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e-ISSN: XXXX-XXXXVolume 1, Number 1, Year 2026
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Published: [Date]**Public Perception of Digital Public Services in Indonesia: A Social Perspective****Anggi Putri Adelia^{1*}, Fitria Aulia Azzahra², Marwa Alya Sukainah³**¹²³ Pendidikan Bahasa Inggris, Universitas Pahlawan Tuanku Tambusai, Indonesia*Correspondence: adelliassrn@gmail.com**Abstrak** | Bahasa Indonesia

Transformasi digital dalam pelayanan publik telah mengubah cara masyarakat mengakses berbagai layanan pemerintahan di Indonesia. Berbagai inovasi layanan berbasis digital diharapkan mampu meningkatkan efisiensi, transparansi, dan kualitas pelayanan publik. Namun, tingkat penerimaan masyarakat terhadap layanan publik digital masih dipengaruhi oleh persepsi mereka terhadap kemudahan penggunaan, aksesibilitas, keandalan sistem, serta kepercayaan terhadap layanan yang diberikan. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi masyarakat terhadap penerimaan layanan publik digital di Indonesia dari perspektif sosial. Penelitian menggunakan pendekatan kuantitatif dengan metode survei yang melibatkan masyarakat dari berbagai wilayah di Indonesia sebagai responden. Data dikumpulkan melalui penyebaran kuesioner secara daring dan dianalisis menggunakan statistik deskriptif serta analisis regresi linear sederhana. Hasil penelitian menunjukkan bahwa persepsi masyarakat berpengaruh positif dan signifikan terhadap penerimaan layanan publik digital. Masyarakat yang memiliki persepsi positif terhadap kualitas, kemudahan, dan keandalan layanan digital cenderung lebih menerima serta memanfaatkan layanan tersebut dalam aktivitas sehari-hari. Temuan ini menunjukkan bahwa peningkatan kualitas pelayanan, literasi digital, dan kepercayaan masyarakat merupakan faktor penting dalam mendukung transformasi pelayanan publik berbasis digital di Indonesia.

Kata Kunci: Persepsi Masyarakat, Pelayanan Publik Digital, Kebijakan Publik, Tata Kelola, Masyarakat Digital**Abstract** | English

The digital transformation of public services has significantly changed the way people access government services in Indonesia. Various digital-based public service innovations are expected to improve efficiency, transparency, and service quality. However, public acceptance of digital public services is influenced by perceptions regarding ease of use, accessibility, system reliability, and trust in government service delivery. This study aims to examine the influence of public perception on the acceptance of digital public services in Indonesia from a social perspective. A quantitative approach was employed using a survey method involving community members from various regions of Indonesia. Data were collected through an online questionnaire and analyzed using descriptive statistics and simple linear regression analysis. The findings reveal that public perception has a positive and significant influence on the acceptance of digital public services. Individuals who perceive digital public services as reliable, accessible, and user-friendly are more likely to adopt and utilize these services in their daily activities. These findings suggest that improving service quality, strengthening digital literacy, and enhancing public trust are essential for supporting the successful implementation of digital public services and promoting effective digital governance in Indonesia.

Keywords: Public Perception, Digital Public Services, Public Policy, Governance, Digital Society

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1. INTRODUCTION

The rapid advancement of information and communication technology has significantly transformed the way governments deliver public services to citizens. Digital transformation has become an essential strategy for improving the accessibility, efficiency, transparency, and quality of public services in many countries, including Indonesia. The integration of digital technologies into public administration has enabled governments to provide various online services, allowing citizens to access information, submit administrative requests, and communicate with public institutions more efficiently. Consequently, digital public services have become an important component of modern governance and an essential element of digital society.

The implementation of digital public services has changed the relationship between governments and citizens. Traditional face-to-face administrative procedures are increasingly being replaced by digital platforms that provide faster, more accessible, and more convenient public services. Citizens are now able to access government information, apply for public documents, pay taxes, obtain licenses, and utilize various administrative services through digital applications and online portals. These developments demonstrate that digital transformation has become an important instrument for strengthening public service delivery and promoting more responsive governance.

