

IMPLEMENTATION of SuKMa-e JATIM APPLICATION TO INCREASE PUBLIC SATISFACTION INDEX IN EAST JAVA PROVINCE

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ABSTRACT

This study aims to examine how the Sukma-e Jatim application (East Java Electronic Public Satisfaction Survey) has an impact on increasing the public satisfaction index in East Java Province, with the hope of improving the quality of public services through public feedback. This study uses a qualitative approach with a descriptive method, involving data collection through observation and document studies at the Regional Government Apparatus and Work Units of East Java Province selected by purposive sampling. The results of the study indicate that the implementation of Sukma-e Jatim is effective in increasing the Public Satisfaction Index (IKM) in East Java Province, as evidenced by the continuous increase in IKM with an average of 89.51 in the 2019-2024 period, thanks to the ease of access to the application that increases customer response. However, the identification of challenges such as lack of digital literacy and the need for broader socialization indicates the need for recommendations for increasing digital literacy training and socialization to optimize the application. This study is expected to be a reference for the development of other public service information systems in Indonesia

Keywords : Application, SuKMa-e Jatim, satisfaction, public services.

INTRODUCTION

The level of citizen satisfaction with public services is an important indicator to evaluate the quality of government and services provided to the community (Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Compiling Public Satisfaction Surveys of Public Service Provider Units, 2017) . Public Satisfaction Survey, also known as SKM, which has the meaning of a systematic evaluation activity intended to assess the level of public satisfaction with the quality of services provided by public service providers.

In today's information technology era, information technology has become a very useful tool to increase transparency, accountability (Muhtar, 2024) , and community involvement in public service mechanisms (Putra, 2023) . As technology advances, public service complaint administration can now be done through online platforms and conventional manual methods. The Sukma-e Jatim application, which means Electronic Public Satisfaction Survey, is one of the important efforts made by the East Java Provincial Government to increase the level of public satisfaction. The Sukma-e Jatim application is carefully designed to allow citizens to provide constructive feedback on the quality of public services they encounter. Through the use of this application, the public can easily articulate their perspectives, recommendations, and complaints related to the services provided by government agencies.

Nevertheless, the East Java Provincial Government developed the SuKMa-e Jatim (East Java Electronic Public Satisfaction Survey) application as an innovation in the digitalization of public services. This application allows the public to submit assessments of services online, quickly, and easily through a QR Code-based system. According to Rahmadani et al. (2024), the existence of e-commerce and digitalization accelerates the adoption of digital technology by the public, including in accessing

government services online. This phenomenon shows that the public is more responsive to public services that are easily accessible without the need for manual procedures. However, behind the great potential offered by SuKMa-e Jatim, there are crucial problems that need to be reviewed further. *First*, the effectiveness of this application in actually increasing the Public Satisfaction Index (IKM) significantly has not been empirically tested. Lubis & Efendi (2024) stated that the digital economy not only plays a role in bureaucratic efficiency, but also has a direct impact on increasing user satisfaction because the system is more responsive and transparent. Challenges in implementing this application are still found (Dhita & Amrynudin, 2024), such as low digital literacy and user understanding which are inhibiting factors for community participation (Rahayu et al., 2024) (Kennedy et al., 2024). *Second*, it is necessary to question the extent to which the data and feedback collected through SuKMa-e Jatim are actually analyzed, followed up, and become the basis for concrete improvements in public services. This is crucial so that the data collected does not just become statistics, but is able to encourage continuous improvement in service quality.

