

# CHAPTER I

## INTRODUCTION

### 1.1 Background

In the current era, government in various countries have digitized government by utilizing increasingly sophisticated and modern information and communication technology. Modern technology has had a significant impact on the way government is run and interacts with society. The government can utilize modern technology to increase efficiency and effectiveness in providing public services, making decision based on data to implementing policies, ensuring accountability and transparency in government, and building greater public trust (The World Bank, 2023).

In Indonesia, the Central Government has issued Presidential Regulation No. 95 of 2018 concerning Electronic-Based Government Systems. This regulation regulates the use of information and communication technology in government which aims to increase efficiency, transparency, and public participation in public services through the uses of information and communication technology. Apart from that, the Presidential Regulation on Electronic-Based Government systems aims to create an electronic-based government system that can make governance and public services clean, effective, transparent, accountable, quality, reliable and can increase integration and efficiency (Agustini, 2020).

Local government in Indonesia have also implemented new forms of services in the form of e-government (electronic government) and e-services (electronic services). This service is the realization of digital government which refers to the use of information and communication technology in providing public services to the public electronically. E-Government is an application of information and communication technology that is used to carry out government functions and carry out procedures with the aim of increasing efficiency, transparency, and public participation (Organization of American Stated, 2010). E-Government has several benefits for government administration, one of which is that it can provide opportunities for the public to participate and play an active role in government development and management.

Sleman Regency Government is one the regions that has applied electronic public services which can be found on the website <https://slemankab.go.id/>. This page contains public information from the Sleman Regency government. Wimbo Budi Prasajo (2023), Head of Services and Coding at the Sleman Communication and Informatics Agency (Diskominfo), said that e-Government services in Sleman started around 2003, where the services were mostly realized as computerized processes. Data from paper was enter into an Excel database. Then, in 2017, the Electronic-Based Government System was launched, resulting in the current electronic public service system. There are three aspects in realizing a good e-Government, namely a stable system, internet network availability, and security when accessing information (Razak, 2023).

The government has also carried out bureaucratic reforms to increase citizen engagement in electronic-based public services. One of the Sleman Regency government's efforts to avoid maladministration is to improve the competence of implementers and fulfillment of service infrastructure, and also manage public complaints (Antara Jogja, 2023). Through e-Government, the government can provide faster, easier, and more efficient services for the community. The use of information and communication technology can speed up administrative processes. In addition, e-Government can also strengthen transparency and accountability of public services by providing easy and transparent access to public information, so that people can provide suggestions, complaints, and monitor and evaluate government performance more effectively.

However, the reality is that citizen engagement in public services itself still has many weaknesses. Some of these weaknesses include differences in infrastructure, human resources, geographical conditions, and the economic development of each region which is very diverse (Wahyudi, 2018). In addition, several factors such as limited public access to digital devices such as computers or mobile phones, unstable internet access, lack of digital literacy regarding knowledge, and skill in accessing and utilizing e-government services, and the mistrust of some people about privacy and security of personal data when using e-Government services, can all affect the lack of citizen engagement in electronic-based public services.

This case study takes Sleman Regency because Sleman Regency has received many awards regarding public services. One of them is obtaining an award certificate for the 2022 Public Services Standard Compliance Predicate with a score of 91,75 from the Ombudsman of the Republic of Indonesia, This value is included in the highest quality green zone category (Harian Jogja, 2023). Thus, it shows that public services in Sleman regency are good. Good public services will have a positive impact on society such as increasing trust in government, improving the quality of life of the community, and creating social justice. Good public services are public services carried out by the government or public institutions to the community with the principles of professionalism, transparency, accountability, equality, and responsiveness.

The Sleman regency government has also been active in using electronic government to improve public services. However, there are several weakness in its implementation, such as accessibility where there are still citizens who have difficulty accessing electronic government services due to limited internet or technology, some citizens do not have sufficient knowledge about technology and e-Government and are unable to utilize these services optimally, and there is still al lack of participation from the public in e-Government development and evaluation process (Wanpralao, 2020).

In electronic government, citizen engagement has an influence in improving more efficient public services. With citizen engagement, electronic government can be used as a tool to support transparency, accountability, and participation in decision making. This is to ensure that e-Government truly provides benefits

to society as a whole. This shows that citizen engagement is key in ensuring that e-Government truly functions as a tool in increase community participation and public services (Habibie, 2019).

According to experts, the independent variable that are likely to influence citizen engagement with public services include equality, ethics and morality, and ideology alignment. Denhardt (1988) in Keban (2008) stated that there are six moral values that apply to the public (six great ideas), namely, truth, goodness, beauty, liberty, equality, and justice. One of them is equality which has an influence on citizen engagement in electronic government. Equality in public services through e-Government means that all people have the same access and opportunity to use these services and get the same benefits in governance. This is to ensure that no citizen is marginalized in using e-government services and to encourage active participation from community groups. Equality in e-government ensure that all citizens can get benefit from e-government services and have the opportunity to participate in the process of democratization and community development (Rose et al., 2015).