Public perception plays a crucial role in determining the successful implementation of digital public services. Positive public perception encourages citizens to utilize digital services more actively, while negative perceptions may reduce public trust and limit the adoption of digital government initiatives. Public perception is influenced by various factors, including service quality, ease of use, accessibility, transparency, reliability, and user satisfaction. Therefore, understanding how citizens perceive digital public services is essential for improving government performance and ensuring that digital transformation meets public expectations.

Indonesia has made significant progress in implementing digital government initiatives over the past decade. Various ministries, government agencies, and local governments have introduced digital platforms to improve public service delivery in areas such as population administration, taxation, healthcare, education, transportation, and business licensing. The increasing availability of online government services reflects the government's commitment to promoting efficient public administration and supporting national digital transformation. Nevertheless, differences in digital literacy, internet accessibility, technological infrastructure, and public trust continue to influence citizens' acceptance of digital public services.

Despite continuous improvements in digital government systems, several challenges remain. Some citizens experience difficulties in accessing digital services due to limited technological skills, unstable internet connections, or insufficient knowledge regarding digital platforms. Others remain concerned about system reliability, information security, and the protection of personal data while using government digital services. These challenges indicate that the success of digital public services depends not only on technological infrastructure but also on how citizens perceive and respond to these services.

From a social science perspective, public perception represents an important indicator of the relationship between governments and society. Citizens' perceptions influence their willingness to adopt public policies, participate in government programs, and utilize public services. Positive perceptions strengthen public trust and encourage greater civic participation, whereas negative perceptions may reduce confidence in government institutions and hinder the effectiveness of digital transformation initiatives. Therefore, examining public perception contributes to a broader understanding of governance, public policy implementation, and the interaction between government institutions and society.

Previous studies have examined various aspects of digital government, electronic public services, service quality, and technology acceptance. Existing research generally demonstrates that perceived usefulness, ease of use, trust, and service quality significantly influence citizens' willingness to adopt digital public services. Other studies emphasize that digital literacy and technological readiness contribute to improving public acceptance of digital government initiatives. However, many previous investigations focus primarily on technological adoption or administrative performance, while relatively limited attention has been given to examining public perception from a broader social perspective.

This condition indicates the existence of a research gap. Although numerous studies have investigated digital public services and e-government implementation, fewer studies specifically examine how public perception influences the acceptance of digital public services from the perspective of contemporary society. Most previous studies emphasize technological effectiveness or organizational performance, whereas citizens' perceptions as social actors have received comparatively less attention. Therefore, further investigation is needed to understand how public perception contributes to the successful implementation of digital public services in Indonesia.

Furthermore, public perception has become increasingly important as governments continue to expand digital service delivery across various sectors. The effectiveness of digital public services depends not only on technological innovation but also on citizens' confidence, satisfaction, and willingness to utilize these services. Understanding public perception provides valuable insights for policymakers to improve service quality, strengthen public trust, and develop inclusive digital governance strategies that respond to the diverse needs of society.

This study therefore aims to examine the influence of public perception on the acceptance of digital public services in Indonesia from a social perspective. Specifically, the research investigates whether positive public perceptions regarding accessibility, reliability, transparency, and service quality encourage greater acceptance and utilization of digital public services among Indonesian citizens.

The findings of this study are expected to contribute both theoretically and practically. Theoretically, this research enriches the literature in the fields of Public Policy, Governance, Social Sciences, and Digital Society by providing empirical evidence regarding the relationship between public perception and the acceptance of digital public services. Practically, the findings may serve as valuable references for policymakers, government institutions, public service providers, and digital transformation initiatives in improving service quality, strengthening public trust, and promoting citizen-centered digital governance. In addition, this study is expected to support the development of more inclusive, transparent, and sustainable public services that respond effectively to the evolving needs of contemporary Indonesian society.