This problem is reinforced by the findings of various previous relevant studies. Research by (Rahayu et al., 2024) which showed a positive impact in accelerating services, but found obstacles such as internet disruptions, lack of socialization, and limited access to technology that affected optimization. Although the IKM (Public Satisfaction Index) showed an increase, operational obstacles still exist. Kartiko & Widjiastuti (2022) emphasized that policy challenges and digital literacy are still obstacles to optimizing technology-based public services. Lack of socialization and low public understanding of digital technology are the main homework for the government. Meanwhile, research conducted by (Nasrullah et al., 2025) highlighted SuKMa-e Jatim as a digital innovation that is more efficient and cost-effective than traditional surveys, and has contributed to increasing the IKM value of East Java Province to 86.51 in 2023. This application meets public expectations for fast and accountable services. Then, research by (Rahmawati & Nafi'ah, 2024) showed good results in terms of communication and resources, but identified the need to improve the quality of performance as well as socialization and assistance to overcome the public's underestimation of the application. Finally, research by (Larasati & Pertiwi, 2025) showed a "Good" IKM (86.14) with strengths in infrastructure and implementer behavior, but weaknesses in systems and procedures. This study recommends digital optimization and increasing public participation through digital transformation which plays a significant role in encouraging public participation in online-based public services. Sari et. al (2025) explained that the increasingly strong digital infrastructure in Indonesia since 2020 has had an impact on increasing citizen involvement in the digital government system.

Thus, although the SuKMa-e Jatim Application has great potential in facilitating the implementation of public satisfaction surveys, its effectiveness is still constrained by low digital literacy and user understanding that limits participation. This has implications for the validity and representation of data in the survey. Therefore, this study aims to examine the effect of the application on increasing the public satisfaction index in East Java and provide concrete recommendations for application development to support better and more responsive public services.

THEORETICAL BASIS

Public service

Service is an activity or action in providing services to a customer in order to achieve its goals and mutually beneficial. Service activities and actions in service cannot be separated from the issue of correct actions in providing service so that *the outcomes* received by customers can be seen from the services provided to customers. According to (Kasmir, 2017) service is an action, activity, or deed of a person to provide satisfaction to customers, coworkers, and leaders.

Public is a loan word from the word public which means general. In other words, the public also has the meaning of having one thought and hope. With the explanation as above, public service means serving people with one goal and creating benefits with procedures or regulations that are set to produce satisfaction for a community or organization (Lena, 2018) .

One of the needs of society that must be met by a country is public service. Public service is very important for a society to meet physical and spiritual needs. Society benefits from public service, and they feel satisfied. The sense of satisfaction or the results they receive are not bound and tangible in physical form but rather the pleasure of having their needs met (Nugraheni, 2015) .

In its meaning, Public Service according to Permenpan Number 14 of 2017 concerning All public service implementation and activities to meet the needs of service recipients and implementation has been stipulated in the provisions of the legislation, according to the Guidelines for Compiling SKM for Public Service Units. Basically, this is an action by government officials to meet the needs of their community by providing the best service. Excellent service here is interpreted when the service provided has been received and the community feels satisfied.

Customer satisfaction

According to (Kotler & Keller, 2013) Satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (or outcome) of a product that is thought to be with the performance (or outcome) that is expected. In other words, if the results achieved do not match expectations, customers are dissatisfied; if the results achieved are in accordance with expectations, customers are satisfied; and if the results achieved exceed expectations, customers are very dissatisfied. Sukarno et al. (2022) emphasize the importance of managing digital transaction data and online surveys for more adaptive policies based on community needs. This is in line with the use of SuKMa-e Jatim data as a source of more accurate public decision-making. According to (Alfiana, 2019), satisfaction is a feeling of sharing between pleasure from the results obtained as a result of the service provided and meeting all of a customer's expectations.

The two understandings of satisfaction can be assumed that customer or patient satisfaction is a feeling of pleasure or disappointment from the results obtained from a service. Fulfilled customer expectations indicate that customers are satisfied with the quality of service provided. Conversely, if customer expectations are not met, then customers are not satisfied with the service provided. Customer satisfaction is certainly influenced by several factors.

Ultimately, good service can provide public satisfaction, as well as optimal service can improve the image of public service in the eyes of the public. With a good image, public service can maintain and improve its quality.

