



## The Quality of Public Service Innovations That Can Improve Services to the Community Through the GOMT Application in Gorontalo City

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### ABSTRACT

**Aims:** The purpose of this study is to determine the quality of public service innovation that can improve services to the community through the GoMT application in Gorontalo City.

**Methodology:** This study uses a qualitative research approach. Furthermore, the data traced includes primary and secondary data. The method used to determine the data source in this study is purposive sampling. The research location is within the scope of the City of Gorontalo, while the length of time the research uses is a period of 3 months.

**Results:** The results of this study indicate that excellent service in public service innovation in the City of Gorontalo is currently considered sufficient while some people have not fulfilled the wishes of the service user community. get service but the drawback is that the service is not maximized due to the requirements that still burden the community who use the service in Gorontalo City.

**Keywords:** *Public Service Innovations, Services, Community, GOMT Application*

## INTRODUCTION

Public services are currently a benchmark for government performance against services received where government performance can be assessed directly by the public. For this reason, the quality of public services in all ministries/institutions is a fundamental thing that must be improved immediately. According to Prianto, quality and high quality services (prime) are the main concern of public organizations. Disclosure of information, when linked to service activities, helps encourage people to become more aware of their rights and obligations. Therefore, the hope of being able to get the best service is now also starting to depend on government organizations for the implementation of good public services, depending on the condition of the bureaucracy in a country (Mirnasari, 2013). The condition of the bureaucracy provides its own climate for the implementation of optimal public services. Optimal public services cannot be realized in Indonesia. The condition of public services in Indonesia is still very low. In the public sector, innovation is needed in the development of a public service. Innovation comes as a new product and replaces old ways. This means that every public service, in principle, must contain a new innovation.

As one of the important actors, the Regional Government according to the authority they have is expected to be able to produce the right decisions and actions to solve problems and meet the needs of the people in their area. In line with this, we realize that serious efforts are needed to improve the quality of decisions and actions of the Regional Government so that they are more effective and efficient through innovative breakthroughs. More explicitly it can be stated that innovation is needed by the Regional Government to improve the quality of the decisions and actions it produces so that the impact can improve the welfare of local communities.

In Law Number 25 of 2009 it is stated that excellent service is service that is fast, easy, certain, inexpensive, and accountable. In order to improve services, the community is encouraged to be involved in formulating policies, preparing

service standards, conducting public service satisfaction surveys, as well as submitting complaints, grievances and appreciation. The involvement and participation of the community will support the improvement of service standards that have been set.

To spur public service improvements, the Ministry of State Apparatus Empowerment and Bureaucratic Reform (KemenPAN RB) implements competitions related to public service innovation as stated in the Minister of State Apparatus Empowerment and Bureaucratic Reform Regulation (PermenPAN RB) Number 7 of 2021 concerning Public Service Innovation Competitions in Ministries/agencies, Regional Government, State Owned Enterprises, and Regional Owned Enterprises. In this regulation it is explained that for the formation of public service innovation through the implementation of the mandatory 1 (one) agency 1 (one) innovation movement and to encourage acceleration of improving the quality of public services, it is necessary to hold public service innovation competitions within ministries/agencies, local governments, business entities state-owned enterprises, and regionally-owned enterprises.

KemenPAN RB collects and assesses innovations that have been carried out in a number of agencies throughout Indonesia. All government agencies, both central and regional, can create an innovation that can provide good public services to the community. The importance of innovation in the public sector has also received recognition from the United Nations Department of Economic and Social Affairs (UNDESA), which has launched the United Nations Public Service Awards since 2003 which are designed to enhance the role, professionalism and visibility of public services with three basic categories, namely transparency and accountability, improving public services, and developing e-government applications (Suwarno, 2008).

Public sector innovation is actually not new. Historically, it began in the 1980s in England when Margaret Tachher became prime minister and this concept is known as reinventing government or better known as New Public Management.