Ethics and morality play an important role in citizen engagement in e-government. When governments use technology to interact with citizens, it is important to ensure that it is done with a high level of ethics and respect for moral values. In public service, ethics is the philosophy and professional standards or right rules of conduct that should be obeyed by public service providers or public administration (Denhardt, 1988, in Istiyadi 2006:61). Ethics and morality mean that public services provided electronically must still uphold

the principles of ethics and morality such as developing clear policies and guidelines on the use of e-Government that are fair, transparent, and responsible. Ethics and morality play a role in ensuring transparency and accountability in e-government processes. Governments must be held accountable for actions and decision take through e-government platforms. In addition, ethics and morality must be carried out in a fair, safe and transparent, and responsible manner. This will help trust between government and society and ensure the effectiveness of e-government services in serving the needs of society as a whole (Andri, 2020).

In citizen engagement in e-government there is an influence on the transfer of ideology. This occurs when the government uses e-government platforms influence or direct citizens views and behavior in accordance with ideology they adhere to. In this case, it is important to ensure that the use of e-government by the government is not misused to influence or manipulate citizens according to political ideology or personal interest (Wahyudi ,2018). This will help ensure that citizen engagement in e-government is carried out in a way that is fair, transparent, and respects democratic values, individual freedoms, and respects the diversity of views and values in society (Habibie, 2019).

Based on the description that has been presented regarding electronic-based government services, the author is interested in studying how citizen engagement in electronic-based government services in Sleman Regency. Therefore, further observations and study are needed regarding citizen engagement in electronic-based government services in Sleman regency. On

this basis, the author took the title “The Influence of Equality, Ethics and Morality, and Ideological Alignment on the Citizen Engagement in Electronic Government Services: A Case Study in *Mal Pelayanan Publik* Agency Sleman Regency 2023”.

## **1.2 Research Question**

Based on the background that has been described, the research question in this study is to what extent the influence of equality, ethics and morality, and ideological alignment on citizen engagement in supporting electronic-based public services in Sleman Regency in 2023?

## **1.3 Research Objective**

The purpose of this study is to determine how the influence of equality, ethics and morality, and ideological alignment on citizen engagement in supporting electronic-based public services in Sleman Regency in 2023.

## **1.4 The Significant of Research**

This research is expected to provide theoretical and practical benefits, namely:

### **1.4.1 Theoretical Benefits**

1. Improve understanding of the factors that influence citizen engagement in e-Government services, especially in providing in-depth understanding of equality, ethics and morality, and ideological alignment in citizen participation in public services.

2. Adding to the academic literature on public services and citizen engagement, so that it can be a reference for other researcher and academics who are interested in this topic.

#### 1.4.2 Practical Benefits

This research is useful for Sleman Regency Government policy in designing more effective strategies and policies in developing electronic-based government services.

### **1.5 Literature Review**

Previous studies related to citizen engagement in e-Government services in support of electronic-based public services in Indonesia can be classified as follows:

1. Pribadi (2023) with the research title “Impact of Organizational Structure and Culture on E-Government Implementation: A Survey of Local Government Employees in Yogyakarta Special Region, Indonesia” using a survey data-gathering approach and a purposive sample technique. The results showed that organizational structure and organizational culture influence e-government implementation. Organizational structure and organizational culture have a positive and significant effect on the application of e-government, although some aspects generate no effect at all.
2. Pribadi and Iqbal (2022) with the research title “Electronic Government in Social Sciences: A Literature Review” using the scopus database and Nvivo



12 plus to research and analyze data. The results show that public administration model, citizen trust and expectation, and information system transparent which influence the implementation of e-government services. Beside that, the implementation of ICT has had an impact on data quality and efficiency, service effectiveness, and citizen participation in the public policy process. In addition, there is a impact of implementing e-government on data quality, efficiency and effectiveness, as well as public participation in the policy-making process. There are perspective administrative (e-government in government bureaucratic readiness), economic outlook (impact e-government on the development of the business world), and political perspective (issue of power in e-Government).

3. Dyah and Herman (2023) with the research title “Optimizing the Role of ICT and Citizen Participation: Analysis of Smart City Governance Implementation in Jakarta, Indonesia and Kuala Lumpur, Malaysia” using a qualitative research method with Nvivo 12 Plus software for data analysis. The result show that the use of ICT in smart city governance in Jakarta and Kuala Lumpur has increased community participation through social media and government application, especially twitter. There is a significant impact to community participation in increasing transparency and the quality of public services and to ensuring inclusive community participation and addressing access gaps with use digital inclusion.

