Integration of Digital Public Services Mall Application with a Citizen Centric Government Services Approach

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A B S T R A C T

The integration of government services represents a practical solution in the context of the numerous applications developed by both Central and Regional Governments, particularly those used to access public service applications. The Digital Public Service Mall application can be leveraged by Regional Governments through data integration, enhanced with Single Sign-On (SSO) capabilities. This will facilitate collaboration between Regional Apparatus Organizations (OPD), enabling them to work together as technical managers of public services. Consequently, this will simplify public access to these services, eliminating the need for repeated data entry processes. Additionally, this system can be developed using facial recognition (FR) technology, which can be integrated with the Digital Population Identity (IKD). The concept of Citizen-Centric Government Services has been widely adopted by governments in various countries to bring government services closer to their citizens. This research focuses on analyzing the integration of data and public service applications, specifically the Digital Public Service Mall (MPP) application in West Java Province. The data analysis technique employed is descriptive-analytical with a qualitative approach. The Citizen-Centric Government Services framework assists in analyzing the extent of data and application integration implementation in a government service. This framework outlines the dimensions within it based on achievement indicators aligned with expectations. Data collection includes semi-structured interviews, participatory observations, and documentation. Based on the analysis results using the dimensional approach within the Citizen-Centric Government Services Framework, it is evident that the Digital MPP application of West Java Province is optimally utilized by the Regency/City Governments and the people of West Java Province. The analysis using the Citizen-Centric Government Services Framework approach reveals that several achievement indicators within each dimension can be met through effective collaboration between the government and the community.

1. Background Information

Article 1, Paragraph (1) of Law Number 25 of 2009 on Public Services states that "public service is an activity or series of activities aimed at fulfilling service needs by the prevailing laws and regulations for every citizen and resident concerning goods, services, and administrative services provided by public service providers"[1]. The integration of public services is crucial as a commitment from the Central Government to provide easier public services to the community, which is currently a frequent source of complaints. The proliferation of application development at the Regional Government level has led to an increasingly complex public service bureaucracy in Indonesia.

According to data from the Ministry of Communication and Information Technology, the current number of applications is 24,400. These applications are considered inefficient and operate independently. [2]. The development of a public service super app, which the government plans to undertake, will undoubtedly require a considerable amount of time. In the short term, the issue of numerous standalone applications can be addressed through the concept of the Electronic-Based Government System (SPBE) architecture. The government is currently integrating public service applications to minimize the budgetary expenses associated with developing new applications. Following directives from the President and Vice President, digital service integration and cohesion must be achieved to ensure simplicity and avoid confusing the public. The President of Indonesia has also issued a Presidential Regulation concerning the Architecture of the Electronic-Based Government System (SPBE). Integrating public services naturally requires the integration of data and all applications, which is certainly not an easy task. The concept of the Digital Public Service Mall serves as the starting point for the single sign-on scheme applied to all public services within the scope of Regional Governments. This allows citizens to access all services using a single account and upload service requirement documents only once. The population database through the National Identification Number (NIK) can be utilized as one of the methods to simplify the business processes of public services within the scope of Regional Governments [3]

Regional Governments are striving to enhance digital public service innovations. In line with Presidential Regulation of the Republic of Indonesia Number 95 of 2018 concerning the Electronic-Based Government System (SPBE), the SPBE architecture illustrates how the concept of integrating application digitalization into a single platform should be implemented at the Provincial and Regency/City levels throughout Indonesia. The importance of analyzing the digital Public Service Mall application is a recommendation for the concept of data integration for various public service applications in Indonesia so that the development of this application meets needs and brings it closer to the community.

The digital Public Service Mall (MPP) development aims to enhance public services, making them more accessible to the wider community. Transitioning from conventional services to digital services is considered more effective and efficient in terms of time, cost, and effort than traditional manual services. Integrating public services seeks to simplify the process for the public to obtain the necessary services, particularly in eliminating repetitive data entry since the data is integrated with the Population Data at the Ministry of Home Affairs. The current digital MPP application will also be equipped with Face Recognition (FR) technology integrated with Digital Population Identity (IKD), ensuring that citizens can access government services seamlessly. This initiative requires support and collaboration between agencies, both at the Central Government and Regional Government levels.[4]

One province that has developed a Digital Public Service Mall (MPP) is the Government of West Java Province. This application was constructed and launched in 2022. Currently, the development of the Digital MPP in West Java Province primarily provides information pertaining to public service links for each Regional Investment and One-Stop Integrated Service Office (DPMPTSP) at both the provincial and regency/city levels. In 2024, the DPMPTSP is undertaking the development of the Digital MPP application towards the integration of data and application services on the Digital MPP portal for regencies/cities throughout West Java Province.[4]

