

Effectiveness of Public Services in the Sapawarga Online Service Application in West Java

Nazwa Dwi Aulia

Universitas Komputer Indonesia, West Java, Indonesia

Poni Sukaesih

Universitas Komputer Indonesia, West Java, Indonesia

ABSTRACT

The purpose of this study is to assess the effectiveness of public services provided through the Sapawarga application in improving accessibility and quality of services for the people of West Java. This study uses a qualitative approach with secondary data as the main source of analysis. The findings indicate that the Sapawarga application accelerates the public service process and allows citizens to access various government services more efficiently and conveniently. Through digital features, users can submit complaints, obtain information, and participate in government programs more easily. This study also identified several challenges in the application's implementation, particularly in achieving fully online service delivery. These challenges include limited digital literacy in some segments of the population, unequal access to technological infrastructure, and the need to improve the performance of the application's systems and features to better meet user demands. Addressing these issues requires continuous development and improvement of the platform. This application contributes to strengthening the relationship between citizens and the government by encouraging greater public participation and transparency in reporting issues. This increased interaction supports more responsive governance and encourages community involvement in the decision-making process. The results of the study indicate that the Sapawarga application has a significant positive impact on public service delivery. This increases accessibility, efficiency, and transparency while enhancing local government accountability in responding to community needs in an inclusive and responsive manner.

Keywords: *Effectiveness, Public Service, Citizens.*

INTRODUCTION

The term public service in Indonesia is mostly understood as a kind of general service or community service. Ni Ketut Riani (2021) states that both public service and public administration are human rights and are things that public servants should carry out. Widodo (2001:131) remarks that public service involves selling or serving the requirements of people or the community who have an interest in the organization by complying with the fundamental rules and procedures that have been set.

Law No. 25 of 2009 concerning Public Services defines public services as follows: "Public services are activities or a series of activities to fulfill service needs in accordance with statutory regulations for every citizen and resident for goods, services, and/or administrative services provided by public service providers."

According to Maryam (2016) defined public service as a mode of addressing the desires and needs of the community within the framework of state administration. In fact, the state is an entity created by the public or society with the intention of raising the welfare level of the community. Online service applications refer to digital-based

public service innovations rolled out by the government as one of the means for government-citizens' two-way interactions. With the help of online service applications, public services are not simply considered as the medium for information delivery, but are also the instrument for participation, complaints, and evaluation of the government's performance online as well. As such, public service can be conceived as an act of a government in offering services or carrying out administrative services to the community in order to satisfy the public interest in line with the prevailing regulations.

This research, previously conducted by Nariti (2025), initially conducted this research, and the findings reveal that Sapawarga significantly enhances accessibility, efficiency, transparency, and public participation. Unfortunately, the rollout of the program continues to be hindered by factors like low digital literacy, technical problems, and ineffective communication with the public. Consequently, further improvements and assessments are necessary to fully realize its benefits.

Another researcher, Solahudin (2022) conducted a study that showed the community itself. The study also found that people are still quite unfamiliar with the Sapawarga Application. The RW (neighborhood unit) head as the policy actor of Sapawarga is still the physical distance of the head of RW to the person who lacks knowledge of how to run the Sapawarga application, and the scarcity of held trainings, which has produced quite poor results in the implementation of the application and the well-known possession of Sapawarga is not providing the public services optimally to the people of the District of Cimalaka, Sumedang Regency. Besides, Zahir (2025) argued that the Sapawarga application looks quite good as a communication medium between the government and the community through the application, and yet, there are still weaknesses in the aspects of reliability, responsiveness, and equal distribution of user understanding. Generally, it can be said that the quality of the Sapawarga application service is good enough category-wise, but it still needs further improvement in order to be able to meet community expectations both optimally and sustainably.

Another research by Kamil (2025) demonstrated that perceived usefulness and ease of use were the main determinants of app adoption. Still, there are quite a few barriers, such as the provincial government taking a long time to respond to complaints and reports of users. So, though the roll-out of the Sapawarga app in the delivery of public services is a very positive move in line with the diffusion of innovation theory, still, a big part of it can be made better. In addition, Fadlilah's (2025) research reveals that the digital communication between the government and the citizens of West Java through the Sapawarga platform is viewed as a two-way asymmetric model, based on the purpose and nature of communication. While there has been extensive research on e-government and digital public services, studies specifically examining the effectiveness of public services through the Sapawarga app in West Java are still limited. Most of the research is general in nature and fails to deeply link service effectiveness to local characteristics, citizen participation patterns, and Sapawarga function as an integrated channel for public aspirations and services.