4. Wulansari and Inayati (2019) with the research title “Faktor-faktor Kematangan Implementasi e-government yang Berorientasi kepada Masyarakat” using a qualitative grounded theory approach. The results showed that there are three dimensions of measuring the maturity of community-oriented e-Government, namely institutions (culture and community-oriented policies), interactions (community participation and government employees), and online services (functionality, reliability, ease of use, and system integration).
  
5. Suryanegara (2019) with the research title “Reformasi Birokrasi dan Pemenuhan Hak Warga dalam Mengakses Pelayanan Publik melalui Mal Pelayanan Publik”. The results showed that with the presence of the Public Service Mal which is implemented one door in an integrated manner to serve various administrative services, licensing services can be organized in an excellent, effective, and efficient manner.
  
6. Nugraha (2018) with the research title “E-Government dan pelayanan publik e-Government di Pemerintah Kabupaten Sleman” conducted research using descriptive qualitative methods. The results showed that the implementation of e-government public services in Sleman Regency was not optimal. This is due to the absence of a legal umbrella that especially regulates, in addition to the different budget allocations for each OPS, the low literacy of employees, especially senior employees of the Sleman

Regency Government, and Sleman government e-Government managers already understand the importance and benefits of information technology applications in public services.

7. Habibie (2019) with the research title “Citizen-centric E-Government Pelayanan Publik” examines using a literature review approach. The results showed that citizen centric can be used as an illustration in seeing idea management for the community regarding e-Government. Citizen-centric e-Government provides a great opportunity to determine the direction of policy according to the wishes of the community for the government and provides an opportunity for the community to take part in the government system, so as to realize a more democratic government system. Critical opinions and input from the public need to be used as as mirror in understanding the weaknesses and shortcomings of the bureaucracy that can improve public services.
8. Wicaksono (2018) with the research title “Dilema Implementasi E-Government: Analisis Partisipasi Masyarakat Petani di Kabupaten Gunung Kidul” research using exploratory descriptive research methods. The results showed that the characteristics of the people of Gunung Kidul Regency, the majority of whom work as farmers and have community characteristics, are still an obstacle to the process of developing e-Governemnt. This existence of aspects played by certain actors makes it difficult to predict the

independence of the community in accessing public services. Moreover, changes in the characteristics of society in general due to advances in digital information technology in everyday life have caused a shift in the way people use the internet. In addition, the lack of change in the use of information media technology is also an obstacle for the people of Gunung Kidul in realizing e-Government.

9. Twizeyimana and Andersson (2019) with the research title “The Public Value of E-Government – A Literature Review)” examined using the literature review method. The results showed that there are six dimensions of the public value of e-Government and the main work indicators, namely improving public services, increasing administrative efficiency, increasing ethical behavior and professionalism, increasing trust and confidence in government, and increasing social value and welfare. The six dimensions are generalized into three main dimensions, namely improving public services; improving administrations which includes improving administrative efficiency, open government (OG) capabilities, and increasing ethical behavior and professionalism, and increasing trust and comfort in government.
10. Arief and Yunus Abbas (2021) with the research title “Kajian Literatur (Sytematic Literature Review): Kendala Penerapan Sistem Pemerintahan Berbasis Elektronik (SPBE)” conducted research using a systematic literature review (SLR) based on the ktichenham method. The results

showed that there are seven categories of obstacles in implementing e-Government, namely (1) IT infrastructure related to ICT and internet access coverage, (2) human resources relying on the ability of humans to hone their own abilities (3) policies/legislation regarding strategic plans and policies that are inadequate, (4) politics such as lack of political support for e-Government system policies, (5) economic includes funding that has an impact on the sustainability of e-Government projects, (6) geography on regional differences, and (7) culture such as discipline or the way people view work.

11. Lestari, Nugraha, and Fauziah (2019) with the research title “Pengembangan E-Government melalui Layanan Aspirasi Masyarakat di Dinas Komunikasi dan Informatika Kabupaten Magelang” conducted research using qualitative research methods with a case study approach. The results showed that there are three aspects of community aspiration services developed through e-Government at the Communication and Information Office (Diskominfo) of Magelang Regency, namely budget limitations which have an impact on the lack of evenly and continuously socializing community aspiration services, limited technological infrastructure such as networks and computers at the Communication and Information Office (Diskominfo) of Magelang Regency which often experience problem, and limited human resources.

12. Maulani (2020) with the research title “Penerapan Electronic Government dalam Peningkatan Kualitas Pelayanan Publik (Studi Kasus Program E-Health di Kota Surabaya)” conducted research using qualitative methods using literature studies. The results showed that the Surabaya City E-Health program can improve public quality services. E-Health has simple features that can be accessed through E-Kios and can also use the internet anytime or anywhere, security features with data recovery that can make it easier for people to use it. However, there is no helpdesk feature to help the community.
  