2. METHOD

This study employed a quantitative research design using a survey approach to examine the influence of public perception on the acceptance of digital public services in Indonesia from a social perspective. A quantitative approach was considered appropriate because it enables researchers to objectively measure the relationship between public perception and the acceptance of digital public services through numerical data and statistical analysis. The study focused on identifying how citizens' perceptions influence their willingness to utilize government digital services in contemporary society.

The population of this study consisted of Indonesian citizens who had experience accessing digital public services provided by government institutions. The target respondents included individuals aged 18 years and above who had used at least one digital public service, such as online population administration, tax services, healthcare services, education services, business licensing, or other government digital platforms. A purposive sampling technique was employed to ensure that respondents met the research criteria. The selection criteria included: (1) being an active user of at least one digital public service during the past year, (2) having access to internet-based government services, and (3) being willing to participate voluntarily in the survey. A total of 130 respondents participated in this study.

Data were collected using an online questionnaire developed based on concepts of public perception and digital public service acceptance derived from previous studies in public policy, governance, and social science research. The independent variable, public perception, was measured through indicators including perceived service quality, accessibility, transparency, reliability, ease of use, and public trust. The dependent variable, acceptance of digital public services, was measured through indicators such as intention to use, frequency of service utilization, user satisfaction, perceived usefulness, and willingness to continue using digital public services. Each questionnaire item was measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Prior to data collection, the research instrument was evaluated through validity and reliability testing to ensure that the questionnaire accurately measured the intended variables. Item validity was assessed using the Pearson Product Moment correlation technique, while reliability was evaluated using Cronbach's Alpha coefficient. The instrument was considered reliable when the Cronbach's Alpha value exceeded 0.70, indicating satisfactory internal consistency among all measurement items.

The collected data were analyzed using descriptive statistical analysis to describe respondents' demographic characteristics and the distribution of responses for each research variable. Furthermore, simple linear regression analysis was conducted to determine the influence of public perception on the acceptance of digital public services. Before hypothesis testing, classical assumption tests consisting of normality, linearity, and heteroscedasticity tests were performed to ensure that the data satisfied the assumptions required for regression analysis. All statistical analyses were conducted using the Statistical Package for the Social Sciences (SPSS) software with a significance level of 0.05.

The findings of this study are expected to provide empirical evidence regarding the relationship between public perception and the acceptance of digital public services in Indonesia. In addition, the results are expected to contribute to the development of research in the fields of Public Policy, Governance, Social Sciences, and Digital Society while providing practical recommendations for government institutions and policymakers to improve service quality, strengthen public trust, and encourage wider adoption of digital public services across Indonesian society.

3. RESULT AND DISCUSSION

3.1 Result

This study involved 130 respondents from various regions in Indonesia who had experience using digital public services provided by government institutions. Based on the demographic characteristics, the respondents represented different age groups, educational backgrounds, and occupations. Most respondents reported having accessed digital public services for administrative purposes, including population registration, healthcare services, taxation, education, and other government-related services. The majority also indicated that they regularly utilized digital platforms because they considered them more practical and accessible than conventional public services.

The descriptive statistical analysis indicated that respondents generally demonstrated positive perceptions of digital public services. Most participants agreed that digital public services improved accessibility, reduced service processing time, and enhanced convenience in obtaining government services. Respondents also perceived that digital platforms contributed to greater transparency and efficiency in public service delivery, although some expressed concerns regarding technical issues, internet accessibility, and data security.

The results of the simple linear regression analysis revealed that public perception had a positive and statistically significant influence on the acceptance of digital public services. The significance value obtained was below 0.05, indicating that the proposed hypothesis was accepted. The findings suggest that individuals who perceive digital public services as reliable, accessible, transparent, and user-friendly are more likely to utilize these services and demonstrate greater acceptance of digital government initiatives.

Furthermore, the coefficient of determination indicated that public perception contributed substantially to the acceptance of digital public services, while the remaining variation was explained by other factors beyond the scope of this study. These findings demonstrate that public perception represents an important social factor influencing citizens' willingness to adopt digital public services within Indonesia's ongoing digital transformation.