Public Satisfaction Survey (SKM)

Public satisfaction survey is an activity in collecting information, opinions, or assessments from a community about how the service or performance is provided by the organizer. Public satisfaction survey, as defined by the Regulation of the Minister of Empowerment and Bureaucratic Reform (Permenpan) Number 14 of 2017, is an effort to measure the level of public satisfaction with the quality of services provided by public service organizers. The purpose of SKM is not far from the definition itself, namely to measure the level of public satisfaction and improve the quality of service. In addition, by distributing questionnaires on public satisfaction, hospitals can get closer to the community and patients with this approach and evaluate the quality of service provided. To achieve the objectives of the public satisfaction survey, there are levels or points used. For example, to encourage the community as users of public services to assess the performance of their own public services, encourage public institutions such as hospitals to improve the quality of their services, and encourage organizers to be more creative and innovative in providing services to the community.

In implementing SKM there must be a principle. This principle is useful as a basic principle or reference in conducting the survey. The principles of SKM include:

a) **Transparent**

Transparent in this public satisfaction survey means open. It means open with the results obtained and the public can see the results of the public satisfaction index.

b) **Participatory**

In conducting the Public Satisfaction Survey, participation between one service and another is needed. This is useful so that the results received are true and accurate.

c) **Accountable**

Accountable, which means being held accountable. Thus, every step taken to complete the public satisfaction survey can be accounted for to the relevant parties in accordance with the law.

d) **Continuous**

According to this principle, measuring public satisfaction must be done periodically to see the development of the quality of services that have been provided.

e) **Justice**

The implementation of this activity must be fair without discrimination from religion, race, physical, or economic. All is done without looking at the differences that exist, this is done in order to get benefits for public services in terms of improving their services.

f) **Neutrality**

The final principle is neutral, not siding with anyone and having no specific intention except to improve and advance services.

In compiling and implementing public satisfaction surveys, public services must follow the applicable provisions, namely the elements that were initially regulated in PERMENPAN No. 16 of 2014, this regulation was updated to PERMENPAN No. 14 of 2017 because previously there were no provisions regarding data processing methods, number of respondent samples, and publication of survey results, so that the survey results were not uniform.

Community Satisfaction Index

Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 stipulates guidelines for the preparation of the Public Satisfaction Survey of Public Service Provider Units. The Public Satisfaction Index (IKM) is data and information on the level of public satisfaction resulting from quantitative and qualitative measurements of public opinion on how they obtain services from public service providers. IKM is also known as the public satisfaction index (KPI). (Tjiptono, 2014) , the Customer Satisfaction Index is a tool to measure the difference between what customers want when purchasing goods or services and what is actually offered by the company.

East Java SuKMa-E Application

The East Java Electronic Community Satisfaction Survey (SuKMa-e Jatim) is an internet-based innovation managed by the Organization Bureau of the Regional Secretariat of East Java Province. With this innovation, it is possible to find out the level of community satisfaction precisely and quickly by all public service providers. The SuKMa-e Jatim application is based on QRcode which is accountable, easy, fast and integrated.

RESEARCH METHODS

Research Focus

This study adopts a qualitative approach with a descriptive method to explore in depth the implementation of the SuKMa-e Jatim application. The main focus is to understand how this application contributes to increasing the Community Satisfaction Index (IKM) in East Java Province, as well as identifying obstacles that arise during the implementation process. The selection of a descriptive method aims to provide a comprehensive and detailed picture of the phenomenon being studied.

Samples and Informants

The selection of respondents based on their involvement in the implementation of the SuKMa-e Jatim application was carried out by purposive sampling. The respondents came from the Regional Apparatus and Work Units of the East Java Provincial Government, consisting of 10 (Ten) Regional Apparatus and Work Units, namely:

1. public health Office
2. Social Services
3. Department of Manpower and Transmigration
4. Department of Communication and Information
5. Forestry Service
6. Department of Women's Empowerment, Child Protection and Population
7. Human Resource Development Agency
8. Coordinating Agency for Regional Government and Development of East Java Province
9. Regional Revenue Agency
10. Menur Mental Hospital

These units act as Public Service Units. In addition, the East Java Provincial Organization Bureau is also a key informant because of its role as a public service policy developer and SKM implementer, the results of which will represent the performance of the East Java Provincial Government's public services in a macro manner.