The meticulous planning and needs analysis process for developing data and public service application integration is fundamentally achieved through the Citizen-Centric Government Services approach. Citizen-Centric Government Services is a service approach based on the perspectives of both the users or the community and the government. This approach is also intended to provide space for the community to participate in government decision-making processes, ensuring that citizens are not merely users of government services but also influencers in shaping government policies and creating services tailored to their needs. One of the objectives of this approach is to create services that are available without time

constraints. It aims to offer transparent, secure, and efficient services while prioritizing feedback and requirements to build an integrated citizen-centric government service system.[5]

The integration of data and applications using the Citizen-Centric Government Services approach through the Digital Public Service Mall (MPP) portal in West Java Province is expected to provide analysis results and recommendations based on an appropriate framework to stakeholders and developers of the Digital MPP in West Java Province. This will aid in the subsequent development and maintenance of the application. Consequently, this initiative can serve as a model for other provinces in developing their digital MPPs.

2. Method

The integration of data and applications using the Citizen-Centric Government Services approach through the Digital Public Service Mall (MPP) portal in West Java Province is expected to provide analysis results and recommendations based on an appropriate framework to stakeholders and developers of the Digital MPP in West Java Province. This will aid in the subsequent development and maintenance of the application. Consequently, this initiative can serve as a model for other provinces in developing their digital MPPs.[6]

The research design employed is a descriptive-analytical method with a qualitative approach. Data collection techniques include semi-structured interviews, literature studies, participatory observation, and documentation. The goal of qualitative descriptive research is to gain a deeper understanding of the procedures and topics being studied by gathering data from research sources. The data originates from the Regional Investment and One-Stop Integrated Service Office (DPMPTSP) of West Java Province, which is currently developing the Digital Public Service Mall (MPP) application.

The data analysis techniques used include data reduction, data presentation, and conclusion drawing. The data analysis process involves four critical dimensions: production, execution, information dissemination, and integration[7].

2.1. Digital Public Service Mall (MPP Digital)

The Public Service Mall (MPP) is a facility where public service activities, including goods and services, are conducted in one location to provide fast, easy, and accountable services. The objective of the Public Service Mall is to offer convenience, speed, accessibility, security, and comfort to the public in obtaining services. Additionally, it aims to enhance global competitiveness by facilitating business operations in Indonesia.

The Public Service Mall (MPP) integrates public services provided by Ministries, Agencies, Provincial and Regency/City Governments, State-Owned Enterprises (BUMN), Regional-Owned Enterprises (BUMD), and the private sector in a unified manner. Several types of services typically offered in a Public Service Mall (MPP) include business licensing assistance through the OSS RBA application, assistance in preparing LKPM reports, healthcare professional practice licensing, population document processing, health BPJS, employment BPJS, building permit recommendations (IMB), environmental permit recommendations, route permits, vehicle tax payments, yellow card processing, passport issuance, and marriage services [8]. This research utilizes data and information from the Digital MPP application of West Java Province to facilitate the collection of necessary information while retaining similar characteristics to other provinces in Indonesia regarding the types of services provided. Figures 1 and 2 below showcase the interface of the Digital MPP application of West Java Province and some of the integrated services.
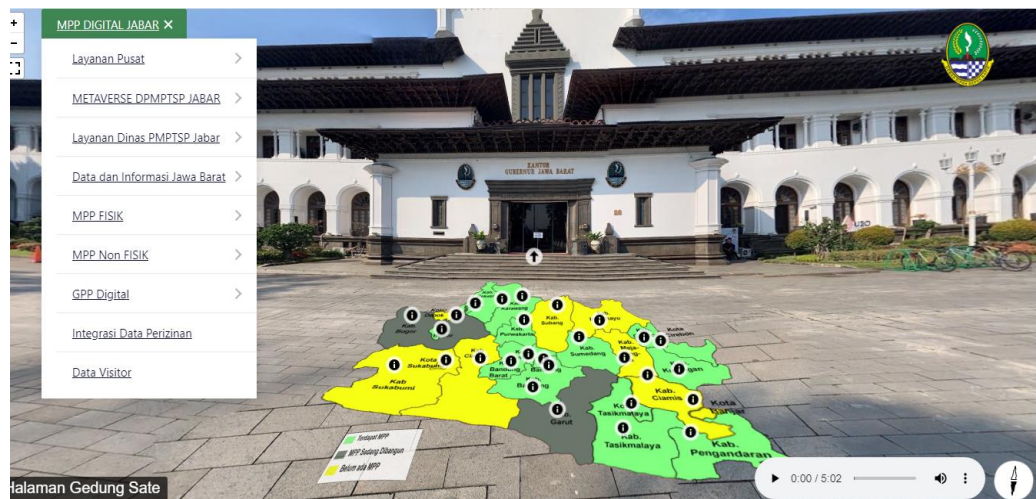
Figure 1. West Java Province Digital Public Service Mall Application based on metaverse technology [9]
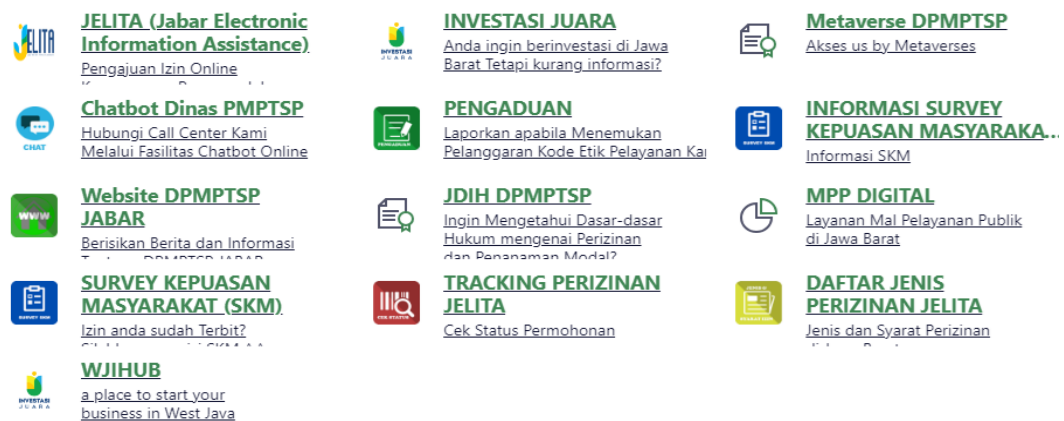