13. Istyanto and Nasrulloh (2019) with the research title “Disruptif Teknologi E-Government terhadap Pelayanan Publik Tradisional Masyarakat Surabaya di Era Industri 4.0” conducted using research methods through descriptive, causative, and quantitative approaches. The results showed that Surabaya people still use traditional public services with a fairly high condition, this is due to the inherent traditions of the Surabaya people who are still ingrained, the lack of understanding of the use of technology due to constraints of old age, low digital literacy of the community, and also people who believe more in the quality of information obtained by coming directly to the office.
  
14. Safriasnyah (2021) with the research title “Tantangan Pelayanan Publik Berbasis Sistem Informasi di Era Revolusi Industri 4.0” conducted research

using qualitative methods. The results showed that there are two main obstacles in public services, namely space limitations such as limited public service offices that are difficult to reach distant areas dan time limitations regarding service operating hours. In online-based publics services, the main problem is the limitations on infrastructure such as internet networks and telephone networks that have an impact in remote areas that are difficult to reach. Remote areas must be a major concern, so that all people in remote areas can still experience public services.

15. Irawan (2018) with the research title “Sistem Pelayanan Publik Berbasis E-Government pada Pemerintah Daerah Kabupaten Merauke” conducted research using qualitative research methods. The results showed that e-Government in Merauke regency as as driving force in online-based public services has not fully run well. There are several things that become obstacle in running e-Government namely, the lack of of government socialization to the public regarding e-Government services, the lack of human resources in developing e-Government and infrastructure resources covering geographical areas, as well as the lack of public awareness of e-Government due to the mindset and cultural attachment that is still traditional.

16. Antoni et al. (2021) with the research title “Pengembangan Infrastruktur Jaringan untuk Meningkatkan Pelayanan Publik di Kota Palembang” conducted research using the Top-down Network Design Approach method.

The results showed that public service facilities in several areas of Palembang City were still minimal due to the geographical conditions of Palembang City itself. In improving online-based public services, it is necessary to develop network infrastructure design in each region, so that online-based public services can be felt by all communities, especially the suburban areas of Palembang City which are difficult to access public services.

17. Ma and Zheng (2019) with the research title “National e-government performance and citizen satisfaction: a multilevel analysis across European countries” conducted research by testing hypothesis in European countries. The results showed that there are three main indicators in e-Government performance namely, the E-information, E-service, and E-participation. The three indicators have a positive relationship between public satisfaction and e-Government performance, the difference is the magnitude and significant of the relationship in each indicator which is different. In addition, the relationship between E-services performance is more profound than E-information and E-participation which can meet public expectations.
18. Malodia et al. (2021) with the research title “Future of e-Government: An integrated conceptual framework” conducted research using qualitative research methods. The results showed that the most significant main factor in influencing the success of e-Government is citizen orientations, followed



by technological orientations and channel orientation. In addition, there are also several barrier to the success of e-Government, namely the digital divide, economic growth, and political stability.

Based on previous studied and research, it can be concluded that the research has paid less attention to the factors (variables) of equality, ethics and morality, and ideological alignment. Castelnovo Simonetta (2007) stated that e-Government can increase public trust through public participation, increase transparency, and provide greater control to the public regarding government policies. There are six moral values that apply to the public (six great ideas) namely, truth, goodness, liberty, equality, and justice (Keban, 2008). In addition, Rose et al. (2015) stated that ethical behavior and professionalism are also an important part of government policy.

This research is different from previous research studies Wulansari and Inayati (2019), Suryanegara (2019), Nugraha (2018), Habibie (2019), Wicaksono (2018), Twizeyimana and Andersson (2019), Arief and Yunus Abbas (2021), Lestari et al. (2019), Maulani (2020), Istyanto and Nasrulloh (2019), Safriasnyah (2021), Irawan (2018), Antoni et al. (2021), Ma and Zheng (2019), dan Malodia et al. (2021). This research focuses on the factors (variables) of equality, ethics and morals, dan ideology alignment that are thought to influence citizen engagement in supporting e-based public services.

## **1.6 Theoretical Framework**

This research adheres to the theory of political theory. Political theory can influence citizen engagement in government e-services indirectly (Ahn and Bretschneider, 2011). This theory suggest that active citizen participation can influence the delivery of public services. It assumes that the higher the level of citizen participation in government decision including through e-Government services, the more effective the government will be (Heeks and Bailur, 2007). This theory provides an understanding of the factors that influence citizen engagement in e-Government services and the variables that influence citizen engagement.

The role of political theory includes: (1) (Arnstein, 2017) power and authority where political theorists investigate who holds power, how power is exercised and accounted for. (2) trust (Twizeyimana and Andersson, 2019) in government where political theory affects the level of citizen trust. Citizens will trust e-Government services more with citizens who believe in the government's adherence to democratic principles and the rule of law. (3) economic, social, and political equality (Hansson, 2022). (4) ethics and morality (Gajendra, Xi, and Wang, 2012). (5) ideological alignment, this can affect citizen engagement in e-Government services. For example, citizens who subscribe to democratic political theories may be more inclined to actively engage with e-Government services such as using digital tools for citizen participation.

