

Digital-Based Public Service Innovation in Improving the Quality of Government Administration Services

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Abstract

Public service innovation has become a critical strategy for improving the quality and efficiency of administrative services in government institutions. The increasing complexity of public needs requires governments to adopt innovative approaches in delivering public services. Digital-based public service innovation is considered an effective solution to enhance service accessibility, transparency, and administrative efficiency. This study aims to analyze the role of digital-based innovation in improving the quality of public administrative services and to examine factors influencing the success of digital public service innovation. The research uses a qualitative descriptive approach with literature review and policy document analysis. Data were obtained from academic journals, government reports, and previous studies discussing public service innovation and digital governance. The findings show that digital innovation significantly contributes to improving service efficiency, reducing bureaucratic complexity, and enhancing citizen satisfaction with public services. However, the implementation of digital public service innovation still faces several challenges such as limited technological infrastructure, inadequate digital competence among public officials, and unequal access to digital services among citizens. Strengthening institutional capacity, improving digital skills among public servants, and expanding digital infrastructure are important strategies to support sustainable public service innovation.



INTRODUCTION

Public services are one of the main functions of the government in meeting the needs of the community. The quality of public services is an important indicator in assessing the performance of government administration. Therefore, the government is required to continue to improve the quality of public services through various innovative strategies that are able to answer the challenges of the development of modern society.

The development of information technology has provided great opportunities for the government to innovate in public services. Digital-based public service innovations allow the government to provide services that are faster, more efficient, and more accessible to the public. Digital transformation in public services can also help the government in increasing transparency and accountability of government administration.

The concept of innovation in the public sector refers to the development of new ideas, methods, or systems that aim to improve the effectiveness of government services to the public (De Vries et al., 2016). Public service innovation can include various aspects such as the use of digital technology, simplification of bureaucratic procedures, and the development of service systems that are more responsive to the needs of the community.

In the context of modern public administration, public service innovation aims not only to improve service efficiency, but also to improve the quality of relations between the government and the community. Innovative public services can increase public trust in the government and strengthen the legitimacy of government institutions.

In many countries, digital-based public service innovations have become an important part of public administration reform. The government has developed various digital platforms to provide public services online so that people can access government services more easily and quickly.

In Indonesia, public service innovation has also become an important part of the bureaucratic reform agenda. The government has encouraged various government agencies to develop information technology-based public service innovations to improve the quality of services to the community.

However, the implementation of digital-based public service innovations still faces various challenges. One of the main challenges is the limitation of information technology infrastructure in several regions which can affect the effectiveness of the implementation of digital service systems.

In addition, the capacity of human resources in managing technology-based service systems is also an important factor in the success of public service innovation. Government apparatus needs to have adequate digital competence in order to manage the technology-based public service system effectively.

Another challenge is the gap in access to technology in society. Not all people have the same access to digital technology so it can affect the effectiveness of using digital-based public services.

Nevertheless, various studies show that digital-based public service innovations have great potential in improving the quality of public services and strengthening the relationship between the government and the community.

Based on this background, this study aims to analyze digital-based public service innovations in improving the quality of government administration services and identify factors that affect the successful implementation of public service innovations.

METHOD

This study uses a descriptive qualitative approach with a literature study method.

Research data was obtained from various literature sources such as scientific journals, research reports, government policy documents, and academic publications that discuss public service innovation and digital transformation in government administration.

Data analysis is carried out through several stages, namely:

1. Identify relevant literature
2. Classification of data based on research theme
3. Interpretive analysis of the concept of public service innovation
4. Synthesis of research findings to draw conclusions

This approach is used to gain a comprehensive understanding of the role of digital innovation in improving the quality of public services.

RESULTS AND DISCUSSION

The Role of Digital Innovation in Public Services

Digital innovation in public services provides various benefits for the government and society. One of the main benefits is the increased efficiency in the administrative service process. Through the digital service system, people can access government services more quickly without having to go through lengthy bureaucratic procedures.

In addition, digital innovation also allows the government to provide more transparent public services. Information about service procedures and administrative requirements can be accessed openly by the public through digital platforms.

The Impact of Public Service Innovation on Community Satisfaction

Digital-based public service innovations also have a positive impact on the level of public satisfaction with government services. Digital services allow the public to obtain faster and more efficient services so that they can improve the experience of the community in interacting with the government.

In addition, the digital service system can also reduce the potential for inefficient bureaucratic practices and increase transparency in the public service process.

Challenges in Implementing Public Service Innovation

Although it has various benefits, the implementation of digital-based public service innovations also faces various challenges such as limited information technology infrastructure and limited human resource capacity in managing digital service systems.

Therefore, a comprehensive strategy is needed to increase the effectiveness of the implementation of digital-based public service innovations.

CONCLUSION

Digital-based public service innovation is an important strategy in improving the quality of government administration services. Through the use of information technology, the government can provide public services that are more efficient, transparent, and responsive to the needs of the community.

However, the successful implementation of public service innovation is highly dependent on the availability of technological infrastructure, human resource capacity, and the level of community participation in the use of digital services.

Therefore, it is necessary to strengthen the capacity of government institutions and develop digital infrastructure to support the sustainability of public service innovation.

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