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Analysis of Innovation in Electronic-Based Community Satisfaction Survey (E-Sukma) at the Bureau of Organization of the Regional Secretariat of East Java Province

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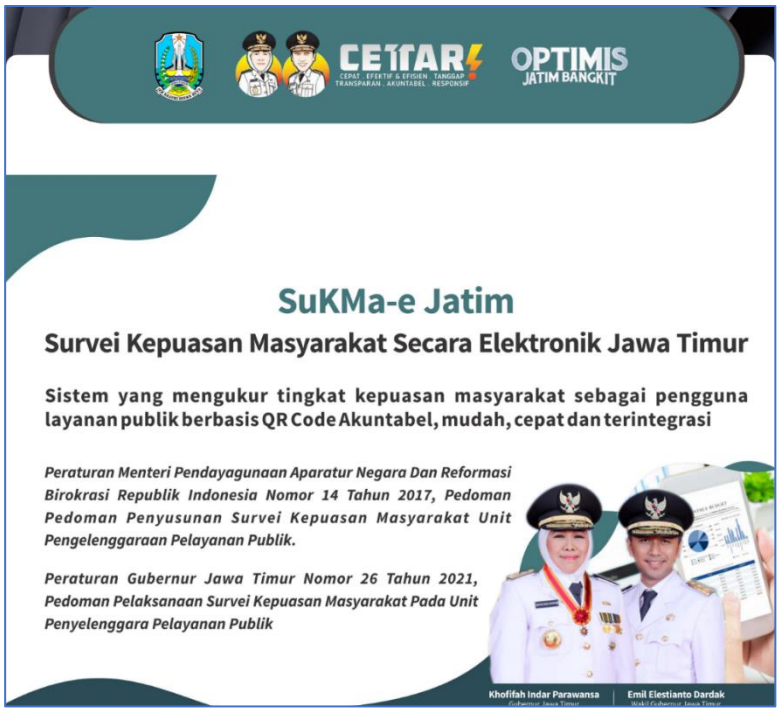
ABSTRACT

This research is descriptive qualitative research with the focus of the research, namely explaining and analyzing the innovation of electronic-based public satisfaction surveys (E-Sukma) at the Bureau of Organization of the Regional Secretariat of East Java Province and identifying and analyzing the inhibiting factors of the implementation of electronic-based public satisfaction survey innovations (E-Sukma) at the Bureau of Organization of the Regional Secretariat of East Java Province. The data in this study were collected using interview, documentation and observation techniques. After the data was collected, the data was analyzed using the analysis technique from Miles and Huberman known as the interactive model. The data that had been collected was tested for data validity using the data source triangulation technique. The results of the study showed that Relative Advantage, E-Sukma offers significant advantages over traditional survey methods. With a digital-based system, data collection becomes faster, more efficient, and more cost-effective. Compatibility, E-Sukma is designed to meet public expectations for faster and more accountable public services. The suitability of this system with the values and experiences of users in East Java is very important to increase its acceptance and effectiveness.

INTRODUCTION

The E-Sukma Jatim innovation is an electronic-based public satisfaction survey system launched by the Organization Bureau of the Regional Secretariat of East Java Province in 2022. This system utilizes QR code technology to collect public feedback on public services, with the aim of increasing transparency, accountability, and responsiveness of local governments. E-Sukma Jatim operates with the principle of high transparency and accountability, allowing for real-time satisfaction measurement. Regulations that support the implementation of this system include the Regulation of the Minister of PAN RB Number 14 of 2017 and the Regulation of the Governor of East Java Number 26 of 2021. The survey results show an increase in the Public Satisfaction Index (IKM) in East Java Province, reflecting good public service performance.

In the context of regional autonomy, Law Number 23 of 2014 emphasizes that regions have the rights, authority, and obligations to regulate and manage government affairs and the interests of local communities. The implementation of the principle of regional autonomy in Indonesia, as stipulated in the 1945 Constitution of the Republic of Indonesia, gives authority to the Regional Government to manage government affairs independently. With the existence of E-Sukma Jatim, the regional government can be more effective in collecting feedback from the community, so that it is expected to improve the quality of public services and become a model for other regions in Indonesia.



Source: East Java Regional Secretary Organization Bureau

Figure 1. Pamphlet for socialization of the introduction of E-Sukma Jatim

The E-Sukma Jatim innovation is a breakthrough introduced by the Organization Bureau of the Regional Secretariat of East Java Province to improve the quality of public services through electronic-based public satisfaction

surveys. Launched in 2022, this system utilizes digital technology, especially QR codes, to make it easier for the public to provide input and assessments of the services they receive. With this approach, the Organization Bureau seeks to increase public participation in evaluating public services, which in turn encourages Regional Apparatus to be more responsive to the needs and expectations of the community. Through E-Sukma Jatim, it is hoped that a positive and sustainable climate of innovation will be created in public services.

One of the outstanding features of E-Sukma Jatim is its ability to measure satisfaction in real-time, which allows public service providers to immediately get feedback from the public and make necessary improvements. In this way, the public feels more involved and has a say in the process of improving the quality of the services they receive, creating a sense of ownership of public services. In addition, this system also encourages active participation of the public in assessing the performance of service providers, by providing easy access to fill out questionnaires via barcodes or links. This not only increases public engagement, but also produces more accurate and representative data on public service satisfaction.

Regulations supporting the implementation of E-Sukma Jatim include Regulation of the Minister of PAN RB Number 14 of 2017 and Regulation of the Governor of East Java Number 26 of 2021, which require all regional apparatuses to use this system in conducting public satisfaction surveys. This policy aims to increase transparency and accountability in public services, as well as ensure that all input from the public can be properly accommodated. In its implementation, the Organization Bureau of the Regional Secretariat of East Java Province acts as the main manager, responsible for supervising and analyzing survey results to improve services. The involvement of various parties in this process shows a shared commitment to improving the quality of public services in the region, making E-Sukma Jatim a model that can be adopted by other regions in Indonesia.