### 1.6.1 Citizen Engagement in Electronic Government Services

Arnstein (2017) defines public participation as a level of participation that ranges from manipulation to full control, with the aim of empowering people in decision making. This decision making in citizen engagement can affect them directly. In public engagement citizens can play an active role in designing, implementing, and evaluating public policies (Fung and Wright, 2001). Public participation is the involvement of citizens in decision making processes that involve negotiation, compromise, and exchange of opinions.

According to Noveck (2017), citizen engagement in electronic public services is the process by which information and communication technologies are used to enable citizens to participate in the planning, decision making, and implementation of public policies. Citizens take an active role through digital platforms to provide input express opinions, and participate in decision making processes related to public services (Coleman and Norris, 2011). Through online platforms, citizens provide feedback, share information, and contribute to the planning and implementation of public policies. Citizen engagement in electronic public services aims to increase participation and service effectiveness.

Peixoto (2013) defines citizen engagement in electronic public services as the active involvement of citizens through online platforms to collaborate with the government, share knowledge, and take part in decision making processes related to public services. The community plays an active role and also has a role in monitoring, evaluating performance, and formulating

public services policies in a transparent and accountable manner and in accordance with the needs and expectations of the community (Hadi, 2020). In its implementation, there are several factors for citizen engagement in online based public services, namely:

1. Accessibility, online based public services must be easily accessible to all citizens, including those with physical or technological limitations (Arief et al., 2021).
2. Active engagement, citizen participation in online based public services involves active interaction with the platform or application provided by the government, this includes providing feedback, submitting request or complaints, participating in surveys or polls, and sharing information or experiences (Wulansari and Inayati, 2019).
3. Transparency and accountability, citizens should have clear and easy to understand access to information about available online-based public services, including requirements, procedures, and related policies (Suryanegara, 2019).
4. Technology support, online based public services must be supported by reliable and secure technology, including stable network infrastructure, personal data protection, cybersecurity, and adequate technical support for citizens who experience difficulties in using the technology (Antoni et al., 2021).

5. Responsive to citizen needs, online public services should be design and tailored to citizens needs and preferences such as personalization, flexibility in access time and location, and the ability to provide feedback or report issues (Wulansari and Inayati, 2019).
6. Education and digital literacy, citizens need to have sufficient digital knowledge and skills to utilize online based public service must be available and accessed by all citizens (Malodia et al., 2021).

#### 1.6.2 Equality

John Rawls (1974), defines equality as a principle that states every individual has an equal right to obtain benefits and opportunities in society. In addition, people also have the same right to a decent life, including political freedom, education, health, and adequate social life. Every individual has equal access to resources and opportunities, and has ability to choose and make decision freely. According to John Stuart Mill in (Hansson, 2022), equality is a principle that states that every individual has the same right to be recognized and respected as an independent and equal human being in society.

There is a social equity theory that emphasized the importance of fairness and justice in distributing resources and opportunities in society. In the context of e-Government services, it suggests that all individuals should have equal access to and benefit from online public services, regardless of their socio-economic background, gender, race, or other characteristics. In

addition, capability approach which developed by economist Amartya Sen in (Cohen, 2023), emphasizes the importance of individuals capabilities to function and achieve well-being. In the e-government services, this is focuses on enabling individuals to access and effectively use online public services, thereby enhancing their capabilities to participate in society and improve their quality of life.

e-government service equality is a second-order construct measured by eight sub-dimensions, namely system quality, reliability, security, accessibility, information quality, service capacity, interactivity, and responsiveness. Li and Shang (2020) within the equality framework, there are several relevant indicators, including:

1. Physical accessibility includes the extent to which online public services are accessible to individuals with physical limitations, such as the use of user interfaces that are friendly to those with visual or hearing impairments.
2. Technological accessibility covers the extent to which individuals have access to the technological devices and infrastructure required to use online public services through the level of internet or mobile device penetration in a region or the level of ownership of technological devices by individuals.
3. Equality in providing information provided in online based public services is easy to understand and accessible to all individuals, including those with literacy or language limitations.

4. Equality in service covers the extent to which individuals are treated fairly and equally in online public services, without discrimination based on race, religion, gender, and other factors.
5. Equality in participation encompasses the extent to which all individuals have equal opportunities to participate in online public services, either through providing feedback or complaints, or through participation in decision making.

### 1.6.3 Ethics and Morality

Immanuel Kant in “Fundamental of Ethics” defines ethics as moral obligation that is universal through right action and done based on moral obligations that is not depend on consequences or individual intentions where reason needs to be used in behavior. Aristotle argues that ethics is the study of virtue and how to achieve it that humans should live according to the ultimate goal of good, which is true happiness. Lawrence Kohlberg in his theory of moral development focuses on the stages of individual moral development and morality develops along with individual cognitive development and through consideration of universal values. The Department of Cultural Education (1988), quoting from Lemhamnas RI, defines ethics into three references, namely a science that studies what is good and bad, as well as moral rights and obligations (morals); a collection of values related to morals; and the values of right and wrong adopted by individuals or society.

