

## The Impact of Service Digitalization on Rural Community Satisfaction: A Comprehensive Analysis Based on the SERVQUAL Theory

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### ABSTRACT

This study analyzes the quality of public services in Bendolo Village, Sawahan District, Nganjuk Regency, using the SERVQUAL framework. In the digitalization era, the village government seeks to improve service efficiency and effectiveness through information technology. This qualitative descriptive study collected data through interviews, observations, and documentation, analyzed using the Miles and Huberman model. The findings show that digital applications such as Sedudo have improved access to administrative services, including KTP, KK, and permits, by enabling faster and more convenient processes. Communities expressed satisfaction with service quality, particularly in responsiveness, reliability, and adequate facilities. However, challenges remain, including unstable internet networks and limited digital literacy among elderly residents. The study recommends improving digital literacy, employee responsiveness, and digital platforms to strengthen service quality. This research contributes to the development of digital-based village governance by demonstrating the role of technology and SERVQUAL in enhancing public service quality at the village level.

**Keywords:** *Public Service, Quality, SERVQUAL theory, Digitalization*

### INTRODUCTION

Public service is one of the important elements in government that aims to fulfill community needs in an effective and efficient manner. Public service not only functions as a means of fulfilling the basic needs of society but also as an indicator of good governance quality. In the current era of globalization and the digital industrial revolution, information technology has become a major pillar in improving the efficiency and effectiveness of various sectors, including the quality of public services (Zein & Septiani, 2024). Digital transformation in public administration involves the use of information and communication technology (ICT) to create new capabilities that significantly improve the performance and reach of public services (Dobrolyubova, 2021). Therefore, digitalization is not merely a technical process, but also a strategic effort to improve the effectiveness and efficiency of public administration.

Indonesia enacted Law Number 25 of 2009 concerning Public Services to improve service quality and protect citizens from abuse of authority. The scope of public services includes public goods, public services, and administrative services, including education, health, and other strategic sectors. Service costs are borne by the state or the community, and if charged to the community, the determination must go through the House of Representatives in accordance with applicable regulations. The public complaint mechanism is regulated in Article 40, while Article 34 establishes the professional behavior of public service implementers. However, Articles 54 to 58 do not provide sufficiently firm sanctions for ethical violations committed by service implementers (Nuriyanto, 2014). Good quality public service, as regulated in the Decree of the Minister for Administrative

Reform Number 63/KEP/M.PAN/7/2003, highly depends on the optimal performance of government apparatus who must work consistently to understand and fulfill community needs, as well as implement technology-based innovations to improve service efficiency and effectiveness, so that convenience and comfort can be provided in the daily lives of society (Erlianti, 2019).

In Indonesia, various efforts have been made to improve the quality of public services, including the implementation of digital technology and bureaucratic reform. However, challenges related to digital infrastructure and digital literacy are still commonly found, especially in rural areas. Abdulkareem and Ramli (2021) explain that the success of e-government highly depends on citizens' ability to access ICT. Digital divides caused by limited infrastructure, inadequate internet access, and low technological understanding can hinder the implementation of digital public services. This condition is relevant to many rural areas in Indonesia where unstable internet networks and limited technological knowledge among the community remain major obstacles to digital transformation.

In addition, the paradigm of public service has shifted from merely emphasizing internal efficiency toward creating public value and community satisfaction. Panagiotopoulos et al. (2019) state that public value theory focuses on the creation of value experienced directly by society through better public services. Likewise, Asmawanti-s et al. (2025) argue that digital-based services can strengthen public trust in government through effective technological interaction. Therefore, measuring service quality from the community perspective becomes essential. The SERVQUAL theory developed by Parasuraman, Zeithaml, and Berry offers an effective framework to analyze service quality by identifying five main dimensions that influence public perception, namely tangibles, reliability, responsiveness, assurance, and empathy. In addition, digital service quality can also be reflected through efficiency, effectiveness, trust, response time, ease of use, and system reliability (Alhanatleh et al., 2024; Asmawanti-s et al., 2025)

Previous studies on e-government have largely focused on website- or portal-based services at national or regional government levels. Asmawanti-s et al., (2025) revealed that most empirical e-government studies are dominated by website-based designs, while research focusing on local or village-level governments remains limited. This indicates a research gap regarding the implementation and evaluation of digital public services at the village level, especially those directly related to basic administrative services for citizens. Therefore, research conducted at the Bendolo Village Office becomes important to enrich the literature on digital governance at the smallest governmental level.