The E-Sukma Jatim innovation is an electronic-based public satisfaction survey system introduced by the Organization Bureau of the Regional Secretariat of East Java Province in 2022. This system utilizes QR code technology to make it easier for the public to provide feedback on public services. With the aim of increasing transparency, accountability, and responsiveness of local governments, E-Sukma Jatim operates on principles that allow for real-time satisfaction measurements. Regulations that support the implementation of this system, such as the Regulation of the Minister of PAN RB Number 14 of 2017 and the Regulation of the Governor of East Java Number 26 of 2021, demonstrate the government's commitment to improving the quality of public services.

In terms of impact, the use of E-Sukma Jatim has shown positive results, with an increase in the Public Satisfaction Index (IKM) in various regional apparatuses. In 2023, the IKM value of East Java Province was recorded at 86.51, reflecting good public service performance. This digital system also provides advantages in terms of time, where users only need about one minute to fill out the survey, much faster than the previous manual method. With this

convenience, it is hoped that more people will participate in providing feedback, so that the data obtained will be more representative.

Data collection for the survey was conducted in busy public service locations, such as hospitals and integrated service units, ensuring that the respondents involved were those who actually used the services. The data processing was carried out systematically, with the survey results sent to the Bureau of Organization and Kemenpan for further monitoring and analysis. The questionnaire used was carefully designed using a Likert scale to measure various elements of service, providing a clear picture of the performance of the service unit to the community.

The success of E-Sukma Jatim can be seen from the increasing number of users and respondents involved in the survey. Over the past three years, the number of users and total respondents has continued to grow, indicating that the public is increasingly aware of the importance of providing feedback on public services. This innovation not only increases government accountability, but also encourages active public participation in the public service evaluation process. With an integrated and data-based approach, public services across all government organizations in East Java can be improved, providing greater benefits to the public. The Organization Bureau of the East Java Provincial Secretariat has a vital role in ensuring good governance and excellent public services. Through the E-Sukma innovation, the Organization Bureau can collect accurate data on public satisfaction, which is then used for service evaluation and improvement. With these steps, the Organization Bureau contributes to creating a more orderly and planned government system which in turn will improve the quality of public services in East Java Province.

LITERATURE REVIEW

Innovation Theory

Innovation is an idea, practice, or object that is considered new by individuals of another unit of adoption (Rogers, 2003). Meanwhile, according to (Damanpour, 2008) explains that an innovation can be a new product or service, new production process technology, new structure and administration system or new plan for members of the organization. In general, it can be concluded that innovation has attributes (Rogers, 2003):

1) *Relative Advantage*
   An innovation must have advantages and added value compared to previous innovations. There is always a new value inherent in innovation that is a characteristic that distinguishes it from others. The level of benefit or usefulness of an innovation can be measured based on its economic value, or perhaps from social status factors (prestige), pleasure, satisfaction, or because it has a very important component. The more profitable it is for the recipient, the faster the innovation spreads.
2) *Compatibility*
   Innovation has a level of conformity of innovation with the values, past experiences, and needs of the recipient. Innovations that do not conform

to the values or norms believed by the recipient will not be accepted as quickly as innovations that conform to existing norms.

3) *Complexity*
   It is the level of difficulty in understanding and using the innovation for the recipient. An innovation that is easy to understand and easy to use by the recipient will spread quickly, while an innovation that is difficult to understand or difficult to use by the recipient will have a slow spread process. For example, rural communities who do not know about the theory of the spread of germs through germs, are told by health counselors to get used to boiling water that will be drunk, because unboiled water if drunk can cause stomach aches. Of course, this invitation is difficult to accept. The easier an innovation is to understand, the faster it will be accepted by the community.
4) *Triability*
   Innovation can only be accepted if it has been tested and proven to have advantages or value compared to the old innovation. So an innovation product must go through a "public test" phase, where every person or party has the opportunity to test the quality of an innovation.
5) *Observability*
   An innovation must also be observable, in terms of how an innovation works and produces something better. An innovation whose results are easy to observe will be accepted more quickly by the community, and conversely an innovation whose results are difficult to observe will take a long time to be accepted by the community.

Public Service Innovation

Innovation in the context of the public sector is defined as the creation and implementation of processes, products, services, and delivery methods that result in significant improvements in the efficiency, effectiveness or quality of outcomes. Dhewanto et al (2014:114) added that "innovation occurs across the spectrum of Indonesian government agencies operating in the public sector, from policy development to program implementation, regulatory approaches to technology use, human resource improvement, and supporting organizational innovation to the provision of new services or improving the quality of existing services."(Mulyawan, 2016). A clear innovation policy is essential to target services provided by both the public and private sectors. Dhewanto et al. (2014:115-116) stated that innovation policy is aimed at producing improvements in quality, efficiency, and increased adaptation to social welfare needs in controlling public service performance.

METHODOLOGY

In this study, the researcher used a descriptive research type with a qualitative approach. Qualitative descriptive research aims to describe what is currently happening and there are efforts to describe, record, analyze and interpret conditions that are happening or exist.(Sukirman, 2021). The selection of the use of descriptive research type with a qualitative approach is considered

most appropriate by the researcher for this study, because the researcher wants to provide an overview and describe the innovation of electronic-based public satisfaction surveys (E-Sukma) at the Organization Bureau of the Regional Secretariat of East Java Province. The focus of this study is to explain and analyze the innovation of electronic-based public satisfaction surveys (E-Sukma) at the Organization Bureau of the Regional Secretariat of East Java Province and to identify and analyze the inhibiting factors for the implementation of electronic-based public satisfaction survey innovations (E-Sukma) at the Organization Bureau of the Regional Secretariat of East Java Province. In conducting this analysis, the researcher used Rogers' innovation attribute theory which explains five attributes that influence the adoption of innovation.

The data sources used in this study are primary and secondary data. To obtain primary data, researchers use methods such as interviews and observations. Secondary data can be obtained by studying various types of documents, namely notes, archives, or records related to the innovation of electronic-based public satisfaction surveys (E-Sukma). This data is supporting data needed in this study. In this study, the data validity test uses data source triangulation, where data from the interview process, observation, and documentation are presented so that conclusions can be drawn. Data source triangulation involves the use of various sources of information to verify the findings obtained. By comparing data from interviews, observations, and documentation, researchers can ensure that the information collected is consistent and accurate.