Ethics and morality focus on questions of what is right and wrong, good and bad, and how we should act in our daily lives. Ethics emphasizes the importance of being a good person and having good moral traits, such as honesty, integrity, and courage (Rawls, 1974). It also corresponds to good moral traits, such as wisdom, courage, and generosity. Ethics and morality play an important role in ensuring integrity, fairness, and public trust in government and public institutions. Ethics are concerned with the moral principles that govern the behavior of public official in carrying out their duties.

Professional standards or right rules of conduct are known in the world of public services as ethics, which is defined as moral philosophy or values (Andri, 2020). This ethics should be obeyed by public service providers such as behaving well, being friendly and having to comply with the code of ethics in each agency. In the context of public services, it is important to have a clear and consistently applied ethical framework. This can be done through a code of ethics or code of conduct that regulates the behavior of public officials. Ethics and morality in public service are the responsibility of individuals and the institutions and systems that support them. Public institutions must ensure compliance with ethical principles.

#### 1.6.4 Ideological Alignment

Ideology is a set of beliefs, values, ideas, or worldviews that form the basis of a person's or group's thoughts or views on society, politics, and other values (Brown, 2020). Ideology involves understanding how certain



belief and values shape the way one understands the world, views social, and political issues, and influences one's actions and decisions.

In the political context, ideology is often used to refer to a system of thought or political views that become the basis for political parties or governments in determining goals and strategies and influencing public policies, government structures, and various aspects of people's lives in general (Pramono, 2018). There is ideological alignment among coalition parties in coalition agreements that can influence the resulting policies (Pramono, 2018).

In a research conducted by Coleman & Norris (2011), it was found that ideological alignment between government and society can increase citizen's satisfaction with democracy. This also brings political ideology can affect public support for government spending (Rudolph & Evans, 2005). In addition, ideological compatibility between political parties and implemented policies can influence policies in government and can affect the level of political participation (Brown, 2020).

The influence of information technology in the alignment of ideology can affect the behavior and belief of individuals and organizations (Malodia et al., 2021). It emphasizes that the use of information technology can change the way individuals and organizations think, act, and interact. In the context of ideological alignment in online based public services, this theory can be used to analyze how the implementation of online based public services can

affect the values, norms and beliefs that exist in public services. In addition, online based public services can be used as a tool of power and control that can be used by governments or institutions to influence society (Rose et al., 2015).

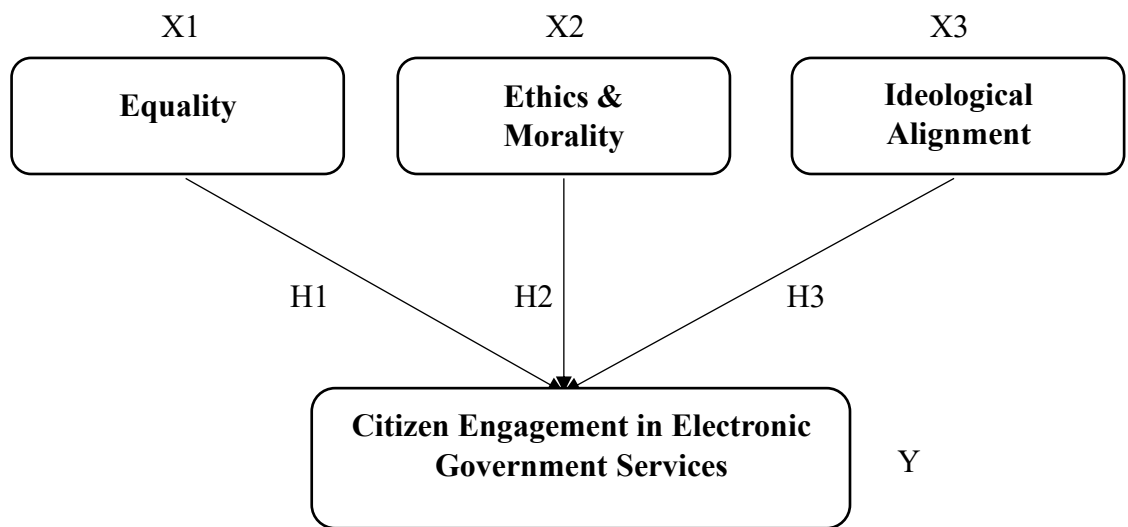


Figure 1.1 Theoretical Framework

### 1.7 Hypothesis

According to Sugiyono (2013), a hypothesis is a statement proposed as a temporary answer to a research question, which describes the relationship between variables to be studied. Hypothesis can also be predictions about the relationship between variables in research that will be tested through data collection and statistical analysis. The hypothesis in this study namely:

Ha : Equality positively and significantly affects citizen engagement in government services.