This paper deals with the innovation of digital-based public services Sapawarga in West Java Province as the main object of the study. The highlight of this work is the evaluation of the Sapawarga app as a platform for communication and services between the West Java Provincial Government and the public. Apart from the technical examination, this paper also assesses public service based on the accomplishment of objectives, promptness and correctness of responses, and the degree of user satisfaction. The research also discusses how the enhancement of public service quality can be linked with the rise of public participation in the digital transformation of government. The reason for carrying out this research is the pivotal role of Sapawarga, as the government's main channel in offering services and communicating with citizens.

This quality assessment of the Sapawarga application is directed at making sure the government's digital transformation is the best, responsive, and meets public needs. The findings will hopefully be used as a guide by local governments to enhance the quality of digital public services and build stronger public confidence in the government.

LITERATURE REVIEW

The Concept of Public Service

Public service plays a central role in modern governance. Transitioning from face-to-face to online public services is nowadays a global trend aimed at efficiency, transparency, and better access to public services Carter & Belanger (2005) Heeks (2006). In Indonesia, especially at the provincial and district/city levels, the use of mobile/web-based service applications has become widespread with the e-government era. Sapawarga is a public service application in West Java that makes it easier for the government to communicate with the citizens through features for reporting, service requests, and information.

E-Government and Online Services

There are various works about e-government. One area of focus is the use of public information technology, which, according to research, can enhance the quality of service if implementation is properly handled West (2004) Layne & Lee (2001). Success in web-based services is not only assessed by the technology per se, but also by the preparedness of the organization, skills of human resources, and level of public knowledge and participation.

General Research on E-Government in Indonesia

Indonesia's e-government implementation, according to various studies, still struggles with issues such as uneven infrastructure, low digital literacy, and a lack of integration among the systems Sutanto (2018), Putra & Widyani (2020). Nevertheless, these studies also revealed that if the citizens perceive the applications as easy to use and responsive, then they are very satisfied with the online services they express. Studies focused on citizen reporting platforms (such as LAPOR!, Qlue, and other similar applications) have revealed that:

- 1) Responsive reporting systems increase public participation Nurhayati (2019)
- 2) The existence of a feedback loop from the government strengthens citizen trust Siregar & Marpaung (2021)
- 3) However, inconsistent service delivery across regions and reliance on internet networks are often identified as major obstacles Hidayat (2022)
- 4) Although scientific studies explicitly discussing Sapawarga are limited, research related to smart city services in West Java indicates that:
- 5) Local governments are increasingly adopting service applications to accelerate responses to citizen requests
- 6) Application success is heavily influenced by service promotion and socialization
- 7) There is variation in user satisfaction across districts/cities Misra (2023)

METHODOLOGY

This study employed a qualitative method with secondary data, in other words, it was a research meant to understand deeply and analyze the phenomenon of public service effectiveness in the Sapawarga application through reviewing various relevant written materials. Official documents, performance reports, and government regulations, among other scientific articles, books, and publications, were used to collect secondary data that are linked to policies and the execution of digital services by the West Java Provincial Government in the West Java area. The method adopted did not involve direct data collection in the field, such as interviews or surveys. Instead, it focused more on content analysis and interpretation of existing data to help depict, evaluate, and make decisions about the level of effectiveness of the application-based public service.

DISCUSSION

In its effectiveness, the public services through the Sapawarga online service application in West Java cover various areas, showing how this application is an innovative solution that can improve the accessibility and quality of services for the community. Launched in 2019, Sapawarga Jabar has been able to consolidate different public services into a single digital platform, thus making it a lot simpler for the public to get access to information and also perform transactions. With its various features like vehicle tax payments, public complaints handling, and providing the latest information, this application has been designed to address the problems of the limited access to public services that the West Java residents were facing, especially considering that the region is large and the population is diverse. Here is a sample of an image taken from the Sapawarga application;