RESULTS AND DISCUSSION

Innovation of Electronic-Based Public Satisfaction Survey (E-Sukma) at the Organization Bureau of the Regional Secretariat of East Java Province

In this study, the researcher describes the innovation of electronic-based public satisfaction survey (E-Sukma) at the Organization Bureau of the Regional Secretariat of East Java Province with an innovation approach by Rogers. The attributes that can be used in viewing program innovation according to Rogers are Relative Advantage, Compatibility, Complexity, Triability, and Observability. The following is a description of the analysis;

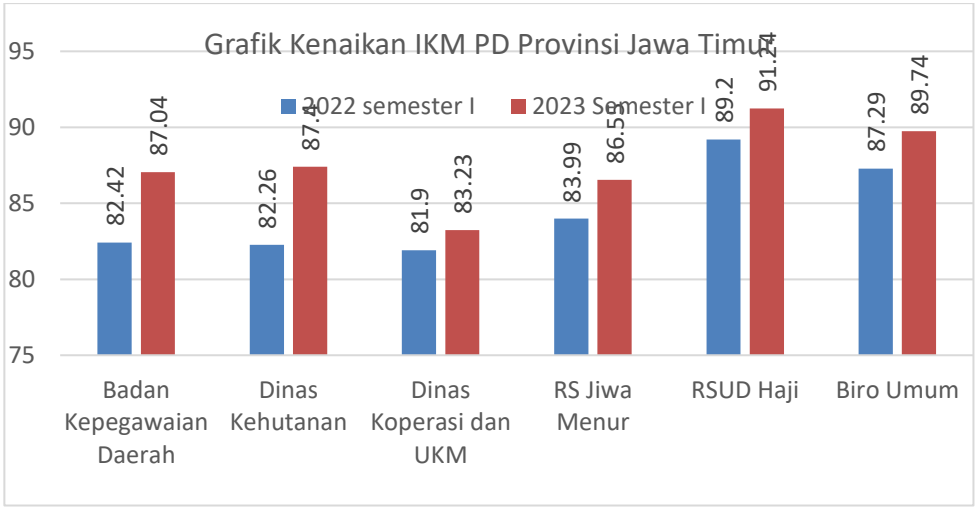
1. *ReIative Advantage*

Relative advantage is an important aspect of innovation that shows added value compared to previous systems, and in the context of the East Java E-Sukma Innovation, this is reflected through the ease and speed of collecting survey data based on QR codes in real time. This system allows agencies to immediately obtain accurate survey results, which are crucial in evaluating public services to assess the suitability of the service process with public expectations. With direct access to public satisfaction data, agencies can quickly identify areas that need improvement, so that the process of evaluating and improving services can be carried out efficiently and continuously. This innovation not only improves the quality of public services, but also encourages agencies to compete and meet public expectations.

Source: Organization Bureau Documentation
Figure 2 Impact of innovation from E-Sukma

The implementation of E-Sukma Jatim as a QR code-based public satisfaction survey system has had a significant impact on the quality of public services in East Java. One of the main impacts is the increase in the Public Satisfaction Index (IKM) which has been recorded as increasing in various regional apparatuses. With measurements carried out in real-time, E-Sukma allows agencies to immediately respond to input from the public, thereby increasing the responsiveness and accountability of public services. This is in line with Rogers' innovation attribute theory, which states that the relative advantages of an innovation can influence its adoption and acceptance by users.

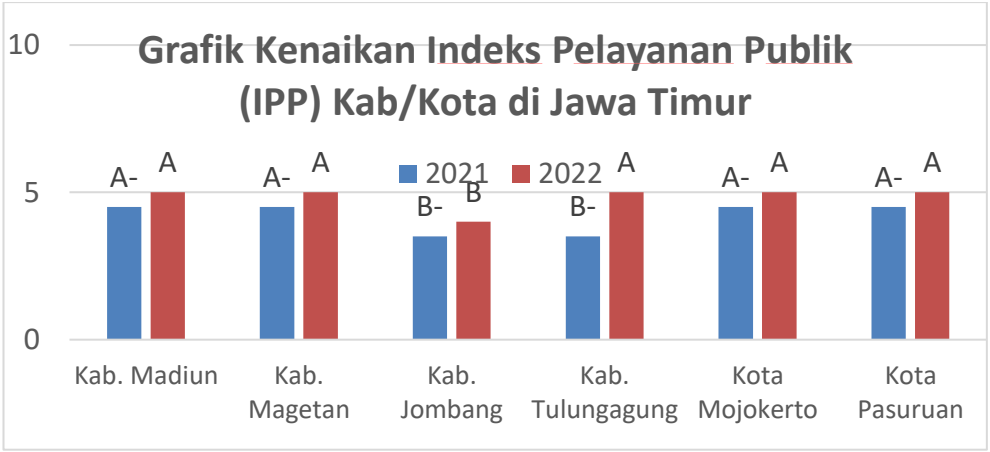
The relative advantage of E-Sukma is evident in the time and cost efficiency it offers. Previously, public satisfaction surveys were conducted manually, took up to 15 minutes and required a large budget for data management. With E-Sukma, users only need about one minute to provide feedback, and the data collection process becomes more integrated and automated. This not only reduces paper usage, but also speeds up the data analysis process, so that agencies can immediately take necessary corrective actions. In addition, E-Sukma also offers a novelty in the form of a suggestion box feature that allows the public to provide input directly and in real time. This feature provides added value that is not available in previous survey systems, which often rely on manual and non-interactive methods. With this feature, the public feels more involved in the public service evaluation process, which in turn can increase their satisfaction and trust in the government. This shows that innovations that have high relative advantage attributes tend to be more accepted and adopted by the public. The positive impact of E-Sukma East Java in improving the quality of public services can be associated with the relative advantage attribute in Rogers' innovation theory. By offering greater efficiency, integration, and interactivity compared to legacy systems, E-Sukma not only meets the needs of the community, but also encourages agencies to continue to innovate and improve their services. This creates a positive cycle where successful innovations are continuously encouraged and adopted, thus improving the overall quality of public services.