Ha : Ethics and morality positively and significantly affect citizen engagement in government services.

Ha : Ideological alignment positively and significantly affects citizen engagement in government services.

## **1.8 Concept and Operational Definitions**

### **1.8.1 Concept Definition**

#### **1.8.1.1 Citizen Engagement in Electronic Government**

Citizen Engagement in Electronic Government services refers to the involvement and participation of citizens in the use and improvement of digital platforms by government for public services. this includes activity such as providing feedback, submitting online forms, participating in online discussion, and utilizing government apps and websites to access information and services.

#### **1.8.1.2 Equality**

Equality refers to the principle that every individual has equal rights and deserves to be treated fairly and equally regardless of their race, religion, gender, and socio-economic background. Equality also includes the elimination of discrimination and structural injustices that may exist in society. In the context of governance, the concept of equality means ensuring that all citizens have equal access to public services, opportunities, and legal protection. Governments are responsible for ensuring that no

discrimination occurs in the provision of public services and that government policies and programs are designed to strengthen equality in society. The goal is to create an inclusive, fairness, and equitable society where all individuals have equal opportunities to develop and participate fully.

#### 1.8.1.3 Ethics and Morality

Ethics is the study of what is considered good and right, and the principles that govern human behavior. Ethics includes consideration of the values, norms, and moral standard that individuals or groups should adhere to in their interactions with others. Morality refers to the system of values held by individuals or groups in determining good or bad actions. Morality includes views on what is considered right or wrong, good or bad, and guides individual behavior in various situations. In public services, ethics and morality are important to ensure that public services are conducted with integrity, honesty, and responsibility.

#### 1.8.1.4 Ideological Alignment

Ideological alignment refers to the principle embraced by everyone involved in cooperation that are in line with and do not conflict with each other. In citizen engagement, ideological alignment refers to the values, principles, and goals adopted by the government in implementing e-government in line with ideology adopted by the citizen. Ideology alignment changes the way

individuals and organizations think, act, and interact in public services.

## 1.8.2 Operational Definition

### 1.8.2.1 Citizen engagement indicators includes:

1. Access to information
2. Service delivery
3. Feedback and participation
4. Participatory governance

### 1.8.2.2 Equality indicators includes:

1. Inklusi digital
2. Affordability of internet access
3. Digital literacy and skills

### 1.8.2.3 Ethics and morality indicators include:

1. Ethical communication
2. Information dissemination
3. Anti-corruption

### 1.8.2.4 Ideological alignment indicators include:

1. Policy consistency and alignment
2. Inclusivity and representation

## **1.9 Research Method**

### **1.9.1 Research Type**

This research aims to explain the influence of equality, ethics and morality, and ideological alignment on citizen engagement in supporting electronic-based public services in Sleman Regency in 2023 by conducting survey research. Survey research is a research method that is carried out by collecting data from respondents who represent a certain population through questionnaires or interviews (Hardani et al., 2020). The purpose of survey research is to collect representative data about opinions, attitudes, behaviours, or certain characteristics of a larger population.

### **1.9.2 Population (N) and Sample (n)**

According to Hadari Nawawi, population is the entire research object consisting of humans, objects, animals, plants, symptoms, or events as a source of data that has certain characteristics in a study. Amin, Garancang, and Abunawas (2023) define a sample as a small portion of the population selected to represent the population as a whole. This sample is selected using appropriate sampling techniques in order to provide results that are representative of the larger population. Sampling technique is a technique used in sampling which aims to determine the sample to be used (Sugiyono, 2013).

In this research, the population is all stakeholders who participate in the process of citizen engagement in the Public Service Mal to Support electronic-based public services in Sleman Regency, Daerah Istimewa

Yogyakarta in 2023. Sampling used the Slovin formula with a significant level of 10%. Data in Sleman regency shows that the population of stakeholders in citizen engagement in the Public Service Mal in supporting electronic-based public services in Sleman Regency is 3000 people in November 2023.

The sample in this research used the Slovin formula with:

$$n = \frac{N}{1 + Ne^2}$$

Description:

n = Sample size

N = Population size or number of elements in the population

e = Precision value or predetermined significance level

The sample size was calculated using the Slovin formula, namely:

$$n = \frac{3000}{1 + 3000 \times 10\%^2}$$

$$n = \frac{3000}{31}$$

$$n = 96,77$$

So, the sample size in this study was 96,77 with rounding up to 97 people which distributes use random sampling who participate in citizen engagement in the Public Service Mal in Sleman Regency, Daerah Istimewa Yogyakarta in 2023.