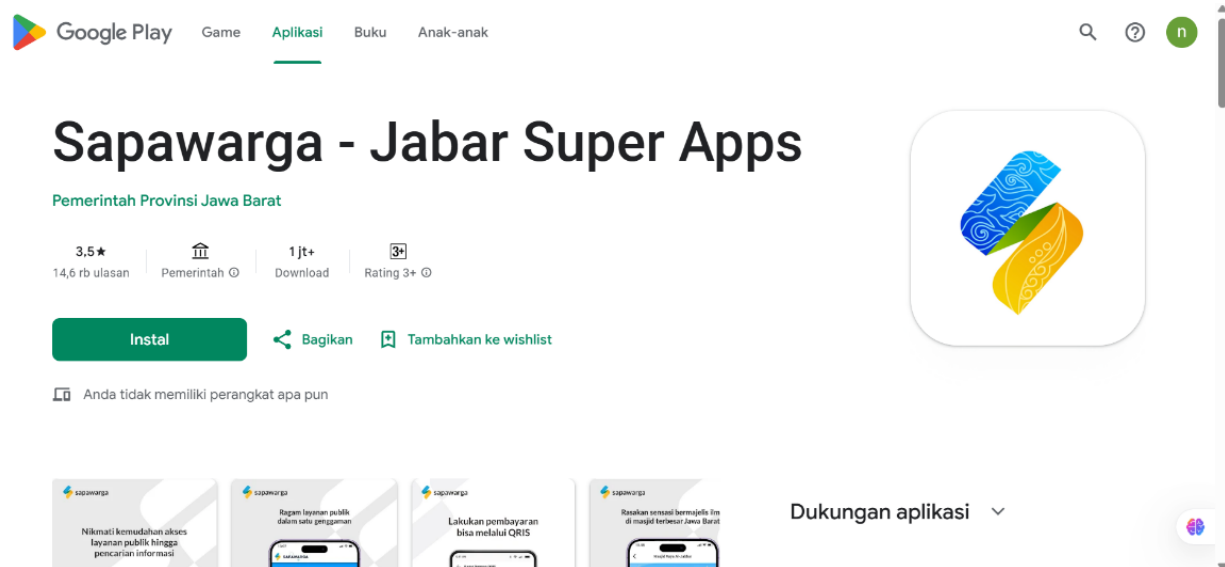


Figure 1. The Application is Available on Google Play

Source: Google

In the realm of e-government public services, the studies done before have shown that the introduction of new online services can be a means to enhance the quality of services due to quicker and clearer access, and this leads to greater satisfaction of the people Cahyati (2023). The discovery is in line with the aims of the Sapawarga application, which was created by the West Java Provincial Government as an integrated platform to speed up public services and act as a link between the government and the community for various service needs.

One research on Sapawarga specifically found that the app has contributed positively to making public services in West Java more accessible and efficient. According to Risma Cahya Nariti's (2025) research, the implementation of the app Sapawarga would provide the public with easier access to different kinds of services, faster processing of services, and the stimulation of citizen participation in the public service process. Yet, there are still problems, such as digital literacy and technical system issues, that have to be addressed by policymakers.

On top of that, Winawati (2025) corroborates these results by demonstrating that Sapawarga has effectively enhanced community digital participation, which is one of the measures of the effectiveness of digital services. The evidence of this achievement lies in the simplicity of obtaining access to integrated

services and the greater openness of public information, which allows citizens to carry out administrative matters digitally with ease instead of resorting to conventional methods. Yet, poor digital literacy among the people and technological infrastructure disparity in remote areas are still major hindrances to the use of the application.

Looking at e-government at large, the results of research on the quality of e-services confirm the fact that the level of digital service is a major factor in determining citizen satisfaction and trust in government online services. According to one study, for instance, Mulyana & Jamaludin (2021) state that efforts to enhance the quality of e-services may result in an increase in users' satisfaction as well as the trust of the public in the government, and indirectly, these aspects are supportive of service effectiveness.

As one of the outcomes of the digital transformation of the government, the use of the Sapawarga application can be seen as an element of the government's digital governance initiatives aimed at improving the efficiency of public services. New research has shown that digital transformation can speed up bureaucratic processes and raise the quality of government-people interactions Prasetyo (2024). This aligns with the results of this study, which demonstrated the

facilitation of service access through Sapawarga. Here is an example of a picture that portrays the features of the Sapawarga application;

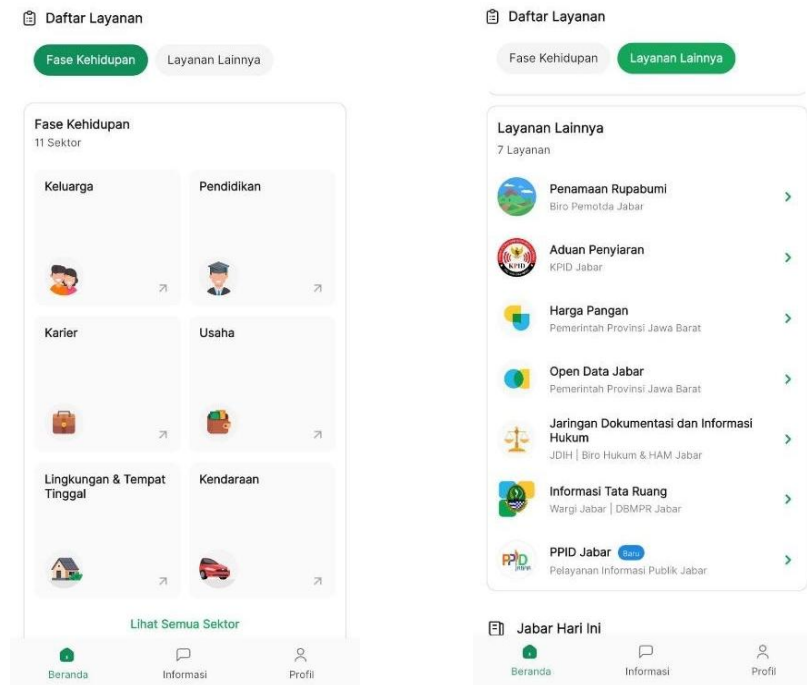


Figure 2. Contents of the Sapawarga application

Source: Nazwa (2026)