Figure 2. Services on the integrated West Java Province Digital Public Service Mall Application [9]

The Digital Public Service Mall (MPP) represents the digitization of the Public Service Mall through a website that compiles various information tailored to the community's needs. The Digital MPP of West Java Province is a web-based Public Service Mall equipped with a 360-degree camera view, offering users a virtual tour experience of the Public Service Mall building. It also provides access to digital service links of various tenants owned by regional government organizations that offer technical services at the MPP of West Java Province.[4]

2.2. *E-Government and Citizen-Centric*

E-government is an approach and effort to develop the administration of government based on the use of electronic systems. E-government utilizes information technology to enable the government to provide services to its citizens, including disseminating information, business processes, and other governmental activities.[10]

Citizen-Centric means designing public services based on the needs of the public rather than solely on the interests of the government. Citizens must have access to information about public services transparently, ensuring that there are no discrepancies between the provided information and the services received.[11]
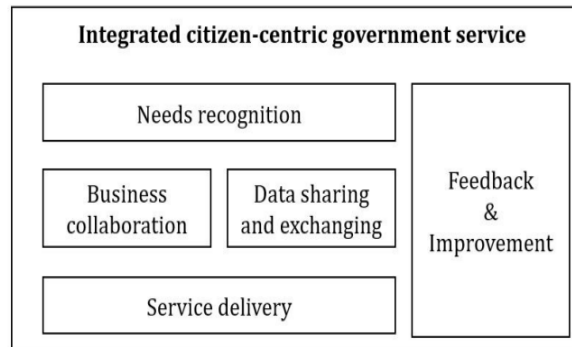
2.3. *Integrated Citizen Centric Government Services Framework*

Governments around the world are using technology as a means to transform their perspectives and lifestyles innovatively, enabling them to serve the public, share information, and make decisions quickly.

The necessity for society to collaborate with the government becomes a solution to addressing public service challenges.

The Integrated Citizen-Centric Government Services Framework is a framework whose primary objective is to meet the needs of citizens for government services, enhancing their satisfaction and well-being, which is the focus of this framework. This framework comprises five elements in developing government service integration that aligns with the needs of the public.[6]

Figure 3. Elements in the Citizen centric government services Framework [6]

The five elements used in the Citizen-Centric Government Services Framework are considered the most suitable for implementing data and application integration within an organization. This readiness analysis focuses on the needs of the public in line with the concept of digital service integration. The sequence of analysis in this framework involves mapping out the initial needs of users regarding the system, analyzing the organization's readiness, evaluating the services that can be provided, and seeking feedback on the readiness analysis and the developed applications from users or the public [6]