Furthermore, Scholars and practitioners are increasingly interested in innovation in the public sector (Osborne & Brown, 2011). This is because innovation can contribute to improving the quality of public services and increasing the government's problem-solving capacity in dealing with societal challenges (Damanpour & Schneider 2009). Public sector innovation is closely related to New Public Management (Pollitt & Bouckaert 2011), electronic government (Bekkers and Homburg 2005), changes from government to governance (Rhodes 1996) and lastly to answer the reasons for the decline of the Government's role in the 'Big Society' (Lowndes & Pratchett 2009).

The institutionalization of innovation in public organizations today can be found in several literatures. In 2009, USAID reported that several public service management innovation programs were carried out by several governments at the local level. These innovation programs are assisted by the Local Government Support Program (LGSP), covering: (1) one-stop service in Pinrang district (South Sulawesi) and Tebing Tinggi district (West Sumatra); (2) Citizen Charter in Deli Serdang Regency (North Sumatra) and Boyolali Regency (Central Java); (3) Electronic Citizen Information Service in West Aceh District (Aceh); (4) Customer Information Management System in Madiun City (West Java); (5) Electronic Government Procurement in West Java Province.

The integration of regional innovation development nationally is also still a separate problem. The issue of innovation development policy (policy innovation) faced nationally is related to the limited understanding of policy making from stakeholders regarding the innovation system. There is no integration in the development of innovation systems in development. Innovation policies, which essentially require sectoral policy coherence, national-regional policies, and innovation governance systems, will not be effective if the policies of various development and service sectors are still partial, fragmented, inconsistent and even contradictory to each other (Amir, 2007).

Taking into account the various issues of regional government innovation development covering

many dimensions, it appears that the development of regional government innovation is still beset by quite complex problems. The complexity of the problem of regional government innovation development can be classified into several aspects, namely: (1) weak political will and leadership commitment that encourage the growth of innovation, including too high a dependence on certain leader figures; (2) a culture that is resistant to innovation (culture of innovation) that is created in every public organization; (3) innovation processes that are not running effectively, including other stakeholder engagement strategies that have not been implemented and conflicting values in innovation development; (4) the weak institutional capacity of the government bureaucracy to innovate; (5) there is no legality that becomes a legal umbrella for innovation practices; and (6) the problem of sustainability of innovation programs often does not occur; and (7) regional and national government innovation development policies have not yet been integrated (Pauzi, 2018).

The problem of human resources in the field of science and technology is still lacking so that the ability of employees in this matter makes government programs not yet effective plus the equipment to support this service innovation program is inadequate.

One of the regions engaged in the field of public service innovation is the City Government of Gorontalo, where as one of the regions that has made innovation breakthroughs in the field of public services with a digital system.

Digital innovation carried out by the City Government of Gorontalo through the Gorontalo Community Integrated (GoMT) application with full features can certainly help people around Gorontalo find the news and information they need easily and quickly.

The City of Gorontalo launched the GoMT application which can make it easier for people to get the latest news during the Covid-19 pandemic. It was this innovation carried out by the City of Gorontalo that led him to win an award at the Digital Innovation Award 'DIA' 2022 in the Digital Innovation for Public Service category.

The GoMT application, which was just launched in December 2021, has various features that help disseminate various information to the surrounding community. Currently, there are seven features that can be utilized by Gorontalo residents. Among them, Go News which will present news within the Gorontalo City Government scope, then there is also a presentation of weather information through the Go Weather feature.

GoMT, which began operating in the midst of the Covid-19 pandemic, also has the Go Respond Covid-19 feature to provide information about Covid-19, such as vaccination achievements and handling. In addition, there is Go Siaga to help the community regarding disasters and police reports.

This application can also help the wider community who want to have a free internet network or WiFi with the Go Wifi service, which is ready to provide information about places that are netted by free WiFi. Through GoMT, MSME players can promote the business they are currently working on. In fact, the people of Gorontalo can also send various information or criticisms and suggestions to the Gorontalo City government through Go Report.