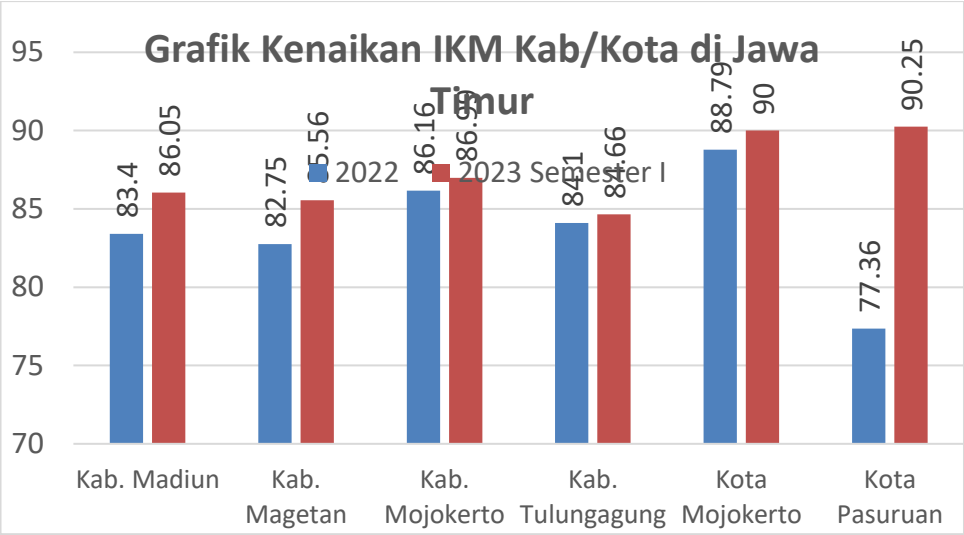


Source: Organization Bureau Documentation

Figure 3: Increase in IKM in OPD in East Java Province

The graph shown in Figure 3 shows an increase in the Public Satisfaction Index (IKM) in several Regional Government Agencies in East Java Province during the first semester of 2022 and 2023. This data reflects the efforts of local governments to improve public services through surveys conducted in real time using the SuKMa application. With this approach, the public can provide direct feedback via mobile phones, which allows for more responsive and data-based decision-making. From the graph analysis, it can be seen that most Regional Government Agencies experienced a significant increase in IKM. For example, the Regional Civil Service Agency and the Cooperative Service showed quite high IKM figures, namely 91.24 and 89.2, indicating that the public was satisfied with the services provided. This increase shows that the implementation of SuKMa has been successful in improving the quality of public services and strengthening relations between the government and the community. Despite the increase, several Regional Government Agencies still showed relatively low IKM figures, such as the Forestry Service with a figure of 76. This shows that there are still challenges that need to be overcome to achieve better public satisfaction. Therefore, it is important for local governments to continue to evaluate and improve services, as well as listen to input from the community in order to improve SMEs as a whole.





Source: Organization Bureau Documentation

Figure 4 Increase in IPP & IKM of Regency/City in East Java Province

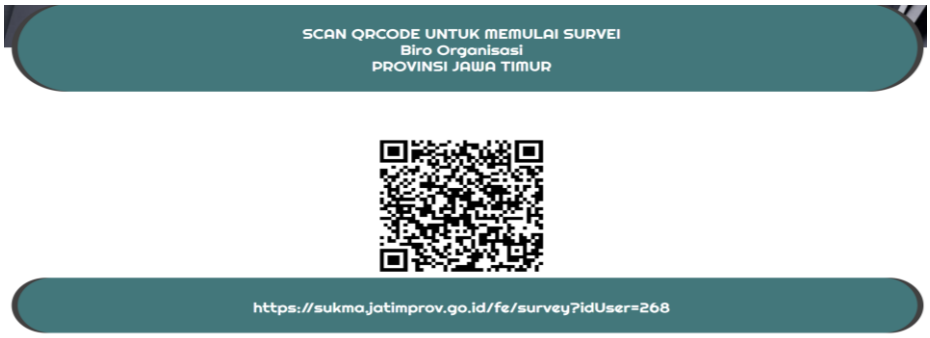
Graph 4 shows the increase in the Community Performance Index (IKM) in several regencies/cities in East Java from 2021 to 2023, showing a significant positive trend. This data covers the regencies of Madiun, Magetan, Jombang, Tulungagung, and the cities of Mojokerto and Pasuruan. This increase can be attributed to the use of SuKMa - e Jatim which allows surveys to be conducted in real time via mobile phones of service users. This shows that technology can increase public participation in providing feedback on public services. The increase in IKM seen in the graph reflects the efforts of local governments to improve the quality of public services. For example, Madiun and Magetan regencies show consistent increases, with IKM values continuing to increase from year to year. This shows that local governments are not only trying to meet service standards, but are also committed to increasing public satisfaction. With SuKMa - e Jatim, the data obtained becomes more accurate and relevant, so that the government can take appropriate steps for improvement. In addition, the use of SuKMa - e Jatim also makes it easier for local governments to manage data and information related to public services. With an integrated system, the government can quickly analyze data and respond to community needs. This not only increases efficiency, but also transparency in the management of public services. The public feels more involved and has a voice in the decision-making process, which in turn increases trust in the government.

From the perspective of the Regional Apparatus Organization (OPD), the existence of SuKMa - e Jatim is very helpful in identifying areas that need to be improved. With more accurate data, OPDs can formulate more targeted policies. They are satisfied with the existence of this system because they can monitor service performance in real-time and conduct better evaluations. This creates synergy between the government and the community in an effort to improve the quality of public services. The graph of the increase in IKM in East Java shows that the implementation of SuKMa - e Jatim has had a positive impact on public services. Increased public satisfaction and support from OPDs are indicators of the success of this system. By continuing to optimize the use of technology in

public services, it is hoped that the quality of services will continue to improve, and the community will increasingly feel the benefits of the policies taken by the local government.