The Citizen-Centric Government Services Framework developed by Gao and colleagues, which has been applied to the government in China, is considered appropriate for what is being developed by governments in several countries around the world[6]. In Indonesia, particularly in the West Java Provincial Government, digital integration of public services has been implemented through the Digital Public Service Mall application. The objective is similar, aiming to realize one-stop services and enhance citizen participation awareness. The five elements of this framework include needs recognition, business collaboration, data sharing and exchanging service delivery, and feedback and improvement.[6]

a. *Needs Recognition*

Discussing the need for a new virtual business layer in government services that focuses on meeting the needs of citizens and businesses and emphasizes the importance of understanding and tracking changing user needs and providing feedback to government to optimize services.

b. *Business Collaboration*

Clarifying the functional scope of each department, and distinguishing which sub-items are included in the scope of collaboration between departments so that problems can be resolved more precisely. A good management structure and performance management system help ensure coordination and cooperation.

c. *Data sharing and exchanging*

Creating a clear list of materials required for handling each government item and establishing an integrated data system. Methods of data sharing include providing library table files or data interfaces. Each department must classify data according to its own responsibilities and business functions, organize them in a unified format, and submit them to the integrated data sharing system.

d. *Service Delivery*

Upon completion of each service request, the results of the service handling will be communicated through electronic media such as telephone, email, website, or other responses. Citizens can more easily choose any channel to receive service results according to their needs.

e. *Feedback & Improvement*

There is a need to establish an unobstructed network to enable citizens and city organizations to communicate with government service providers and managers. This network would allow them to express their needs for government services, their satisfaction with existing services, voice complaints about dissatisfaction, and provide opinions and suggestions for improvement.

3. Hasil dan Pembahasan

The data obtained from observations, documentation, and interviews with the developers of the Digital Public Service Mall (MPP) application, as well as some members of the public, regarding the implementation of data integration and public service applications by the West Java Provincial Government are as follows:

1. Based on observations, the developers of the Digital Public Service Mall (MPP) application consist of Civil Servants and contract workers at the PMPTSP Office of West Java Province. The management of public services at the tenants of the West Java Provincial MPP is sparse in several service locations because some Regional Apparatus Organizations (OPD) have their own service applications. This has resulted in the public service applications in West Java Province not being fully integrated. The Digital MPP application developed by the PMPTSP Office of West Java Province is very well-developed, featuring a metaverse technology concept that facilitates residents in familiarizing themselves with service locations and accessing desired service links. The public can provide suggestions and feedback accessible 24/7. If citizens encounter issues or have questions regarding the use of this application, the West Java Provincial Government provides a hotline through SMS, WhatsApp services, chatbots, and email via the website.[4]

2. Documentation

Based on the results of observations and documentation of public services, the West Java Provincial Government includes :

- West Java Governor Decree No. 48/Kep.359-Diskominfo/2023 Concerning Electronic-Based Government Architecture in the Regional Government Environment of West Java Province in 2023-2028[3]
- Order of the Head of the West Java Province PTMPTSP Service No. 2858.PM.05.01.03/DAL concerning the Digital MPP Application Development Team for West Java Province [12]
- e-Government Master Plan
- SOP and Online Licensing Process Flow

3. Interview

An interview is a meeting between individuals to exchange ideas and information through a question-and-answer process. In this research, the author uses direct interview techniques with informants to gather information about the issues under investigation.

The semi-structured interviews involved the following individuals: Head of Diskominfo West Java Province (Ns1), Head of DPMPTSP (Ns2), Head of e-Government Section at Diskominfo West Java Province (Ns3), Citizen 1 (Ns4), Citizen 2 (Ns5), and Citizen 3 (Ns6). The interviews were conducted to assess the analysis results of each indicator and dimension within the Citizen-Centric Government Services framework. These indicators and dimensions are articulated within an operational concept.

The operational concept in this research is used to determine the results of the analysis of the concept of data integration development in the digital MPP application. Each indicator is as follows:.

Table 1. Operational Concepts, dimensions and indicators

Concept	Dimensions	Indicators
Elements of a Citizen-Centric Government Services Framework	*Needs Recognition*	1. Characteristics of society as having a good level of digital literacy 2. Content of government services according to community needs 3. Government Service Providers and Managers
	Business Collaboration	1. Establishment of a scope for collaboration between departments/regional apparatus as well as a better organizational structure
	Data Sharing and Exchanging	1. Establishment of infrastructure to build an integrated data system 2. Barriers to implementing government service integration
	Service Delivery	The available services can be accessed through various electronic media
	Feedback and Improvement	Availability of a communication network between society and government to express needs, complaints, suggestions and improvements

The results of the development of the operational concept, dimensions, and indicators of the Citizen-Centric Government Services Framework are also applicable when implemented in the Indonesian government system. The implementation in the West Java Provincial Government, which has developed the Digital MPP application, includes the integration of information between Regional Apparatus Organizations (OPD) using digital technology that collaborates on a single public service platform. This platform provides a means for the public to access government services, making the Digital MPP service one of the citizen-focused applications to achieve a one-stop service. Public service access can only be obtained using registered resident identities in the Population Database. The integration of the population data warehouse utilization with the Digital MPP application through the Single Sign-On (SSO) mechanism will make it easier for the public to access services, while technical agencies or Regional Government Organizations that provide services to the public will receive data, information, history, and citizen profiles in the form of an integrated public service database..