In addition, the GoMT application has a Go to Village feature which was launched in March 2022 in the Pulubala Village, Kota Tengah District, Gorontalo City. It is hoped that the GoMT service will be accessible to all the people of Gorontalo City, but currently the target for the service is still limited to the sub-districts that are used as the Pilot Project for the 2022 Sub-District Digitization Program.

## METHODS

This study uses a qualitative research approach. Furthermore, the data traced includes primary and secondary data. The method used to determine data sources in this study is Purposive Sampling, namely the technique of determining data sources with certain considerations, for example the person (resource person/informant) is considered to know best about what we expect (Sugiyono, 2005). The research location is within the scope of the City of Gorontalo, while the length of time the research uses is a period of 3 months. The researcher's interest in research related to Public Service Innovation in the City

of Gorontalo is seen from various dimensions and indicators of the service innovation itself. Data collection techniques both primary data and secondary data are as follows; (1) Open-ended in-depth interviews, in which the researcher asks key informants about the facts of an event and their opinion regarding the existing event; (2) Observation, namely direct observation of the object of research to see empirical data related to the focus being studied; (3) Documentation, namely the collection of data in the form of written documents, photographs and drawings and other objects related to the research focus.

## RESULTS AND DISCUSSION

### *Service Product Innovation*

In this study, the focus of the problem above consisted of three sub-focuses, namely changes in service and product design as well as the convenience of the community in getting services and based on the results of the research it can be seen clearly that the three sub-focuses got different answers from the informants and this became the concern of the services provided. by the Gorontalo City government at this time.

### *Excellent service in public service innovation is seen from the dimensions of service change innovation*

The first sub-focus of research from the dimensions of service product innovation is service change seen from the aspect of ease and speed of service where the ease and speed of service provided by the government through this application as a form of government policy to provide maximum service to this community is felt to be quite helpful. compared to before this policy, the service user community is very long and complicated and the service is quite long and tedious for service users both in the sub-district and in the local kelurahan.

However, there are still many deficiencies that must be corrected by the government in implementing this GoMT policy in the future so that the service policy with the GoMT program can be implemented properly where the shortcomings of this application include signatures of officials with community authority who still have to go to the lurah office so this is an important thing. service users still feel that this government program is lacking.



Another drawback of the government's policy on service through the GoMT program is that not all people use cellphones that have applications like that plus people who are over fifty years old on average do not master existing science and technology so this is a weakness of the program. not all governments have been accommodated with this GoMT Program.

The second sub-focus of research from the dimensions of service product innovation is service change seen from the service aspect in improving the quality of public services.

However, there are some people who see that the service still takes a long time, so people complain about it, like other requirements, they are still at the sub-district office, but judging from the information obtained from several informants interviewed by researchers, this is in accordance with operational standards. procedures that have been established in service to the community. The flow of standard operational procedures has indeed been reduced since the implementation of the GoMT application program, but there are still a number of services that service users still have to go through, such as letters, including signatures by officials who certify letters issued by the sub-district government and by the government in Kelurahan in Kota. Gorontalo.

#### ***Excellent service in public service innovation seen from the product design dimension***

The first sub-focus of research from the dimensions of service product innovation is service change seen from the aspect of service product needs where the government's goal is to improve services to the community for the GoMT program which is based on Law No. Number 2 of 2014 concerning amendments to Law Number 23 of 2014 which is the main basis for regional governments needing to innovate is becoming increasingly clear and in the context of improving the performance of regional government administration in carrying out innovations.

In product design, it is usually not seen from the existing products, but seen from the ease that is obtained in getting services by many people. However, complaints from the community, especially those aged fifty years and over, are that they do not have such facilities and also mastery of science and technology is still lacking, so In the future, this will become the concern of the

government, especially the government in the urban village in Gorontalo City.

The second sub-focus of research from the dimensions of service product innovation is service change seen from the aspect of public interest in graphic content service design and programming. take advantage, the drawback at this time is that there are several features that cannot be used by and do not yet function like MSME features and others and currently can only accommodate nineteen features that can already be used by the community in this program.