Method of collecting data

This study uses several data collection methods to obtain a complete picture of the implementation of the SuKMa-e Jatim application, namely:

1. Observation – Direct observation of the application implementation process and its role in increasing the satisfaction index of East Java residents.
2. Document Study – Analysis of various official documents related to the SuKMa-e Jatim application and data processing results that produce a public satisfaction index.

Data Analysis Methods

Data analysis in this study obtains a comprehensive picture of the results of the calculation of the Community satisfaction survey through the SuKMa-e Jatim application, and document studies. carried out through three main stages, namely:

1. Data Collection – Gathering information from various sources, including interviews, observations, and document studies.
2. Data Classification – Organizing data based on thematic categories according to the research focus.
3. Data Interpretation – Analyzing data to draw conclusions that can describe the implementation of official document management policies.

Data Validity

Data validity testing is carried out using **triangulation techniques** , namely comparing and verifying data from various sources to ensure the validity of the information. By expanding the SuKMa-e Jatim application and increasing the community satisfaction index in East Java, this study is expected to provide comprehensive data on the results of the community satisfaction survey.

This study uses a qualitative approach with a descriptive method to examine in depth the implementation of the SuKMa-e Jatim application. The main focus is to understand how this application contributes to increasing the Community Satisfaction Index (IKM) in East Java Province, as well as identifying obstacles that arise during the implementation process. The descriptive approach was chosen to provide a comprehensive and detailed picture of the phenomenon being studied. The selection of informants was carried out using a *purposive sampling technique* , where respondents were selected based on their specific involvement in implementing the application. Informants came from 10 Regional Government Agencies and Work Units of the East Java Provincial Government, including the Health Office, Social Service, Communication and Informatics Office, and the Organizational Bureau which acts as a public service policy developer.

The research data was collected through direct observation of the application implementation process and its role in SMEs, as well as document studies that included analysis of official documents related to SuKMa-e Jatim and SME data. The collected data were then analyzed through three main stages, namely data collection, classification, and interpretation. In the collection stage, information from observations and document studies was collected; then, the data was organized based on thematic categories in the classification stage. Finally, data interpretation was carried out to draw accurate conclusions regarding the application implementation and its impacts. To ensure the validity of the information, data validity was tested using triangulation techniques, namely by comparing and verifying data from various sources.

Findings and Discussion



Gambar 1 Alur Penelitian

Implementation of SuKMa-e Jatim Application in East Java Province

Based on the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Compiling Public Satisfaction Surveys of Public Service Provider Units, the 9 (nine) elements in the questions related to the Public Satisfaction Survey include:

- a. Condition
Requirements that must be met in administering a type of service, both technical and administrative requirements.
- b. Systems, Mechanisms and Procedures
Procedures for service provided to service providers and recipients, including complaints.
- c. Completion Time
The time period required to complete the service process for each type of service throughout
- d. Fees/Rates
The costs charged to service recipients in managing and/or obtaining services from the organizer, the amount of which is determined based on an agreement between the organizer and the community.

- e. Product specification type of service
The results of the services provided and received are in accordance with the provisions that have been set. This service product is the result of each type of service specification.
- f. Implementer competency
The abilities that must be possessed by the implementer include knowledge, expertise, skills and experience.
- g. Executor behavior
The attitude of the officers in providing service (politeness and friendliness)
- h. Handling Complaints, Suggestions and Feedback
Procedures for handling complaints and follow-up
- i. Facilities and infrastructure
Everything that can be used as a tool to achieve the intent and purpose. Infrastructure is everything that is the main support for the implementation of a process (business, development, project). Facilities are used for moving objects (computers, machines) and infrastructure for immovable objects (buildings).

