

ABSTRACT

The digital transformation through the Electronic-Based Government System in Indonesia aims to improve public service quality, yet a gap remains between government evaluations and user perceptions. To date, a relevant evaluation instrument to measure digital service quality from a user's perspective within the Indonesian context is unavailable.

This study aims to explore indicators and develop an initial model for measuring the quality of digital government services, named DigiGOVQUAL, focusing on Government-to-Citizen services in Batam City.

This research employed an exploratory quantitative approach, adopting the EGSQUAL model's conceptual framework as a starting point. Data were collected through an online survey from 280 users of SPBE services in Batam City. The primary analysis technique was Exploratory Factor Analysis (EFA), using the Maximum Likelihood extraction method and Varimax rotation, to identify the latent factor structure underlying user perceptions.

The analysis successfully grouped 24 initial indicators into 6 relevant and valid main factors, with all factor loadings exceeding 0.5. These factors are (1) Quality of Assistance, (2) Ease of Use and Interaction, (3) Website Functionality, (4) Information Quality and Relevance, (5) Service Quality and Personalization, and (6) Security and Privacy. The internal consistency reliability test confirmed that all six factors were highly reliable, with Cronbach's Alpha values above 0.70.

This study produces an initial draft of the DigiGOVQUAL instrument that is valid, reliable, and more contextual for Indonesia. Theoretically, this model contributes to the study of e-government service quality. Practically, it can serve as input for the Batam City Government and the Ministry of PANRB in evaluating digital public services based on user experience. Future research is recommended to validate this model through Confirmatory Factor Analysis with a larger sample.

Keywords: *Service Quality, SPBE, E-Government, DigiGOVQUAL, Exploratory Factor Analysis, Batam City.*