The analysis of the implementation of the Citizen-Centric Government Services Framework in West Java Province, specifically on the Mall Pelayanan Publik (MPP) Digital application, aims to identify the challenges, deficiencies, and unmet needs of stakeholders. Each of these dimensions includes assessments of Needs Recognition, Government Service Providers and Managers, Business Collaboration, Data Sharing and Exchanging, Service Delivery, and Feedback and Improvement..

3.1.1 Needs Recognition

This dimension discusses the characteristics of the community in helping to improve the efficiency and effectiveness of government services, thereby enhancing the readiness of the West Java Provincial Government. The community's characteristics regarding the use of information technology in this research are assessed based on the level of digital literacy and the internet usage data of the people in West Java Province.

1. Community Characteristics

The analysis of the data on community characteristics in West Java Province reveals that the percentage of the productive age population (15-64 years) has been steadily increasing since 2000. The productive age population is higher than the non-productive age population, as indicated by the decreasing dependency

ratio of the non-productive age population on the productive age population. This productive age demographic significantly influences the use of information and communication technology in West Java Province. According to data from Open Data–Ekosistem Data Jabar, 4,353 out of 5,312 villages in West Java had internet access by 2021, meaning that over 80% of the population uses the internet. The level of digital literacy in West Java Province is relatively high compared to other provinces in Indonesia. West Java ranks seventh with a digital literacy index score of 3.60, while the average digital literacy index score in Indonesia in 2022 was 3.54. This digital literacy index is considered good, as the score has been steadily increasing each year. As shown in Table 2, in 2021, West Java had a lower digital literacy index score compared to other provinces on Java Island. However, by 2022, it had risen to the seventh-highest index score in Indonesia.[13]

Table 2. Comparison of the Indonesian Digital Literacy Index for 2022[14]

Peringkat	Tahun 2022		Tahun 2021	
	Provinsi	Indeks	Provinsi	Indeks
1	DI Yogyakarta	3,64	DI Yogyakarta	3,71
2	Kalimantan Barat	3,64	Kepulauan Riau	3,68
3	Kalimantan Timur	3,62	Kalimantan Timur	3,62
4	Papua Barat	3,62	Sumatra Barat	3,61
5	Jawa Tengah	3,61	Gorontalo	3,61
6	Kalimantan Tengah	3,60	Papua Barat	3,61
7	Jawa Barat	3,60	Nusa Tenggara Timur	3,60
8	DKI Jakarta	3,59	Kalimantan Barat	3,58
9	Kep. Riau	3,59	Aceh	3,57
10	Jawa Timur	3,58	Kalimantan Utara	3,57
11	Sulawesi Tenggara	3,57	Sulawesi Barat	3,57
12	Papua	3,55	Kepulauan Bangka Belitung	3,57
13	Bengkulu	3,55	Jawa Timur	3,55
14	Maluku	3,54	Sulawesi Utara	3,53
15	Jambi	3,54	Lampung	3,52
	Skor Indeks 2022	3,54	**Skor Indeks 2021**	3,49

Digital literacy is the ability to define, access, manage, integrate, evaluate, and create information safely and appropriately through digital technologies and network devices, to participate in economic and social life. For example, the digital literacy level of the community in West Bandung is at a moderate level. When examined per dimension, there are five skill areas at a high level: communication and collaboration skills, information and data skills, security skills, hardware and software operation skills, and problem-solving skills. Meanwhile, skills for supporting work and careers, as well as digital content creation skills, are at a moderate level.[15]