2. *Compatibility*

The aspect of suitability in Rogers' innovation attribute theory emphasizes the importance of innovation that is consistent with user values, experiences, and needs to facilitate faster and more effective adoption. In the context of implementing a QR code-based community satisfaction survey system (E-Sukma) in East Java, the suitability of the system with community expectations for fast and accountable services is crucial. When E-Sukma is designed to meet user needs, such as ease of survey and speed of service, users tend to be more open to accepting and using the system. Therefore, the suitability of innovation to user needs is a key factor in the successful implementation and adoption of new systems in the community.



Source: Organization Bureau Documentation

Figure 5 Electronic Survey QR Code of Organization Bureau

The innovation of E-Sukma Jatim, as a QR code-based public satisfaction survey system, shows high suitability with the needs and context of the community in East Java. The innovation attribute theory by Rogers states that suitability refers to the extent to which an innovation is considered appropriate to the values, experiences, and needs of users. In this case, E-Sukma is designed to provide easy access for the community to provide feedback on public services, which is very relevant to the needs of the community who increasingly want transparency and participation in the service evaluation process.

This system also takes into account the demographic and technological characteristics that exist in the community. By using QR codes, E-Sukma utilizes commonly used devices, namely smartphones, so that people can easily access and fill out surveys anytime and anywhere. This shows that this innovation is not only in accordance with the needs of the community, but also with existing technological developments, thus increasing the possibility of widespread adoption and use of this system. In addition, E-Sukma is also in line with government policies that encourage improving the quality of public services. With the existence of regulations that require the use of E-Sukma in all regional apparatuses, this system becomes an integral part of the government's efforts to improve accountability and responsiveness to the community. This alignment

creates synergy between innovation and public policy, which in turn can increase public trust in the government and the services provided.

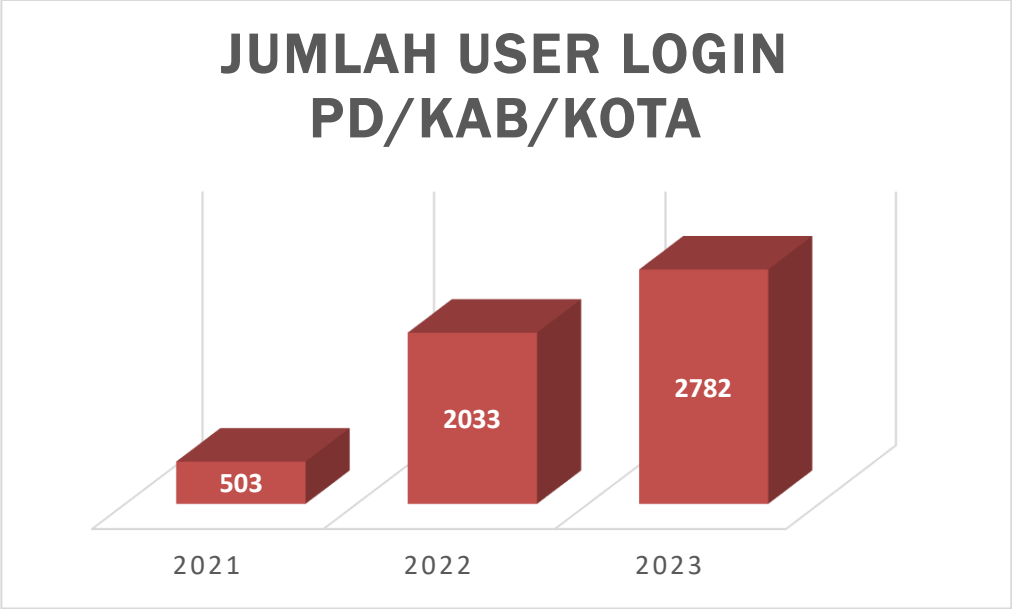
The innovation of E-Sukma in the Bureau of Organization of the Regional Secretariat of East Java Province shows the importance of conformity in improving the quality of public services. The system is designed to meet the expectations and needs of the community, taking into account the values and experiences of users. Thus, E-Sukma does not only function as a technical tool, but also as a relevant solution, creating a sense of connectedness between the community and the government. This is important to ensure that this innovation is considered a response to the community's need for faster and more accountable services. The socialization and training process carried out by the Bureau of Organization also contributed to the conformity of E-Sukma. A transparent and informative approach helped the community understand how the new system works and its benefits, thereby increasing user convenience and trust. With higher participation and constructive feedback, the quality of public services can be improved. In addition, the system's conformity with the existing infrastructure made it easier for employees to adapt, allowing them to focus on their main tasks in providing services to the community. The conformity of E-Sukma to the local context in East Java was critical to the acceptance and effectiveness of the system. By maintaining familiar elements of the old system, the adjustment process was quick and easy. Rapid and responsive feedback from the public also allows government agencies to continually improve and adjust the system, creating a continuous cycle of improvement. Thus, the appropriateness of the innovation not only supports initial adoption, but also ensures that the system remains relevant and effective in the long term, in line with the principles outlined in Rogers' innovation attributes theory.

3. *Complexity*

Rogers' innovation attribute theory emphasizes the importance of complexity as one of the factors influencing innovation adoption. Complexity refers to the extent to which an innovation is perceived as difficult to understand and use by potential adopters. The higher the perceived complexity, the lower the likelihood of the innovation being adopted. Therefore, innovation developers need to design products or services that are easy to understand and use, so that users do not feel burdened with extra effort to understand or implement them.

In the context of the electronic-based community satisfaction survey system (E-Sukma) in East Java Province, user-friendly design and adequate technical support are two key elements in the success of this innovation. E-Sukma is designed with a simple and intuitive interface, making it easy for users from various backgrounds to understand and use the system without significant difficulty. By considering ease of use, E-Sukma has succeeded in reducing the complexity that is often a barrier to innovation adoption, allowing the community to quickly adapt and provide necessary feedback. Adequate technical support also plays an important role in increasing the adoption rate of E-Sukma. Training and socialization carried out by service officers ensure that the community not only gets information on how to use the application, but also

feels supported in the process. With officers ready to help, users feel more confident and comfortable when using the system, which in turn increases participation in the survey. A proactive approach in providing technical support is essential to creating a positive user experience, which ultimately contributes to successful implementation and overall user satisfaction.



