

# Service Quality of M-Bonk Application in Sidoarjo District

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Abstract : This research intends to describe the program m-bonk of Sidoarjo District. This research is motivated by the delay in handling road damage, thus affecting public satisfaction. The research used qualitative descriptive method. The result of this study is the implementation of the M-Bonk is still not running effectively. This is because the M-Bonk application has not provided a backup server. As a consequence, community is difficult to get the informing access.

## 1 INTRODUCTION

The concept of city arrangement is a concept that continues to improve every year to realize a habitable city for people. The concept of smart city along with the progress in the field of technology in recent years is popularly improved in various cities in the world as the optional concept of city arrangement. Smart city is a concept that encourages the active participation of the community in the management of the city so that a dynamic communication between the community and service providers produced an effective and efficient public service. How to implement the Smart city is through in the form of e-government method. According to Forman (2005) e-government is the use of digital technology to transform government activities aimed at improving both the effectiveness and efficiency of service delivery. One of the forms of government in supporting e-government development is by stipulating Presidential Instruction No.3 / 2003 on National Policy and Strategy of e-Government Development, which instructs each government institution to formulate strategy / action plan for their respective instant environment.

Sidoarjo regency is one of the districts in East Java that continue to make efforts to provide electronic public services to create the efficient and effective service. The Government of Sidoarjo Regency through Public Works & Spatial Planning (PUPR) of Sidoarjo Regency in 2016 provides electronic service based on complaint service to overcome the existing road damage in Sidoarjo regency in the form of online application called M-

Bonk. The online application is accessible to the general public using Windows-based smartphones, iOS, and android. Through M-Bonk, the public can take photograph and report the location of the damaged roads. The M-Bonk app, working program between PUPR Service of Sidoarjo Regency and Microsoft and Citynet, is present as part of the program "Sidoarjo Peduli Jalan". The M-Bonk program is systematically sophisticated. It proves that the take and send process of damaged path to the app admin is already connected to the GPS.

The M-Bonk application was made in the background because of the sluggishness of government in handling the damaged road leading to the society dissatisfaction. The M-Bonk application is created as a bridge of a community to convey complaints or report on the existence of damaged roads so that there is no need to complain in social media. It was expected then, road repairment complaints service would get easier, faster and on target. The M-Bonk application is also easily accessible via computer or mobile phone by people.

At the first time The M-Bonk application launched at 2016, it received a positive public response. Starting at 3 weeks after launching, there are 160 reports on road damage in Sidoarjo. The Public Works Agency of Bina Marga Sidoarjo gave a quick response to the damage report. Of the whole 160 reports, it has mapped out 11 of the most reportable roads. Among of them are Gedangan-Betro road, Pilang-Tulangan and Tulangan-Tlasi. 60% of road complaints have finished of repairing while 30% are under repair. The remaining 10% of

Public Works Office of Highways are being surveyed. (Source: dprd-sidoarjokab.go.id, 2016)

At the beginning of its presence in 2016, M-Bonk application welcome a high appreciation from many circles because of this useful tool as a means of complaints of damaged roads in the Sidoarjo region. However, the presence or absence of the M-Bonk application did not play a significant role to reduce the damaged roads in Sidoarjo. It proved that there are still the damaged roads found in various districts in Sidoarjo.

PUPR offices in 2018 received many reports of the damaged roads from several districts in Sidoarjo. Reports come mostly from parts of Waru Subdistrict, Taman and Sedati. It informed that one of cause of damaged road due to bad weather. Sidoarjo is getting continually rain leading to the damaged asphalt. Besides, the damaged road is in consequence of the massive vehicles such as large trucks passing through Sidoarjo street. (Source: jawapos.com, 2018)

His M-Bonk application was also considerably less interesting because Sidoarjo had previously a digital-based public complaint service that is the Community Complaint Service Center (P3M). Media complaints service to P3M can fill in the complaint forms provided at the P3M Secretariat Office through letters, e-mail, telephone / fax, print media (newspapers, magazines, tabloids, etc.), electronic media (radio and television), not to mention the public complaints via website on [www.sidoarjokab.go.id](http://www.sidoarjokab.go.id).