### 1.9.3 Data Collection Technique

According to Sugiyono (2013), data collection technique is a method used to collect data that will be studied by researchers. In this research, the data collection technique is a questionnaire. Questionnaires are data collection techniques that contain a number of questions that are systemically arranged to obtain information from respondents (Sugiyono, 2013). So, this research distributes questionnaires to stakeholders who participate in the process of citizen engagement in the Public Service Mal in supporting electronic-based public services in Sleman regency. The questionnaire was made in the form of a combination of google forms delivers to respondents electronically and in the form of print-outs delivers to respondents manually.

The sampling in this research was carried out random sampling technique. According to Hardani, et al. (2020) random sampling technique is a random sampling technique that is carried out by randomly selecting people of the population without regard to certain characteristics or criteria. By using this technique, each member of the population has an equal chance of being selected as part of the sample, so as to reduce bias and ensure diversity in the sample.

This means that researcher distributed questionnaires to stakeholders who participating in the Public Service Mal in Sleman Regency by randomly selecting 97 respondents or visitors regardless of certain characteristics. Researcher distributed questionnaires from December 5, 2023 to December 28, 2023.



In addition, researcher also complement data collection techniques with interview and documentation techniques. Researcher conducted interviews with Sub-Coordinator of Investment Group 1 Public Service Mal Sleman Regency and documentation about Public Service Mal Sleman Regency.

#### 1.9.4 Research Instruments and Data Measurement

According to Sugiyono (2013), research instruments are tools or media used to collect data in research. This study used an instrument in the form of a closed questionnaire. Closed questionnaire according to Sugiyono (2013) is a type of research instrument consisting of questions with predetermined answer choices.

Data measurement is the process of collecting data using valid and reliable research instruments (Sugiyono, 2013). This study uses a Likert scale for data measurement. The likert scale is used to determine the response of the respondents sampled in this research namely, 1 strongly disagree (very untrue in reality), 2 disagree (not true in reality), 3 neutral (somewhat trues in reality), 4 agree (true in reality), and 5 strongly agree (very true in reality).

#### 1.9.5 Data Analysis Technique

According to Sugiyono (2013) data analysis techniques is the process of processing data that has been collected to obtain information that is relevant to the research objectives. This research uses Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the data.

PLS-SEM is a statistical method used to test the relationship between variables in a conceptual method (Ghozali, 2012). PLS-SEM in this study is to calculate validity and reliability and test regression and hypothesis. Validity is the level of validity of a research instrument in measuring the concept or variable under study (Sugiyono, 2013). Reliability is the level of a reliability of a research instrument in measuring the concept or variable under study (Sugiyono, 2013). Regression test is a statistical technique used to test the relationship between one independent variable and one dependent variable (Sugiyono, 2013). Hypothesis testing is a statistical technique used to test the correctness or validity of a research hypothesis.

Statistical analysis of the data collected in this research using SmartPLS software. SmartPLS is software used to perform statistical analysis in the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. SmartPLS is used to test hypothesis and relationship between variables and produce output that can be used to make conclusions and practical implications. Descriptive analysis is used to see the characteristics of the sample and SEM-PLS analysis to test the hypothesis and the relationship between variables.

In addition, the results of the study were also analyzed using descriptive statistical tests. Descriptive statistics are used to describe data in a concise manner so, that it easier to understand the characteristics of the data and make relevant conclusions by finding means, median, mode,

standard deviation, variance, and percentage calculations (Icam Sutisna, 2020). In this research, analyze the data by finding the mean value using the formula:

$$\bar{X} = \frac{\sum Xi}{n}$$

Description:

$\bar{X}$  = Mean Average

$X$  = *Data Valued*

$n$  = Amount of Data

After getting the average value, the next assessment is used to determine the assessment category by determining the class interval distance with the formula:

$$Interval = \frac{Max - Min}{n}$$

Description:

Max = Maximum Score in the questionnaires

Min = Minimum Score in the Questionnaires

$n$  = Number of Classes

$$Interval = \frac{Max - Min}{n}$$

$$Interval = \frac{5 - 1}{5}$$

$$Interval = 0,80$$

After getting the class interval distance results, then determine the classification of mean score categories and get the following results.

Table 1.1

## Index Score Assessment

| <b>Mean Score (Index Score)</b> | <b>Category</b> |
|---------------------------------|-----------------|
| 1,00 – 1,80                     | Very Not Good   |
| 1,81 – 2,60                     | Not Good        |
| 2,61 – 3,40                     | Enough          |
| 3,41 – 4,20                     | Good            |
| 4,21 – 5,00                     | Very Good       |

*Source: Primary Data Processing, 2024*

To determine how the extent influence the independent variable on the dependent variable, data analysis is used by looking at the R-square value. There are three categories in the R-square assessment namely, weak, moderate, and strong categories Ghozali (2012). The weak category is at a value of  $<0.33$ , the moderate category is at value  $0.33-0.67$ , and the strong category is at value of  $>0.67$ .