The Ministry of Communication and Informatics is currently conducting a survey to determine the digital society index of Indonesia. A digital society consists of individuals who use digital technology in their daily lives, where conducting activities electronically and paperlessly has become commonplace. This society is created by digitalization, characterized by the essential nature shaped through the development of digital technology, where all aspects of life heavily rely on Information and Communication Technology (ICT). This reliance spans the creation, distribution, and utilization of all primary activities.[16]
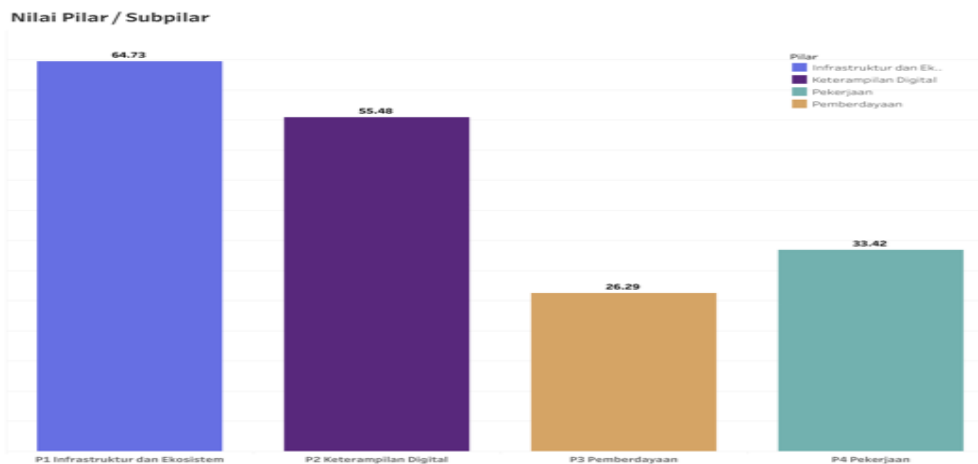
Figure 4. Indonesian Digital Society Index (IMDI) West Java Province in 2023[16]

The Indonesian Digital Society Index (IMDI) data for West Java Province shows that the values for ecosystem infrastructure and digital skills are above 50%. This infrastructure and ecosystem form the main foundation in determining the quality of the digital ecosystem and environment. Digital skills are a set of abilities to use digital devices, communication applications, and the internet to access and manage information.

Based on digital literacy in West Java Province, the level of technology usage is already considered good. Therefore, the use of integrated public services through the Digital MPP application can be implemented using technology specifications that align with the general digital literacy of technology usage among the people in West Java Province.[17]

2. Government Service Content according to Community Needs

West Java Province, as the largest internet user in Indonesia, has resulted in a wide-open gateway to information, even reaching the international level. High-quality digital service content will positively impact the community. The innovation by the West Java Provincial Government provides access to services and digital service content through a single platform, the Digital MPP application, which will facilitate public access to government services.

The digital service content developed by the West Java Provincial Government has achieved significant progress and milestones. Through the West Java Provincial Communication and Informatics Agency, the government has developed the Jabar Digital Service (JDS). The West Java Provincial Government is not merely attempting to digitize all forms of public services but is also striving to encourage the community to adapt together, so they can benefit from technology in easing their daily activities.[4]

The Penta helix collaboration is the key to creating various innovative programs and digital products. The availability of data visualization and integration facilities has become crucial in supporting monitoring, coordination, and decision-making activities within the West Java Provincial Government. Other digital service content, such as the Digital Public Service Mall (MPP Digital), is the result of collaboration between the Central Government, the West Java Provincial Government, and the community.

3.1.2 Government Service Providers and Managers

Government services must have regulations and receive support from other parties. Additionally, the importance of public service standards is essential to create integrated public services. Service standards serve as benchmarks used as guidelines for service provision and as references for assessing the quality of public services between service providers and the community.

The Law Number 25 of 2009 concerning Public Services has four objectives: to provide clear boundaries and relationships regarding the rights, responsibilities, duties, and authorities of each party in the provision of public services; to realize public services based on good governance and corporate principles; to ensure

that public services comply with laws and regulations; and to provide legal protection and certainty for the public in public services.[1]

Table 3. Dimensions of Government Service Providers and managers

The problem under study	Source Person		Analysis
	Ns1	Ns2	
Government Service and Managers	Having Presidential Regulation Number 132 of 2022 on the Architecture of Electronic-Based Government Systems [3]. Additionally, there is a Masterplan for the development of e-Government prepared for the years 2018-2024.	• The Investment and Integrated One-Stop Service Agency (DPMPTSP) of West Java Province in each regency/city has regulations related to the Digital Public Service Mall (MPP). • They have also developed a Masterplan and Standard Operating Procedures (SOP) for the development of digital service applications.	There is a local regulation in West Java Province that addresses the Digital Public Service Mall (MPP).

In Table 3, under the dimension of Government Service Providers and Managers, it is noted that the West Java Provincial Government has regulatory guidelines, including a master plan and Standard Operating Procedures (SOP) for application development. This indicates sufficient regulatory readiness and preparedness.

3.1.3 *Business Collaboration*

In the dimension of Business Collaboration, it explains the scope of collaboration between regional apparatuses to support effectiveness, efficiency, and ease in obtaining desired public services for the community.