This paper intends to give the description about how the service quality of the M-Bonk application is and whether the M-Bonk application program is able to change the effectiveness and efficiency of the Sidoarjo Government service bureaucracy in terms of reporting damaged roads in Sidoarjo.

## 2 METHODS

The type of research used is descriptive with qualitative approach. Explanation of service quality of M-Bonk application in sidoarjo district uses E-Government service theory according to Bhatnagar (2009). Data collection techniques used observation, interviews, documentation. While the data analysis techniques using interactive models of data collection, data processing, data presentation and drawing conclusions.

## 3 DISCUSSION

In determining the quality of the results of E-Government services in this study using the theory according to Bhatnagar (2009):

1. **The level of objectives** - the status and impact on the achievement of the social, economic and political objectives set by the previous e-government project

The M-Bonk application is aimed at reducing social community's complaints about the number of damaged roads in Sidoarjo, providing a means for people to interact with the relevant agencies to repair the damaged roads. In addition, the handling of damaged roads become the right target and is expected to reduce the damaged road in Sidoarjo. However, the reality in the field shows that there are still many people who complain Sidoarjo in social media because the number of broken roads in Sidoarjo, for example on facebook and twitter, other than that people also often complain in electronic media such as radio.

The M-Bonk application also does not have a significant impact on the handling of damaged roads in Sidoarjo because there are still many people who complain about the slow handling of damaged road repairs that interfere with their activities. As a form of protest because roads often lead to accidents, the villagers of Wilayat Village, Sukodono Sub-district, Sidoarjo Regency, planted cavities with banana trees. As well as a form of protest to the local government to repair damaged roads. Because the number of roads perforated has not received attention from the government. (source: [metrotvnews.com](http://metrotvnews.com), 2017)

2. **Level of service** - the quality of individual services

Factors to consider at the service level include:

- a. The service must match the needs of real users.

The concept of the M-Bonk application service supports the dynamic communication between the community and the service providers in this case of malfunctioning road complaints, as evidenced by the assessment of this application getting the value of 4+ (4 stars) from the users of the M-Bonk application service. Because the application of M-Bonk is able to channel the residents' complaints about the damaged road to be immediately responded by the government to be repaired.

- b. Service should mean a tangible increase in existing services.

Sidoarjo previously had P3M program, but public interest toward the use of M-Bonk application also no more than P3M. The M-Bonk application differs from P3M because it only focuses on broken road complaints as well, while P3M covers all service complaints provided by the Sidoarjo District Government, so the scope of P3M complaint services is wider than the M-Bonk application. However, the advantages of the application M-Bonk has an application that can be accessed by the community by downloading it.

- c. Services should be familiar to common users, they should be promoted in other media, usually in newspapers, radio, TV, or leaflets.

The M-Bonk app has been running for 2 years since its launch but there are still many people who do not know about the M-Bonk service. This is proven through interview of researcher to Head of Section of Development in Waru Subdistrict stated not know about the application, there is no socialization about the usefulness of M-Bonk application and what exactly is the purpose of the application. Waru Sub-district, one of the largest sub-districts in Sidoarjo District and the most reported on damaged roads by 2018, needs to be socialized about this M-Bonk application to the community. According Heru Sastrawan, Chairman of Sidoarjo Forum, that the socialization of M-Bonk application is still not maximal. It would be better Pemkab Sidoarjo through public relations, can provide socialization to the community that the government has this program.

- d. Service must be understood. The simplest case is when an electronic service matches the existing service manual. A more complicated case is when two or more previously integrated services are integrated. The most complicated is when the service is entirely newly established.

The M-Bonk application has not played a major role in resolving public complaints about damaged roads in Sidoarjo. M-Bonk application also still overlap with P3M because actually in P3M have been able to accept all public complaints about service and physical development in Sidoarjo while

still authority of Sidoarjo regency. Prior to the application of M-Bonk, the public complained about damaged roads in various social media, so it was aimed to be viral so that it was quickly handled by the government. The public also often complains on the radio related to the number of roads damaged in Sidoarjo for road users more careful. Both the P3M service program and the M-Bonk application do not have a significant impact on the handling of damaged roads in Sidoarjo as there are still many damaged roads in Sidoarjo until 2018.