Source: Organization Bureau Documentation

Figure 6 Number of E-Sukma login users from 2021-2023

The E-Sukma Jatim innovation, which is a QR code-based public satisfaction survey system, shows low complexity, which contributes to its ease of use and acceptance by the public. Rogers' innovation attribute theory states that complexity refers to the extent to which an innovation is perceived as difficult to understand and use. In the context of E-Sukma, the system is designed with a simple and intuitive interface, so that users can easily access and fill out the survey simply by scanning the QR code using their smartphones. This allows the public to provide feedback directly and in real-time, without requiring in-depth technical knowledge.

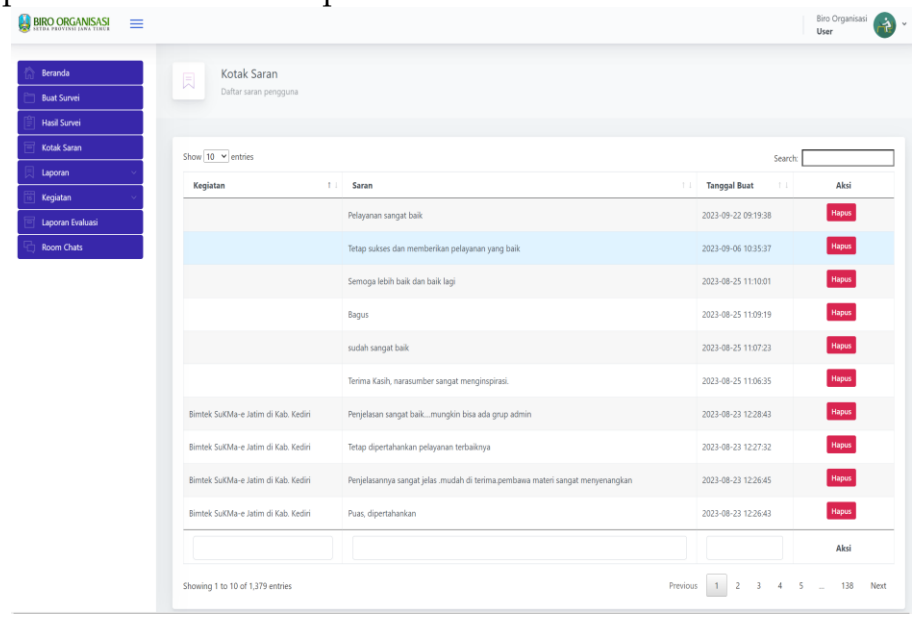
The E-Sukma system also reduces the complexity usually associated with traditional survey methods. Previously, surveys were conducted manually using paper forms, which required more time and effort to collect and analyze data. With E-Sukma, the data collection process becomes more automated and integrated, reducing the workload for government agencies and minimizing the possibility of errors in data processing. Users only need to scan the QR code and fill out the survey in a short time, indicating that the system is designed to minimize the complexity of use.

Over the past three years, the number of E-Sukma users and admins has continued to increase, reflecting the positive reception of the innovation. The increasing number of respondents using E-Sukma indicates that the public feels comfortable and has no difficulty in using the system. With the suggestion box feature that allows users to provide direct input, E-Sukma not only simplifies the survey process but also creates better interaction between the government and

the public. This shows that although E-Sukma is a new innovation, the approach taken in its design has succeeded in reducing complexity, thereby increasing the likelihood of adoption and the effectiveness of the system in improving the quality of public services.

4. *Triability*

The possibility of being tested also provides space for the public to provide constructive feedback. In the context of public innovation, such as the E-Sukma application in East Java, the public is given access to try the system through a trial phase conducted internally. This allows users to explore the features of the application and assess its ease of use, so that they feel more confident in adopting the system in full. The feedback received during this trial phase is invaluable for further improvement and development of the innovation introduced.



Source: Organization Bureau Documentation

Figure 7 E-Sukma Suggestion Box

The E-Sukma Jatim innovation, which is a QR code-based public satisfaction survey system, shows a high level of ease of trial, in accordance with the ease of trial attribute in Rogers' innovation attribute theory. This attribute refers to the extent to which an innovation can be tested or tried before being fully adopted. E-Sukma is designed with a simple and intuitive interface, allowing users to provide feedback quickly and easily by simply scanning the QR code. This provides an opportunity for the public to try the system without a large commitment, thus increasing their likelihood of adopting the innovation.

The suggestion box feature provided in E-Sukma also contributes to the ease of trial. Users can provide input, impressions, and appreciation in real-time, which not only increases interactivity but also provides a positive first-hand experience. With this feature, the public feels more involved in the public service evaluation process, and they can see the impact of the feedback they provide. This creates a greater sense of ownership and involvement, which in turn encourages them to continue using the system. Socialization and training

conducted by the local government also play an important role in increasing the ease of trial. By providing clear information and technical guidance, the public can more quickly understand how to use E-Sukma. This shows that although E-Sukma is a new innovation, the approach taken in its design and the support provided for its use have succeeded in creating a supportive environment for trial and adoption of the system, thereby increasing its effectiveness in improving the quality of public services.

The Triability aspect also contributes to increasing the sense of community involvement and ownership of innovation. By involving users in the testing process, they feel that they have contributed to the development of better public services. This approach not only increases the likelihood of the community trying the system, but also creates greater trust in the innovation being introduced, which can ultimately improve the quality of public services provided.

Before the E-Sukma innovation was introduced by the Organization Bureau of the Regional Secretariat of East Java Province to the public as a real-time system in a public satisfaction survey of public services, a public test had been conducted previously. This public test aims to introduce, evaluate and improve the quality of existing innovations, and ensure that the system introduced truly meets the needs of the community. By involving the community in the testing process, the government can obtain valuable feedback on the advantages and disadvantages of the application, so that necessary improvements can be made before the official launch.