The indicator in this dimension is the establishment of effective collaboration between the Central Government and Regional Governments.

Table 4. Analysis results on the business collaboration dimension

Problems experienced	Source Person		Analysis
	Ns2	Ns3	
The formation of collaboration scopes between departments/regional apparatuses and a better organizational structure.	For the digital nature of the MPP phase and to provide excellent services to the public, the Investment and Integrated One-Stop Service Agency (DPMPTSP) is committed to collaborating with several departments, agencies, and offices. Building commitment involves determining which services will be fully integrated into the MPP.	• The Department of Communication and Information Technology (Diskominfo) provides technical coordination for creating subdomains for regional department websites and facilitates the digitalization of their services. • Diskominfo is responsible for	The collaboration between regional departments has been ongoing for some time regarding the integration of public services, which are gradually transforming into digital services.

Problems experienced	Source Person		Analysis
	Ns2	Ns3	
		providing network services and server services to integrate digital public services.	

In Table 4 above, the analysis results in the dimension of business collaboration show that the interviewees are officials from the West Java Provincial Department of Communication and Information Technology. Based on the interview results and observations, it is known that collaboration between regional departments has been established and has been ongoing for some time. Integration of public services and readiness of communication network data are progressing and transitioning into digital services. In this dimension, it is noted that inter-agency collaboration in West Java Province is deemed to be good.

3.1.4 *Data Sharing and Exchanging*

The dimension that explains the digital infrastructure used to build an integrated digital system for implementing digital public services. Additionally, the presence of an integrated database accessible within one application facilitates public access to digital services.

Table 5. Results for the data sharing and exchanging dimensions

Problems experienced	Source Person	
	Ns2	Ns3
Establishment of Infrastructure to Build an Integrated Data System	The existing infrastructure is not yet fully adequate but cannot meet the needs of the people of West Java province. In several regencies/cities, they are still trying to collaborate with Disdukcapil.	• - Diskominfo has prepared 70%-80% of the digital infrastructure that can be used by regional departments in transforming public services into digital services and connecting between regional departments. • Single Sign-On (SSO) technology will be effective and ready for future use by the public. • Five regencies/cities are already able to use the Integrated Public Service (IKD).

Analysis of the data sharing and exchanging dimension reveals that regarding the readiness of the infrastructure for the West Java Provincial Government's Digital MPP service, the West Java Provincial Communication and Information Technology Office (Diskominfo) has infrastructure readiness rated at 70%-80%. This infrastructure can be used by regional departments in transforming public services into digital services and connecting between regional departments. Furthermore, the use of Single Sign-On (SSO) technology and the utilization of Integrated Public Service (IKD) are ready, although they have not been implemented in all regencies/cities in West Java Province.

3.1.5 *Service Delivery*

This dimension explains how the government delivers services to the public and the public's perception of government innovation regarding the integration of digital public services. The indicator in this dimension is that available services can be accessed through various electronic media.

The standard components of public services must be designed to provide widespread access to information for the public, thereby facilitating access to basic services that contribute to societal well-being. Therefore, the government needs to consider how to provide targeted, effective, and easily understandable socialization to the public as users of these public services.

Table 6. Results of analysis of service delivery dimensions

Problems experienced	Source Person			Analysis
	Ns2	Ns3	Ns4	
The available services can be accessed through various electronic media.	In providing public services, the DPMPTSP has expanded its service reach. Now, the public does not need to visit the office in person; they can use the DPMPTSP's licensing and non-licensing services through the MPP Digital website.	This year, the public has found it easier to access government services. For instance, in the city of Bandung, there is already a portal similar to MPP Digital.	Some services are not yet available through the MPP Digital application.	The digital public services of the West Java Provincial Government are available, but some are not functioning well, cannot be accessed, or have incorrect links.

The analysis of the service delivery dimension targeted local government and the community. Interviewees included officials from the Department of Communication and Information Technology (Diskominfo), the Investment and Integrated One-Stop Service Agency (DPMPTSP), and members of the public. One of the criteria for selecting interviewees from the public was a minimum educational background of high school graduates or equivalent (code: Ns4). The analysis results were derived from responses to questions related to the condition of the MPP Digital application in West Java Province. Interviews with the public revealed that 50% reported that the MPP Digital application was not functioning well (with issues such as errors, inability to open, or incorrect links).

3.1.6 *Feedback and Improvement*

This dimension explains the public's response to existing public services and the improvements they desire. The indicator in this dimension is the availability of a communication network between the public and the government to express needs, complaints, suggestions, improvements, and development.