- e. The service should be usable (technically, semantically and well-designed, content-wise).

The application of M-Bonk in terms of operation is quite good seen from the condition of PC, CPU, Other computer devices and servers. However, when the maintenance or application development found the problem is often not able to open M-Bonk application. This is because he has not had a backup server by the Public Works Department and Spatial Planning of Sidoarjo Regency. The use of this application is quite easy because it only fills the name, email address, mobile phone number and potholes road location.

- f. Service must be culturally appropriate with the user.

Culture of Indonesian people who like to use social media as a means of complaining and telling their daily activities. Included in the case of Sidoarjo public complaints about damaged roads are often the community uploaded in various social media to get the attention of Sidoarjo regency to be handled. Seeing these opportunities, M-Bonk was created as a new breakthrough on road service complaints damaged in order to facilitate its use for the community. Thus the M-Bonk application is used as a means of community to conduct complaints and reporting on the damaged road directly to Sidoarjo regency to be handled immediately.

- g. Subjective satisfaction from the user is the size itself.

According to the service user that can be seen in the comment field of the application M-Bonk stated that this application is good but still difficult to upload photos. Some users of M-Bonk applications expect immediate update of the app for better use.

**3. System level** - the quality of the entire system for e-government portal services.

System-level criteria ensure that the government as a whole is more efficient and effective. Only efficiency measures are typically used, but it makes sense to include effectiveness measures as well. The development of portals and electronic services should not be linked prematurely to national performance targets such as GDP growth or savings in the public sector, as there are many other factors that influence those steps. Instead, the focus should be on measuring capacity improvement and process improvement.

The main output indicators expected to contribute to making governments more efficient and effective overall are:

- a. Development of standards.  
Implementation of M-Bonk application there is no regulation governing and SOP in use of M-Bonk application service. Efforts in improving application standards continue to perform maintenance, maintenance and upgrades by admin and IT technicians. Maintenance done 2 times a month to keep the system application M-Bonk safe to avoid hackers. Difficult to find this M-Bonk application when downloading in playstore cause the quality standard is still inferior to e-wadul application owned by Surabaya.
- b. Availability, outreach, benefits, capacity building from a user perspective.  
The number of people who still complain about the number of damaged roads in Sidoarjo through social media proves that the application of M-Bonk has not reached all the people in Sidoarjo and has not given a real mafaat for the change of damaged road in Sidoarjo.
- c. Level of infrastructure in terms of human resource development, technical infrastructure, government reorganization.  
HR involved in the implementation of the application M-Bonk is the employee of choice directly appointed by the Head of PUPR Sidoarjo Regency based on the level of expertise and competence. However, her educational background is not a major in IT. For employees running M-Bonk applications are given IT-based training to run M-Bonk applications.
- d. Enhanced / mainstreamed regulatory system (cyber law).  
The absence of regulations governing the implementation of this M-Bonk application

so it has not been running in accordance with the intended purpose

- e. Increased incentive system in government organizations.  
The absence of incentive enhancements in M-Bonk's application program officers for the time being.

It is known that the M-Bonk application program has not been able to change the effectiveness and efficiency of the Sidoarjo Government service bureaucracy in terms of reporting damaged roads in Sidoarjo. This is because the M-Bonk app has not had a significant impact on the change of damaged roads, because there are still many broken roads that have not been repaired and the public complained much in social media.

## 4 CONCLUSION

The results of the research of M-Bonk application as described in the discussion above come to a conclusion as follows:

1. Goal level  
The absence of status and impact on the achievement of the social, economic and political objectives set by the previous M-Bonk program.
2. Service level  
The quality of individual services in the M-Bonk application is still not good because the service of M-Bonk's service quality has not been better than the previous service complaint program. The M-Bonk application has not been familiar with the community because of the lack of socialization from the government.
3. System level  
The M-Bonk app has not been able to ensure that overall government services are more efficient and effective.

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