The Bendolo Village Office is located in Sawahan District, Nganjuk Regency, consisting of three hamlets, namely Bendolo Hamlet, Bakalan Hamlet, and Tiling Hamlet. In providing public services, Bendolo Village still faces various problems. This becomes a major challenge that hinders public access in receiving services. Limited technological knowledge and skills among residents can also hinder the adoption of digitalization. In addition, complicated bureaucracy and overlapping regulations often slow down the modernization process. Limited resources, both financial and human, can worsen the current situation, while the lack of community participation in the development and implementation of digital technology results in low acceptance and use of new technologies.

The Bendolo Village Office is located in Sawahan District, Nganjuk Regency, consisting of three hamlets, namely Bendolo Hamlet, Bakalan Hamlet, and Tiling Hamlet. In providing public services, Bendolo Village still faces various problems related to efficiency, accessibility, and community convenience. Slow administrative processes, complicated bureaucracy, unstable internet networks, and low digital literacy among residents often hinder public access to services. Many residents still complain about long waiting times and repeated visits required to complete administrative documents such as identity cards and permits. Limited financial and human resources also worsen the challenges faced in implementing digital public services.

By using SERVQUAL theory, the analysis of public services at the Bendolo Village Office can identify the gap between community expectations and actual service delivery through the five dimensions of tangibles, reliability, responsiveness, assurance, and empathy. This study aims to examine whether these service quality dimensions influence community satisfaction and to identify supporting and inhibiting factors in digital public service implementation. The results of this study are expected to provide recommendations for improving convenience, transparency, efficiency, and accountability in village public services, while also contributing to the development of digital-based village governance in Indonesia.

## LITERATURE REVIEW

### 1. Public Service and Digital Transformation

Public service refers to activities carried out by individuals or institutions to fulfill community needs through interactions between service providers and recipients aimed at creating satisfaction and solving public problems (Moenir, 2002; Batinggi, 2005; Gronroos, 2020; Mursyidah & Choiriyah, 2020). Public services may be delivered by governmental or private institutions in the form of goods, administrative services, or direct actions in accordance with applicable regulations (Mursyidah & Choiriyah, 2020). Service delivery also involves systems, procedures, employee attitudes, infrastructure, and communication processes that support the fulfillment of public interests (Wasistiono, 2024; Putri & Pramudiana, 2024). In practice, public services can be delivered orally, in written form, or through direct actions to facilitate community access to services.

In the contemporary era, the concept of public service has evolved from conventional face-to-face interactions into technology-based public services. Dobrolyubova (2021), referring to Mergel et al., (2019), explains that digital transformation is not merely digitization but a continuous process involving organizational, procedural, cultural, and relational changes in public administration through the use of information and communication technology (ICT). Digital transformation enables governments to improve efficiency, effectiveness, accessibility, and the reach of public services while creating adaptive and citizen-centered service systems.

Public services are also closely related to the concept of good governance, which requires services to be professional, transparent, responsive, accountable, participatory, and equitable. The “New Public Service” (NPS) paradigm emphasizes that citizens are not merely customers but holders of rights who should participate in determining service standards and public policies (Nuriyanto, 2014). Furthermore, the Public Value perspective explains that modern public services should focus not only on administrative efficiency but also on creating social value, public trust, participation, and community welfare through digital interaction and innovation (Panagiotopoulos et al., 2019); Asmawanti-S et al., 2025).

### 2. Public Service Quality in the Digital Era

Public service quality refers to the ability of service providers to fulfill community needs and expectations through effective and satisfactory service delivery (Nurdin, 2019; Furqoni, 2014). Service quality is influenced by the conformity between public expectations and the actual services received by the community. In the digital era, service quality is no longer assessed solely from direct interaction between officers and citizens, but also from the quality of digital systems, information accessibility, responsiveness, reliability, and user convenience in accessing public services.

This study uses the SERVQUAL theory proposed by Hardiansyah (2018), which explains that service quality is measured through five dimensions, namely tangibles, reliability, responsiveness,

assurance, and empathy. Tangibles refer to physical facilities, infrastructure, and technological equipment supporting services. Reliability relates to the ability of service providers to deliver accurate and dependable services according to promises made. Responsiveness refers to the willingness of officers to assist citizens quickly and effectively. Assurance concerns trust, security, professionalism, and the ability of officers to provide confidence to the community. Empathy refers to the concern, attention, and understanding of citizens' specific needs in the service process.

In the context of digital public services, the SERVQUAL dimensions are strengthened by digital service quality perspectives emphasizing system quality, information quality, accessibility, and response time in e-government services. Abdulkareem and Ramli (2021) explain that the success of digital public services is strongly influenced by ICT infrastructure, internet access, information quality, ease of use, and citizens' technological capabilities. In addition, Alhanatleh et al. (2024) state that digital public service quality can be reflected through efficiency, effectiveness, trust, and social value created for society.