Simulation of the latest innovations, such as E-Sukma, is also important to create a sense of involvement and ownership among the community. When the community is given the opportunity to try the system on a small scale, they can experience firsthand the benefits and convenience it offers. This not only increases public trust in the innovation being introduced, but also encourages them to actively participate in providing input and suggestions for improvement. Thus, the innovation process becomes more inclusive and responsive to user needs. Furthermore, public testing and simulation can help the government identify potential issues that may arise after the official launch. By conducting early testing, the government can anticipate and address issues that may hinder the adoption of the system by the community. For example, if there are difficulties in using the application or features that do not function properly, feedback from early users can be used to make improvements before the application is widely implemented. This will increase the chances of success of the innovation and ensure that the public services provided are of higher quality.

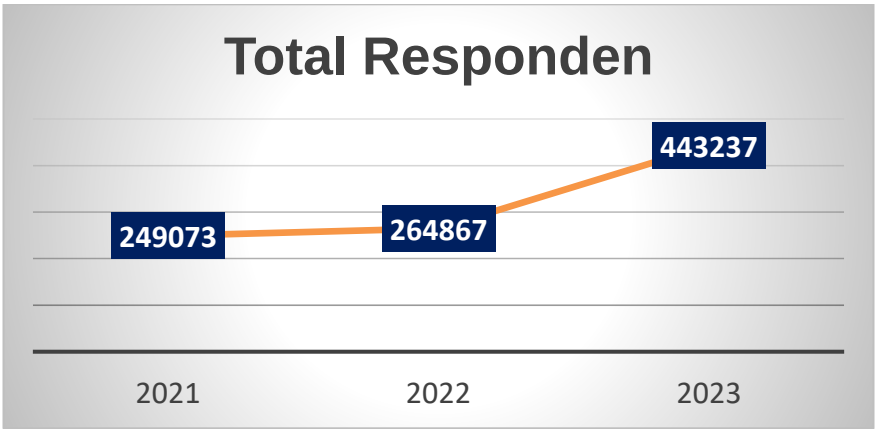
The statement that innovations that can be tried are usually more quickly adopted by the community is very relevant in the context of the E-Sukma innovation introduced by the Organization Bureau of the Regional Secretariat of East Java Province. E-Sukma provides an opportunity for the community to try this system on a small scale before being fully adopted. With the trial phase, the community can directly feel the benefits and convenience offered by this application, so that they are more open to adopting the new technology. This creates a sense of confidence among users, which in turn encourages them to be more active in using the system. This trial process also allows the community to

provide constructive feedback. In the context of E-Sukma, the government has provided a feedback collection mechanism through the suggestion box feature in the application. This feedback is very important for further improvement and development of the system, so that the innovations introduced can be more in line with the needs of the community. By involving users in the testing process, the government not only improves the quality of public services, but also builds trust between the government and the community.

5. *Observability*

Observability relates to the transparency of information provided by the innovation. If the public can easily access and see the results of the innovation, they will be more likely to engage and provide feedback. For example, in the innovation of electronic-based public satisfaction surveys, the public can immediately see the results of the survey and the condition of public services. This not only increases public understanding of service quality, but also encourages their active participation in the process of improving public services.

The E-Sukma Jatim innovation, which is a QR code-based public satisfaction survey system, shows significant ease of use, in accordance with the observable ease attribute in Rogers' innovation attribute theory. Observable ease refers to the extent to which users can see the benefits and convenience of an innovation. In the context of E-Sukma, the system is designed with a simple and intuitive interface, allowing users to access and complete the survey simply by scanning the QR code using their smartphone. This provides a fast and efficient experience for the public in providing feedback on the public services they receive.



Source: Organization Bureau Documentation

Figure 8 Number of E-Sukma Respondents

Over the past three years, the total number of respondents using E-Sukma Jatim has shown a significant increase. In 2021, the total number of respondents was recorded at 249,073, increasing to 264,867 in 2022, and reaching 443,237 in 2023. This drastic increase reflects that the public is increasingly aware of the convenience and benefits of this system. With easy access and filling out surveys that only take a short time, the public feels more motivated to participate in providing feedback, which in turn improves the quality of the data obtained. Additional features such as a suggestion box that allows users to provide input

in real-time also contribute to the ease of use of E-Sukma. With this feature, users can not only provide assessments, but also provide constructive suggestions and criticisms. This creates better interaction between the government and the public, and increases the sense of public involvement in the public service evaluation process. Thus, E-Sukma has not only succeeded in increasing the number of respondents, but also in creating a system that is more responsive and adaptive to the needs of the community.

Electronic-based public satisfaction survey innovations, such as E-Sukma, have several key features that support their effectiveness. One of the key features is a user-friendly interface, which allows the public to easily access and understand the results of public service satisfaction surveys. In addition, this application also provides a mechanism for reporting survey results periodically, which are published in various media, both electronic and non-electronic. This feature ensures that information on service quality can be accessed by the public at large, so that they can find out which service units are performing well and which need improvement. The E-Sukma innovation increases transparency and public involvement by ensuring the accuracy and integrity of the data produced. With a system that locks access for service unit admins to delete respondent data, the public can feel confident that the survey results are not manipulated. In addition, regular publication of survey results in service rooms and electronic media encourages the public to actively participate in providing feedback. Although challenges in public participation still exist, efforts to educate the public about the importance of their involvement in this process are essential to achieving effective transparency.

Inhibiting Factors for Innovation in Electronic-Based Public Satisfaction Surveys (E-Sukma) at the Organizational Bureau of the Regional Secretariat of East Java Province

The E-Sukma innovation in East Java has succeeded in bringing significant changes in public services. This application is designed to improve efficiency and transparency in data management and interaction between the government and the community. With the ease of access and use offered, E-Sukma has received a positive response from various parties, including employees and the community. This success can be seen from the increasing participation of the community in providing feedback and responses to the public services provided. Behind this success, there are several inhibiting factors that affect the implementation of the E-Sukma innovation. Inhibiting factors for the implementation of the E-Sukma East Java innovation include human resources and technological infrastructure. The following is an explanation of the analysis.

