback indicates that these support features are well-implemented, contributing to

a positive user experience.

Q&A sections (CS3) and prompt responses to user inquiries (CS5) are crucial for addressing user questions and concerns in a timely manner. Providing specific product information (CS4) also helps users make informed decisions and enhances their overall experience. The agreement among respondents suggests that the website's support features are effective in meeting user needs and ensuring a high level of satisfaction.

User Satisfaction Dimension

User satisfaction is measured using two indicators: website usage agreement (US1) and continuous access (US2). User satisfaction is a key determinant of the success of e-government services (Wangpipatwong, Chutimaskul, & Papasratorn, 2008). The majority of respondents agreed with both indicators, with an average rating of 3 (Agree), indicating a high level of satisfaction with the website.

Website usage agreement (US1) ensures that users understand and agree with the terms of use, enhancing their overall experience and trust in the platform. Continuous access (US2) indicates that users can reliably access the website whenever needed, contributing to their satisfaction. The positive feedback on these indicators suggests that the website meets user expectations and provides a satisfactory experience.

High levels of user satisfaction are essential for the continued success and adoption of e-government services. Satisfied users are more likely to return to the website and recommend it to others, further enhancing its reach and impact. Ensuring that the website consistently meets user needs and expectations is crucial for maintaining high levels of satisfaction and engagement.

Intent to Use Dimension

The intent to use is evaluated based on two indicators: continuity (REI1) and frequency of web access (REI2). The intention to reuse e-

government services indicates user acceptance and long-term engagement (Venkatesh et al., 2003). The majority of respondents agreed with both indicators, with an average rating of 3 (Agree), indicating a strong intention to continue using the website.

Continuity (REI1) reflects users' willingness to use the website regularly, suggesting that they find it valuable and beneficial. Frequency of web access (REI2) indicates how often users return to the website, which is a critical measure of its relevance and usefulness. The positive feedback suggests that users have a strong intention to continue using the website, which is a positive indicator of its success.

Maintaining a high level of user engagement and intent to use is crucial for the long-term success of e-government services. Continuous improvement and adaptation to user needs can help ensure that the website remains relevant and valuable to its users. Monitoring user feedback and behavior can provide valuable insights for ongoing enhancements and innovation.

CONCLUSION

In the measurement of user satisfaction with the Tourism and Culture Office website of Ciamis Regency, two additional dimensions were included: user satisfaction and the intent to reuse. These additions were made to bring novelty to the research by assessing how satisfied users are and how frequently they access the website. The hypothesis test (T-test) results for the intent to use (REI) variable showed that the significance values for the ease of use, trust, functionality of the interaction environment, reliability, content and appearance of information, and citizen support variables were greater than 0.05. This indicates that these variables do not influence the intent to use (REI). Conversely, the hypothesis test results for the user satisfaction (US) variable revealed that the significance values for ease of use, trust, functionality of the interaction environment, and reliability were also greater than 0.05, suggesting no impact on user

satisfaction (US). However, only the variables of content and appearance of information and citizen support significantly affected user satisfaction (US). Consequently, while ease of use, trust, functionality of the interaction environment, reliability, content and appearance of information, and citizen support do not impact the intent to use (REI), only content and appearance of information and citizen support influence user satisfaction (US). To enhance user satisfaction with the Dispar Ciamis website, it is recommended to add features such as user-approved guidelines and rules for website usage, and to make the website graphics more attractive to ensure users feel satisfied and inclined to revisit the site.

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