However, in this design it is easy for the community to understand, but if the community is using this application for the first time, it is certain that users will find it difficult and do not understand this application and feature, so it is deemed necessary for the government to provide socialization to the community in its use so that the government's goals can be sustainable in the public interest.

#### ***Excellent service in public service innovation is seen from the dimensions of the convenience of the community in obtaining services***

As for the first sub-focus of research from the dimensions of convenience and speed in service, seen from the aspect of the stages of service, the community has been assisted by this program, but because it is still new, not all of it can be accommodated, including other things that are included in the features and applications so that at this time it is still very limited and in the future for this program to be sustainable it must be addressed by the government.

Obstacles in services that are currently emerging are the incompleteness of the existing features and also not many people have received socialization from the government about this GoMT program so that many people do not know about this coupled with people's understanding of the importance of this program in order to improve quality public services in Gorontalo City.

The convenience in question is the bureaucratic lines that are trimmed with this program so that the long time and service that is usually in the government and sub-district bureaucracy in Gorontalo City is easier to serve.

The second sub-focus of research from the dimensions of service product innovation is the ease of service seen from the aspect of service complaints to the community where this program still has many complaints by users of this service because this program is still relatively new.

For public complaints that always arise is the use of this application where not everyone can use it, especially the elderly and also other complaints are management through existing applications while on the other hand management such as signatures by the community is still a manual system so it seems that this application is a system science and technology but manual based.

Likewise with services that are still considered long and complicated because there are several community affairs that still have to go to the sub-district office where this application is expected to cut long service chains in terms of time and this is still a public complaint that should be with program, the service also reduces the bureaucracy.

From the description of the opinions of the informants above, this is not in accordance with the theory presented by Muluk (2008) that innovation depends on the form of product design, but the interest of service users is not in product design but lies in fast and precise service quality which can provide satisfaction for users. service .

### ***Service Process Innovation***

Service process innovation is a quality change that is sustainable and can also be a combination of changes to the organization, procedures and policies when innovating. In addition, it can be interpreted that process innovation is an effort to improve process quality from an internal and external perspective in an efficient and simple way.

In this study, the focus of the problem mentioned above consisted of three sub-focuses. Patterns of service procedures, service quality and community culture and based on the results of the research, it can be seen clearly that the three sub-focuses received different answers from informants and this became the concern of the services provided by the government. Gorontalo city today.

### ***Excellent service in public service innovation is seen from the dimensions of service procedures***

The first sub-focus of research from the dimension of service process innovation is service change seen from the aspect of training for all those who are members of this activity that the GoMT government program is equipped with adequate equipment and operators who are professional in their fields and have even been supported by the budget for this program is fifty million rupiah per kelurahan and even the plan is to issue electronic certificates for the lurah so that all can be digitally signed so that the community does not have to come to the kelurahan office again.

The purpose of debriefing or technical guidance to operators is none other than to provide an understanding to operators who already know the process and flow of how this application is included, which is easy for all operators to understand and understand.

The second sub-focus of research from the dimension of service process innovation is service change seen from the aspect of work mastery by service officers, it is planned that this program covers all sub-districts in Gorontalo City, but this program still covers fifty sub-districts in Gorontalo City.

### ***Excellent service in public service innovation is seen from the dimensions of service quality***

The first sub-focus of research from the dimensions of service process innovation is service quality, seen from the aspect of ease of administration, there are still many obstacles because this community actually makes it easier. It's just that there are people who, when they come, suddenly have many reasons, such as not bringing and not having a cellphone, not having an Android cellphone.

### ***Excellent service in public service innovation is seen from the cultural dimension of society***

The first sub-focus of research from the dimension of service process innovation is community culture seen from the openness aspect of service officers.

The community is sometimes dishonest with service officers, such as when there is management such as heirs, there must be family problems where the person concerned makes a statement and reduces one of the family members and when it comes to the service officer it will be removed with the aim of speeding up processing, and this is one of the dishonesty of the community so that it affects the speed of service.