The Organization Bureau of the Regional Secretariat of East Java Province has created an innovation in the form of an Application Called SuKMa-e Jatim which can be viewed in *real time* to find out the value of the results of filling out the Community Satisfaction Survey (SKM). All Regional Devices in the East Java Provincial Government use the SuKMa-e Jatim application, which can be accessed via the website <https://sukma.jatimprov.go.id/> with the following display:



Figure 2 Front Page of SuKMa-e Jatim
Source: SuKMa-e Jatim page

The results can be observed in real time through the SuKMa-e Jatim Application. The public satisfaction index for services is shown in the form of scoring or absolute numbers. Based on the tendency (trend) of public services that have been provided by the organizers to the community, as well as the performance of the implementation of public services, it shows that the trend in the level of satisfaction of service recipients within the scope of the East Java Provincial Government is illustrated through a graph. The following graph shows the trend in the level of satisfaction of service recipients within the scope of the East Java Provincial Government over time:

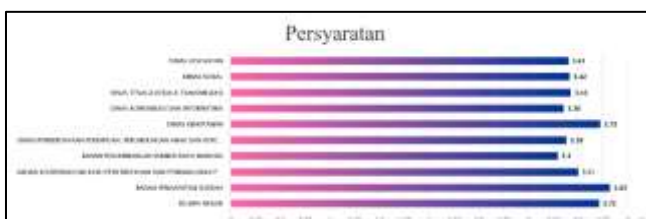


Figure 3 Trends in Public Satisfaction Survey of East Java Province 2019-2024
 Source: East Java SKM Implementation Report Document, 2024

The level of satisfaction of service recipients in the East Java Provincial Government is shown in the graph above, which shows that the Community Satisfaction Index (CSI) has increased from year to year. The highest increase occurred in 2024 with an increase of 2.83. This indicates that the implementation of services to service recipients within the scope of the East Java Provincial Government has been running effectively and efficiently in every element of service. This significant increase is certainly one of the results of the implementation of the SukMa-e Jatim Application, where service recipients can easily access the application only from their respective *smartphones* by using a QR code scan without having to download the application. This certainly makes it easier for users so that users who fill out the Community Satisfaction Survey (SKM) increase.

The implementation of SukMa-e Jatim affects the Community Satisfaction Index, which is the result of the Community Satisfaction Survey activity. The numbers are set from one to four, (PermenpanRB 14:2017). The results of the data obtained by researchers from the SukMa-e Jatim application were analyzed using 9 (Nine) elements based on Permenpan Number 14 of 2017, the following data were obtained:

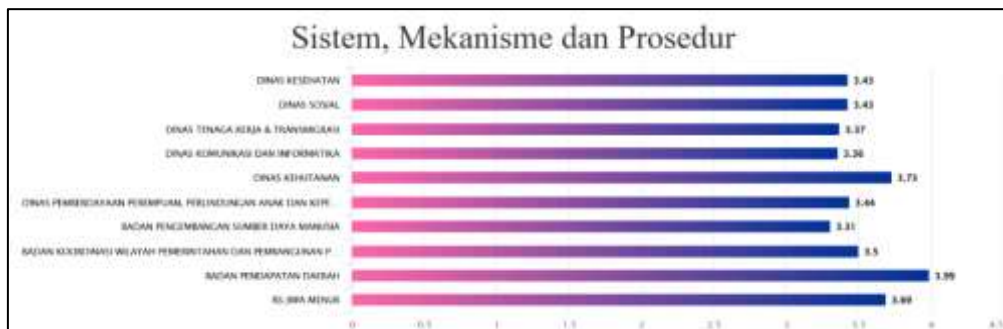
1. Condition



Source: East Java SKM Implementation Report Document, 2024

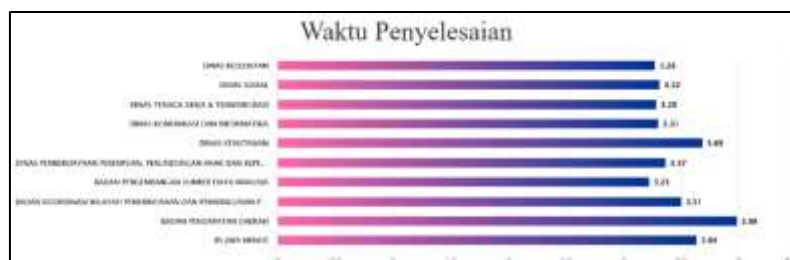
The first component related to requirements includes administrative and technical requirements that must be met when managing certain types of services . In this case, the highest value obtained by the Public Service Unit is in the Regional Revenue Agency with a value of document compliance requirements of 3.83 and the lowest value of compliance is in the Human Resources Development Agency with a value of 3.3.

2. Systems, Mechanisms and Procedures



The second element discusses systems, mechanisms, and procedures. This is used to find out how easy the service procedures are given to service providers and recipients, including complaints. In this case, the ease of service procedures was obtained by the Regional Revenue Agency with a value of 3.99, while the lowest value was found in the Human Resources Development Agency with a value of 3.5.

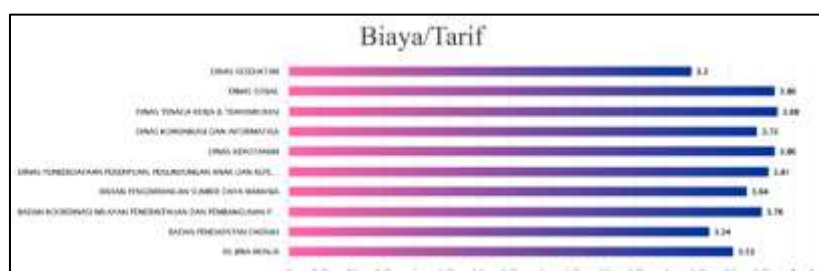
3. Completion Time



Source: East Java SKM Implementation Report Document, 2024

The third element, completion time, is used to determine the time required to complete the entire service process for each type of service. The highest service time speed is at the Regional Revenue Agency with a value of 3.99 and the lowest value of 3.23 is at the Human Resources Development Agency.

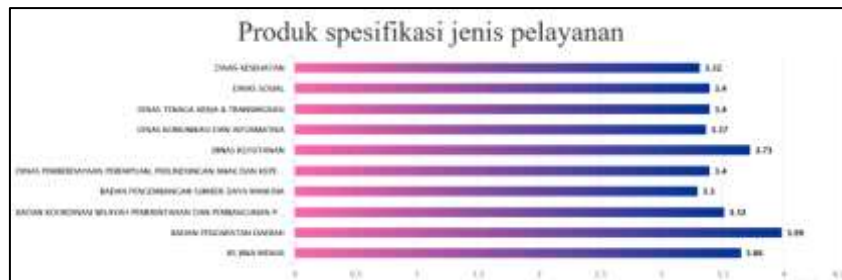
4. Fees/Rates



Source: East Java SKM Implementation Report Document, 2024

The fourth element regarding costs and rates shows the costs charged to service recipients to manage and/or obtain services from the provider. These costs are mostly determined by agreement between the provider and the community. The lowest fairness value for service costs is at the Health Service with a figure of 3.2, while the highest level of fairness is at the Manpower and Transmigration Service with a figure of 3.88.