### **3. Village Government and Digital Governance**

Village government is an important part of Indonesia's governmental system with authority to regulate and manage local community interests based on statutory regulations and local autonomy (Mahrita, 2021). According to Law Number 6 of 2014, village government is responsible for administering governmental affairs, encouraging community participation, maintaining social order, and improving community welfare (Endah, 2018). Village government also functions as a collaborative institution between government and society in supporting development and improving citizens' quality of life (Garvera et al., 2021).

As the smallest governmental unit directly interacting with citizens, village governments play a strategic role in implementing digital governance and public service innovation. Villages are no longer viewed merely as traditional administrative entities but as important actors in creating inclusive and sustainable digital public services. However, challenges such as limited ICT infrastructure, unstable internet networks, low digital literacy, and limited access to technology remain major obstacles in rural public service delivery (Abdulkareem & Ramli, 2021).

Previous studies indicate that e-government research is still dominated by website-based services at central or regional government levels, while studies focusing on village-level digital governance remain limited (Asmawanti-S et al., 2025). Therefore, research on digital public services at the village level becomes important to understand how digital transformation, service quality, public trust, and community participation can support more effective, inclusive, and citizen-centered governance.

## **METHOD**

This study employs a descriptive method to analyze public services in Bendolo Village, with the aim of describing and summarizing the existing conditions and phenomena at the research location (Khutsiyah, 2018). The approach used is qualitative, which aims to understand the experiences of research subjects, including behavior, perceptions, motivations, and actions, through holistic and word-based descriptions in a natural context. This study aims to understand public perceptions of public service quality by focusing on the SERVQUAL dimensions (tangibles, reliability, responsiveness, trust, assurance, and empathy), as well as identifying supporting and inhibiting factors (Sugiyono, 2013).

Data collection techniques are strategic steps in research to obtain data that meet standards. Several data collection methods used in this study consist of primary data (interviews, observations,

and documentation with village officials and the community) and secondary data (official documents, reports, and literature). Data collection techniques include semi-structured interviews, direct observation, and documentation. Data analysis uses the interactive model of Miller, Huberman, and Saldana (2014) through data reduction, data presentation, and conclusion drawing.

## **RESULT AND DISCUSSION**

### **1. Public Service Quality in Bendolo Village, Sawahan District, Nganjuk Regency**

The results of this study consist of data obtained through observation, interviews, and documentation referring to the research focus based on SERVQUAL theory as follows.

#### **a. Tangibles**

The Bendolo Village Government has made various efforts to improve public service quality by providing adequate physical facilities such as computers, printers, Wi-Fi, projectors, and supporting office furniture. In addition, the implementation of the Sedudo Application has facilitated the community in accessing administrative services such as identity cards, family cards, and other official documents more quickly and efficiently. The professional appearance of village officials through the use of uniforms also contributes to creating a positive image and increasing public trust and satisfaction with public services.

These findings indicate that physical facilities and digital infrastructure play an important role in improving service quality and community satisfaction. This finding is in line with the study of Abdulkareem and Ramli (2021), which found that service quality and system quality significantly influence the successful use of digital public services. Although the technological platforms differ, both studies confirm that the availability of facilities and user-friendly digital systems are important determinants of e-government success in developing countries. Furthermore, the implementation of the Sedudo Application reflects the concept of digital transformation proposed by Dobrolyubova (2021), referring to Mergel et al. (2019), where digital technology not only changes administrative procedures but also improves the effectiveness and accessibility of public services.

#### **b. Reliability**

Public trust is an important element in creating good governance and effective public services. The findings show that community satisfaction in Bendolo Village is influenced by the ability of the village government to fulfill service promises, provide clear information, and handle complaints properly and quickly. Positive interactions between village officials and the community also contribute to strengthening trust and improving public perceptions of service quality.

However, there are still limitations regarding access to service information because some residents must come directly to the village office to ask about administrative requirements. This indicates that proactive information delivery and digital communication systems still need improvement. These findings support the argument of Asmawanti-S et al. (2025), which states that trust and satisfaction are important determinants of citizens' willingness to continue using digital public services. The findings also strengthen the Public Value perspective proposed by Panagiotopoulos et al. (2019), emphasizing that public services should focus not only on efficiency but also on creating trust, participation, and value experienced directly by society.

#### **c. Responsiveness**

Responsiveness in public services in Bendolo Village can be seen from the ability of village officials to provide fast and efficient services, such as processing administrative letters within

approximately five minutes. The availability of services for 24 hours and quick responses to community complaints indicate the commitment of the village government to meeting community needs effectively. Services such as home visits for elderly citizens in processing identity cards also demonstrate responsiveness and concern for vulnerable groups.