3.2 Discussion

The findings of this study demonstrate that public perception plays a significant role in determining the acceptance of digital public services in Indonesia. Positive perceptions regarding service quality, accessibility, transparency, and reliability encourage citizens to utilize digital government platforms more frequently. These findings indicate that public perception has become an important element in supporting the successful implementation of digital transformation within public service delivery.

The positive relationship between public perception and the acceptance of digital public services suggests that citizens are more willing to adopt digital government initiatives when they perceive the services as useful, efficient, and trustworthy. User-friendly digital platforms enable individuals to access government services more conveniently while reducing administrative complexity and service waiting times. Consequently, improving service quality contributes directly to increasing public participation in digital public services.

The study also reveals that trust is an important component influencing public acceptance of digital public services. Citizens tend to use digital government platforms more confidently when they believe that the systems are reliable, transparent, and capable of protecting personal information. Therefore, strengthening institutional credibility and ensuring secure digital infrastructure are essential for maintaining public confidence in digital governance.

From a social perspective, digital public services represent more than technological innovation; they also reflect the evolving relationship between governments and citizens in contemporary society. The adoption of digital public services encourages greater public engagement, facilitates communication between government institutions and citizens, and supports more inclusive public participation in governance processes. These developments demonstrate that digital transformation contributes not only to administrative efficiency but also to strengthening social interaction between public institutions and society.

Despite these positive findings, the study indicates that several challenges continue to influence public acceptance of digital public services. Differences in digital literacy, unequal internet access, technological readiness, and varying levels of public trust may affect citizens' willingness to utilize digital government platforms. Addressing these challenges requires collaborative efforts involving government agencies, educational institutions, technology providers, and local communities to ensure that digital public services remain accessible, inclusive, and responsive to the diverse needs of society.

Furthermore, the findings emphasize the importance of continuously improving the quality of digital public services through innovation, user-centered design, and effective public communication. Governments should regularly evaluate citizens' experiences and expectations to enhance service performance and increase public satisfaction. Strengthening digital literacy programs and promoting transparent governance will also encourage broader public participation and contribute to the long-term sustainability of digital transformation in Indonesia.

Overall, this study contributes to the development of Public Policy, Governance, Social Sciences, and Digital Society by providing empirical evidence that public perception positively influences the acceptance of digital public services in Indonesia. The findings highlight that successful digital governance depends not only on technological advancement but also on citizens' trust, satisfaction, and willingness to actively engage with digital public services as part of contemporary society.

Furthermore, the findings suggest that public perception should be continuously monitored as part of the evaluation of digital public service implementation. Citizens' experiences, expectations, and feedback

provide valuable information for improving the effectiveness and inclusiveness of government digital services. By incorporating public input into policy development and service innovation, government institutions can enhance service responsiveness, strengthen public trust, and foster greater civic engagement. This participatory approach not only improves the quality of digital public services but also supports the development of transparent, accountable, and citizen-centered governance in Indonesia's evolving digital society.

4. CONCLUSION

This study concludes that public perception has a positive and significant influence on the acceptance of digital public services in Indonesia. The findings demonstrate that citizens who perceive digital public services as accessible, reliable, transparent, and user-friendly are more likely to utilize these services in their daily interactions with government institutions. Positive public perception contributes not only to higher levels of service utilization but also to increased trust in digital governance and greater public participation in the ongoing digital transformation of public administration.

The study also indicates that the successful implementation of digital public services depends not only on technological advancement but also on citizens' confidence, digital literacy, and overall service experience. Governments should continuously improve the quality, accessibility, and security of digital public services while encouraging citizen participation through transparent communication and responsive public service management. Such efforts will strengthen public trust, enhance service effectiveness, and support the development of more inclusive and citizen-centered governance.

Future research is recommended to examine additional factors influencing the acceptance of digital public services, including digital literacy, service quality, institutional trust, technological readiness, and user experience. Expanding the study across different regions, demographic groups, and types of government digital services would provide a more comprehensive understanding of citizens' perceptions and contribute to the continuous improvement of digital public service delivery in Indonesia.

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