Table 7. Results of analysis of the Feedback and improvement dimensions

The problem under study	Source Person	
	Ns5	Ns6
The availability of a communication network between the public and the government to express needs, complaints, suggestions, improvements, and	• For traders, there is sometimes a lack of socialization regarding business licensing services. It would be beneficial if we were provided with understanding and instruction on how to use	• The government can enhance the professionalism of public service officials and increase the number of service units to shorten service times. • Lack of awareness about the

The problem under study	Source Person	
	Ns5	Ns6
development.	the licensing services via mobile phones to easily obtain business permits.	Digital MPP application or social media platforms of the Provincial Government.
	• Unawareness of the Digital MPP application or the social media platforms owned by the Provincial Government.	

From the analysis of the Feedback and Improvement dimension in Table 6, involving community respondents, it is evident that providing complaints, input, ideas, and feedback regarding public services of the West Java Provincial Government has not been optimal. The community faces difficulties in asking questions and understanding how to use the application. In some remote areas far from the provincial capital, there has been insufficient socialization and a lack of service units to provide information to the public. More than 50% of the community responded that they are unaware of the existence of the MPP Digital application in West Java Province, as well as the social media platforms owned by the Provincial and Regency/City Governments.

Based on the 6 dimensions posed as questions to each designated respondent as summarized in Tables 2 through 7 above, a mapping can be conducted on the readiness status of the West Java Provincial MPP Digital based on the citizen-centric government services framework as depicted in Figure 5 below. The researcher concludes each assessment based on interview results, assigning a value: if <50%, the applications used do not yet meet expectations.
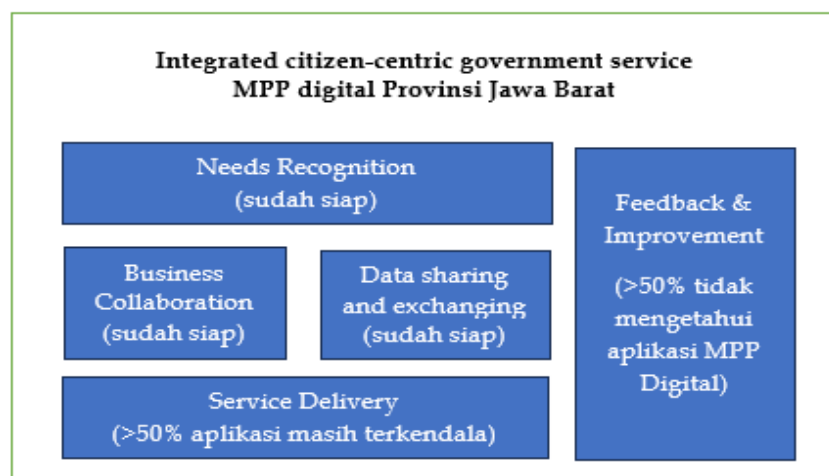

Figure 5. Mapping results of integration analysis of the MPP Digital application for West Java Province using the Citizen Centric Government Services approach

The challenges in the service delivery dimension and the feedback & improvement dimension in Tables 5 and 6 can be addressed by providing access to the public and business sectors through a real-time portal or social media platform. This approach ensures that socialization programs and dialogues between the government and the community will run smoothly and efficiently.

4. Conclusion

Integrating public service applications through the MPP Digital portal with the dimensions approach in the Citizen-Centric Government Services framework can facilitate the mapping of needs and future

application development plans. This approach helps identify any unmet needs and can be applied to provinces planning to integrate public services based on the Citizen-Centric Government Services approach.

The results of the analysis of the West Java Province digital MPP application using the Citizen Centric Government Services approach can be concluded as follows:

a. Based on the characteristics of the community that will use public services and the desires and needs of the community to access services, the literacy level of the West Java Province community is sufficient to use the MPP Digital application.

b. Collaboration among regional government departments has been ongoing regarding the integration of government services, which have begun transitioning to digital formats.

c. The technology infrastructure and data communication network to support the implementation of digital public service integration by the West Java Provincial Government are adequate for the development of the Digital Public Service Mall. However, at the district/city level, not all Regional Government Organizations (OPD) have sufficient computer equipment.

d. Government service delivery or public awareness efforts are still lacking because many residents, particularly those in rural areas, are unaware of existing digital government services. Information dissemination efforts have included social media and websites.

e. Residents of West Java are enthusiastic about accessing integrated digital services, but at the district/city level, comprehensive awareness campaigns have not been conducted, and there is no platform for real-time feedback, complaints, ideas, or responses regarding current public service applications.

Based on the analysis results, dimensions, and indicators used in the data integration concept with the Citizen Centric Government Services approach in this study, they can be applied to other Digital Public Service Mall (MPP Digital) applications in other provinces in Indonesia. This is because they are generally applicable and share similar characteristics in terms of service types.

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