The findings show that responsiveness is not only reflected in the speed of administrative services but also in the government's ability to adapt services according to community conditions. This supports the citizen-centered service approach in digital governance, where services are designed based on community needs and accessibility. In addition, the findings are consistent with the concept of Public Value proposed by Panagiotopoulos et al. (2019), which emphasizes that public value is created through organizational responsiveness in addressing changing social expectations.

#### **d. Assurance**

The assurance dimension in Bendolo Village public services is reflected in efforts to maintain personal data confidentiality and build public trust through professional and secure services. The village government has appointed a special administrator responsible for protecting citizens' personal data, supported directly by the Village Head. This system increases citizens' confidence that their information will not be misused.

In addition, effective communication, friendly attitudes, and services adjusted to citizens' characteristics, such as age and educational background, contribute to improving public satisfaction and trust. These findings are in line with Abdulkareem and Ramli (2021), who explain that trust in digital systems, information quality, and service security significantly influence citizens' satisfaction with e-government services. Therefore, assurance in public services is not only related to technical security but also to the ability of public institutions to create trust and harmonious relationships with society.

#### **e. Empathy**

Empathy in public services in Bendolo Village is reflected in the efforts of village officials to understand community needs and communicate using language that is easy to understand, including the use of Javanese language in daily interactions. This approach creates closer relationships between the government and the community while increasing comfort and trust in public services.

The village government also pays attention to vulnerable groups, especially elderly citizens and people with limited technological understanding. However, accessibility challenges remain because some residents still do not have mobile phones or sufficient digital literacy to independently access digital services. Therefore, the community highlighted the need for more inclusive digital platforms such as village websites to improve access to information and services.

These findings support the argument of Panagiotopoulos et al. (2019) that public value is created when public services are able to fulfill citizens' social expectations through adaptive and inclusive approaches. The findings also provide a new perspective that social value in village digital governance can be strengthened through local wisdom and citizen-centered approaches, not merely through technical efficiency as emphasized by Alhanatleh et al. (2024).

## **2. Supporting and Inhibiting Factors**

### **a. Supporting Factors**

Several supporting factors contribute to improving public service quality in Bendolo Village. First, the existence of a clear village vision and mission provides direction for employees in delivering effective and community-oriented services. Second, adequate facilities and

infrastructure such as computers, printers, Wi-Fi, and projectors support administrative efficiency and accelerate service delivery. Third, employee skills and adaptability also contribute to improving service responsiveness and problem-solving capacity.

These findings indicate that organizational readiness, technological infrastructure, and human resource capability are important factors in supporting digital transformation in village governance. This finding is consistent with Dobrolyubova (2021), who explains that successful digital transformation requires not only technological adoption but also organizational and procedural readiness to improve service effectiveness.

### **b. Inhibiting Factors**

The study identified several inhibiting factors affecting public service implementation in Bendolo Village. The main obstacle is unstable internet connectivity, especially during certain times and weather conditions, which disrupts data processing and delays service delivery. In addition, low digital literacy among elderly citizens and limited ownership of technological devices hinder independent access to digital services.

The community also experiences difficulties in obtaining information regarding administrative requirements, forcing repeated visits to the village office. Therefore, the development of a village website or digital information platform is considered necessary to improve information accessibility and service efficiency.

These findings strengthen the study of Abdulkareem and Ramli (2021), which explains that ICT access and infrastructure act as important moderating factors in the success of e-government implementation. The findings also support the argument of Dobrolyubova (2021) that unequal digital infrastructure can create digital divide risks in public service transformation. Therefore, digital transformation at the village level should not only focus on technological innovation but also prioritize inclusive infrastructure development, digital literacy, and equal access for all community groups.

## **CONCLUSION**

This study concludes that the digital transformation of public services in Bendolo Village through the Sedudo App has significantly improved service quality based on the five dimensions of SERVQUAL, particularly in the area of physical evidence (tangibles) such as adequate office facilities and responsiveness (responsiveness) in expediting document processing. However, this success has not yet fully created inclusive public value due to remaining barriers such as unstable internet connectivity and the digital literacy gap, particularly among the elderly. These findings underscore that village digitalization is not merely a shift of services from analog to digital systems but requires organizational transformation, strengthening of information technology infrastructure, and a community-based approach. Therefore, village governments are advised to strengthen ICT infrastructure, conduct digital literacy training for vulnerable residents, build integrated information systems, implement personal data protection, and conduct periodic community satisfaction evaluations to ensure that digital services remain inclusive, secure, and sustainable.

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