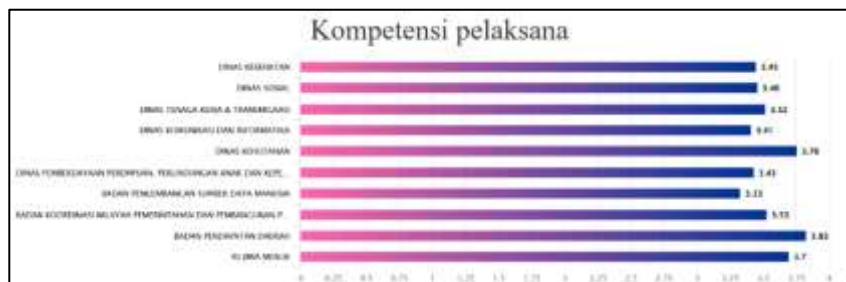
5. Product Specification Service Type



Source: East Java SKM Implementation Report Document, 2024

The fifth element is related to the product specification of the type of service, which is the result of the service provided and received in accordance with the provisions that have been set. This service product is the result of each specification of the type of service, and the highest level of conformity between that stated in the service standard and the results provided is the Regional Revenue Agency with a value of 3.99, while the lowest value of 3.3 was obtained by the Human Resources Development Agency.

6. Implementer Competence



Source: East Java SKM Implementation Report Document, 2024

The sixth element of the implementer's competence is the ability that must be possessed by the implementer including knowledge, expertise, skills, and experience. The highest value for the competence of the officer's ability in service was obtained by the Regional Revenue Agency with a score of 3.83, while the lowest value was 3.33 obtained by the Human Resources Development Agency.

7. Executor Behavior

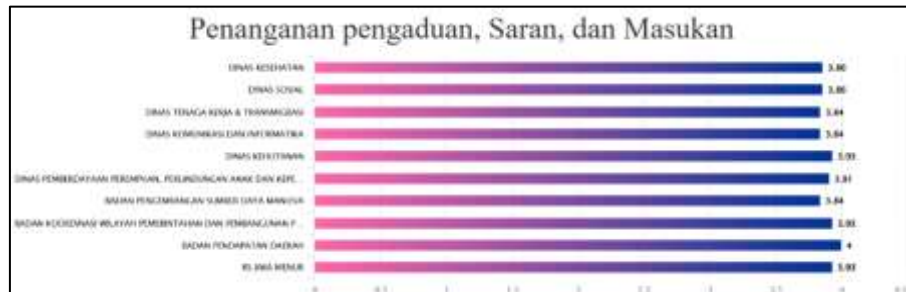


Source: East Java SKM Implementation Report Document, 2024

The attitude of officers in providing services is the seventh element related to the behavior of the implementer. The behavior of these officers received the highest assessment, namely politeness and friendliness, the Regional Revenue Agency with a

value of 3.99, while the lowest value was 3.34, namely the Human Resources Development Agency.

8. Handling Complaints, Suggestions and Feedback



The eighth component is handling complaints, suggestions, and input. This explains how complaints are handled and follow-up is carried out. In handling complaints from service users, the Regional Revenue Agency received the highest score of 4. Meanwhile, the Manpower and Transmigration Agency, Communication and Informatics Agency, and Human Resources Development Agency received the lowest score of 3.84.

9. Facilities and infrastructure



Lastly, facilities and infrastructure. Facilities are anything that can be used to achieve goals and objectives. Infrastructure is anything that functions as the main support for a process, such as business, development, or project. Moving objects, such as computers and machines, and immovable objects, use facilities. The highest value for the quality of facilities and infrastructure was obtained by the Regional Revenue Agency with a value of 3.83. While the lowest value was obtained by the Human Resource Development Agency with a value of 3.3.

CONCLUSION

Based on the research results, it can be concluded that the Sukma-e Jatim application has a positive and effective influence in increasing the Public Satisfaction Index (IKM) in East Java Province. This increase in IKM is sustainable from 2019 to 2024, with an average of 89.51, indicating good quality of public service. Ease of access via smartphone and the use of QR codes on Sukma-e Jatim have been proven to increase responses, which directly contribute to the increase in IKM. However, to optimize the use of the application and support better public services, it is recommended to increase digital literacy training for the community and expand socialization about Sukma-e Jatim. This is important to overcome existing problems and ensure that the application can be utilized optimally by all levels of society.

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