Besides that, another aspect that the success of digital services relies heavily on is how much the community adopts technology at large. Syafarudin and Haris (2025) in their research emphasized that the main reasons for using e-government services are ease of use and perceiving benefits. In the case of Sapawarga, community participation is largely influenced by the factor of having easy access to service features. Talking about Quality Service, the digitization of public services has transformed the public administration of the present time. Muhdiarta (2025) claims that good e-government must provide quick, attentive, and combined services, which is in line with the research results that, apart from Sapawarga becoming more efficient, it is the responsiveness that still needs major scenes of work.

Besides, smart government also emphasizes the necessity of implementing a digital services integration in a single platform. In a research by Priyowidodo (2024), it is stated that digital public services integration can enhance the effectiveness of the service, and at the same time, can reduce bureaucratic fragmentation. As a single platform, Sapawarga is going in the same direction, even though cross-sector integration has to be strengthened. But the digital divide emerges as one of the biggest stumbling blocks when it comes to implementing e-government. According to Zhao and Yaakop (2024), unequal access to technology is the biggest hurdle to ensuring that everyone benefits from digital services equally. Similarly, there are also implementation issues of Sapawarga in some areas that still have very limited infrastructure.

Along with infrastructure, digital leadership is one of the most critical factors in the success of technology-oriented public services. Zuhriyati (2024) considers e-leadership a means to drive the innovation and sustainability of digital services. As far as the Sapawarga implementation is concerned, continuous government support is the lever to keep the application flourishing behind the scenes. Moreover, the deterioration of the quality of public services through digital means is also linked to the level of accountability and transparency. Sundari and Sartika (2025) believe that an

e-government system can enhance transparency and build up citizens' trust in government. The SAPAWARGA reporting feature through which the community is invited to participate actively, is a testament to this.

Overall, the success of Sapawarga app in enhancing people's lives is not simply a matter of technology itself but involves social, organizational, and policy aspects as well. Together, raising system quality, boosting digital literacy, and getting institutional support are the essential keys to bring about inclusive and sustainable public services in the digital era.

In the case of West Java, a citizen-centric approach, or a focus on citizen needs, is a deciding factor in the making of efficient government services. The Secretary of State's research indicates that the adoption of this approach in e-government intensifies the level of public services by giving citizens' needs and satisfaction the highest priority. The deployment of Sapawarga, which considers this element, can have a positive impact on service effectiveness however, more improvements in areas of service personalization and feature responsiveness are required to effectively satisfy user expectations.

Nevertheless, the studies also point out that the effectiveness of online services is not only about the technology itself but also about a whole range of support factors like the right organizational readiness, well-trained staff, and a wide service coverage. Issues like the public not having enough skills to use digital devices, infrastructure in remote areas not being ready, and a poor service outreach strategy are tangible barriers that can undermine the effectiveness of the Sapawarga application. In fact, the finding is in line with the report that online public service innovation is still a challenging issue that various government agencies in Indonesia encounter.

Basically, from the point of view of digital service quality, public participation level, infrastructure readiness, and an implementation strategy focused on citizen needs, these factors together determine how effective the public services through the Sapawarga app in West Java are (multifaceted). The app indeed has the potential to enhance the quality of public services, but the very effectiveness of it is still a question that needs to be addressed through continuous monitoring and regular evaluation, as well as taking a more inclusive approach.

CONCLUSION AND RECOMMENDATION

Through the discussion, it appears that improving public services via the Sapawarga app in the West Java province is one of the ways to increase accessibility, efficiency, transparency, and community engagement in the services provided by the West Java Provincial Government. However, among the difficulties are limited digital literacy, mechanism-related issues, and inequality of infrastructure in some places. Thus, the local administration must enhance the dissemination and teaching of digital literacy to the community, increase the reliability and interconnection of service systems, carry out the evaluation periodically with the help of user feedback, and provide fair access to technology so that digital public service delivery can be more optimal, inclusive, and sustainable.

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ABOUT THE AUTHORS

Nazwa Dwi Aulia, e-mail: nazwa.41723009@mahasiswa.unikom.ac.id

Nazwa Dwi Aulia is a student of semester 6 (VIII) of the Government Science Study Program at the Faculty of Social and Political Sciences at the Universitas Komputer Indonesia.

Poni Sukaesih, e-mail: poni.sukaesih@email.unikom.ac.id

Poni Sukaesih is a Lecturer at the Universitas Komputer Indonesia, located in Bandung City, West Java. The author works in the field of political science.