1. *Human Resources*

The implementation of E-Sukma Jatim innovation faces various challenges, one of which is related to human resources (HR). The limited number of productive-age HR in several service units is one of the significant inhibiting factors. In this context, inadequate HR can result in difficulties in socialization and training on the use of applications, which in turn can affect the effectiveness

of the implementation of the innovation. Without sufficient and skilled HR, the process of adopting new technology will be hampered, and the potential benefits of this innovation cannot be maximized.

The limited human resources are also related to the understanding and awareness of employees about the importance of E-Sukma Jatim innovation. Although many employees realize that they are at the forefront of public service, not all employees have the same understanding of how this innovation can improve service quality. This shows that employee training and skills development are very important to ensure that they not only understand the system, but can also implement it well. If training is not carried out effectively, employees may find it difficult to use the application, which can cause resistance to change. Resistance from employees in adopting a new system can also be a barrier. Although some employees do not show resistance, it is possible that other employees are comfortable with the old way of working and are reluctant to adapt to the new system. This can result in misalignment within the team and hinder the collaboration needed for successful implementation. Therefore, it is important to identify and address the factors that cause this resistance, such as uncertainty about change or lack of support from management.

Resistance to change is one of the main challenges in adopting innovation, including in the implementation of the electronic-based public satisfaction survey system (E-Sukma) at the Bureau of Organization of the Regional Secretariat of East Java Province. Many government employees who are accustomed to manual survey methods feel comfortable with the existing way of working. This habit often creates uncertainty and fear of change, which can result in resistance to the new system. This uncertainty arises because they may feel they do not have enough skills to use the new technology, thus inhibiting their desire to adapt to E-Sukma.

2. *Technology Infrastructure*

Technology infrastructure is one of the important aspects in the implementation of E-Sukma innovation in East Java. Although the existing infrastructure is generally considered supportive, there are several challenges that can hinder the effectiveness of using this application. One problem that often arises is the dependence on servers managed by the provincial government. When the server experiences disruptions, such as hacking or maintenance, access to the E-Sukma application can be hampered, which has a direct impact on employee performance and public services.

Unstable technological infrastructure conditions can cause uncertainty in the use of applications. Although the IT team of the Organization Bureau has made efforts to manage the infrastructure independently, unexpected technical problems can still occur. For example, if the server experiences a cyber-attack, this will not only disrupt application access, but can also raise concerns among employees and the public about the security of the data being managed. This uncertainty can reduce employee confidence in using the system, which in turn can hinder the adoption of innovation. In addition, the accessibility of information technology is also an important factor in the implementation of E-

Sukma. Although this application is designed to facilitate interaction between the government and the public, if the internet infrastructure in certain areas is inadequate, the public will have difficulty accessing the services provided. This can result in low public participation in providing feedback or using the available services, so that the objectives of this innovation are not achieved optimally.

CONCLUSION AND RECOMMENDATION

Conclusion

From the analysis of the research results, it can be concluded that the innovation of the electronic-based public satisfaction survey (E-Sukma) at the Organization Bureau of the Regional Secretariat of East Java Province was analyzed through the five innovation attributes put forward by Rogers, showing that:

1) Relative Advantage, E-Sukma offers significant advantages over traditional survey methods. With a digital-based system, data collection becomes faster, more efficient, and more cost-effective. This allows agencies to conduct surveys in real-time and immediately follow up on input from the public, which increases responsiveness to public needs.
2) Compatibility, E-Sukma is designed to meet the public's expectations for faster and more accountable public services. The system's compatibility with the values and experiences of users in East Java is critical to increasing its acceptance and effectiveness. By retaining elements of the old system, the public can more easily adapt to this new innovation, contributing to the success of the implementation.
3) Complexity, E-Sukma has a user-friendly interface, which reduces the complexity of use. The simple and intuitive design allows people to understand and use the system without complicated training. The technical support and socialization provided also help reduce potential difficulties, thereby increasing community participation in the survey.
4) Triability, E-Sukma provides an opportunity for the community to try out the system before it is fully adopted. By having the opportunity to test the system, the community can experience its benefits directly, which speeds up the adoption process. This is important to increase public trust in the innovation being introduced.
5) Observability, survey results published periodically in various media, both electronic and non-electronic, increases transparency and public involvement. The public can easily observe the quality of services provided, thus encouraging them to actively participate in providing feedback. This creates a cycle of continuous improvement in public services.

Recommendation

1) Increasing human resource (HR) capacity
   Conduct regular training for employees so that they understand and are more skilled in using E-Sukma. For example, conducting monthly training sessions that cover system usage, troubleshooting, and how to optimize new features.

This will help reduce resistance to change and increase employee confidence in using the new system.

2) Improvement of technology infrastructure
   Conducting audits and upgrading technology infrastructure to ensure the E-Sukma system runs smoothly and securely. For example, working with IT service providers to increase server capacity and ensure the system has adequate backup. This will reduce the risk of disruptions that can affect system access and performance.
3) Socialization and publication of survey results
   Increase socialization to the community about the benefits of E-Sukma and publish survey results regularly. For example, holding social media campaigns and seminars in the community to explain how to participate in the survey. In addition, survey results published in various media can increase transparency and encourage community participation.

ADVANCED RESEARCH

Future research on the implementation and impact of E-Sukma should explore the broader implications of digital public feedback mechanisms on governance efficiency and policy responsiveness. Employing a multi-method research approach, integrating big data analytics, sentiment analysis, and machine learning, could provide deeper insights into patterns of public participation, sentiment trends, and key determinants influencing survey engagement. Additionally, investigating the interplay between digital literacy, demographic factors, and trust in government institutions could yield valuable strategies for enhancing inclusivity and mitigating digital divides. Comparative studies with similar electronic survey systems in other regions or countries could also provide best practices for optimizing user experience and increasing the effectiveness of real-time public feedback in shaping data-driven policymaking.

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