The second sub-focus of research from the dimensions of service process innovation is community culture seen from the aspect of public criticism and complaints about services, namely public criticism of this government program in the administrative process which is a complaint of public service users in Gorontalo City is that there is still a lack of understanding of this policy. so that it is often criticized by the public, especially in terms of using mobile phones where some people have not used the media, coupled with people who do not understand the application so that the program is considered to be hindering the process.

However, in line with that, some people already understand this program so that it is considered as a media that can help the wider community in Gorontalo City as users of public services so that this program is considered as a media that can provide benefits to the people in Gorontalo City at this time.

With some of the opinions above as a result of research when compared with the theory of Muluk & Pratama, (2021) which states that service process innovation is a continuous innovation so this is not in accordance with the opinion above where the seriousness of the Gorontalo City government in innovating through the GoMT program is seen the budget provided in each village is quite large so it is hoped that this program will be sustainable in the future.

### ***Method Innovation***

Service method innovation is a new way of providing services to the public. From the beginning it was face to face, but has shifted to the development of digital technology.

In this study, the focus of the problem mentioned above consisted of three sub-focuses. Patterns of

service procedures, service quality and community culture and based on the results of the research, it can be seen clearly that the three sub-focuses received different answers from informants and this became the concern of the services provided by the government. Gorontalo city today.

Excellent service in public service innovation is seen from the innovation dimension of customer satisfaction and this is all seen from the public's perception. However, this application was made not to make it difficult for people to manage but to make it easier. Therefore, the government is trying to provide an understanding of this program. There is no time for management in each sub-district, any time the community can take care of it. When the RT/RW, section heads and operators get verification, services will be provided.

Many people feel helped by this program, but some people feel dissatisfied with the existing services, especially in administrative services which are still felt to be a burden to customers, especially one of the requirements in the form of proof of land and building tax which is the main requirement where not all of them also have these requirements. .

The first sub-focus of research from the dimension of service method innovation is community satisfaction seen from the aspect of public acceptance of this policy.

In its journey, this policy is a policy to bring the community closer to the government so that people in Gorontalo City get the value of benefits from government programs, especially in terms of administrative services, both administration regarding letters and administration regarding permits so that people can access this program so that they no longer get long and convoluted services and services that are not free.

There are also many who complain about this service, especially in terms of the main requirements, namely having to have a smartphone and the like, not to mention that many people don't care about this, so that this program is a little constrained due to people not understanding the benefits of this GoMT program for the benefit of the wider community.

The second sub-focus of research from the dimension of service method innovation is community satisfaction seen from the aspect of the administrative process which is a very basic process in all services both carried out by the government in the sub-district and the government in general in Gorontalo City which demands satisfying service with quality. service.

For administrative services using this government program, the weakness is that the community still has to go to the village to process administration until it is signed by the authorized official, and this is a shortcoming of this program which is a complaint from the community so they still have to pay for transportation costs for this, many people provide input to the government so that in the future to cover up existing deficiencies they should have used electronic signatures so that people do not need to come to the village office so that there is such a thing as excellent service.

***Excellent service in public service innovation seen from the dimensions of service standards***

The first sub-focus of research from the dimension of service method innovation is service standards seen from the aspect of involving the community in services where the benchmarks for service standards in question are the promises and obligations of the organizers to the community in the framework of quality, fast, easy and affordable and regular services, so that In the future, for a government program known as GoMT, there must be public involvement as a tool or media for controlling the government, both the government in the sub-districts and the government in general in the City of Gorontalo.

This form of public involvement includes providing space for the community to provide information and provide input to the government so that this program runs well and is sustainable. Furthermore, this public involvement can be seen where the government is currently providing socialization to the community to make the Gorontalo City government program a success.

The second sub-focus of research from the dimension of service method innovation is service standards seen from the aspect of the nature of service, the benchmark is customer

participation in the service process where the community participates actively and is involved in this GoMT digital program. This can be seen from the services provided solely only for the community as users of public services in Gorontalo City with the second largest population in Gorontalo province of around 219 thousand people who all have the same right to get services from the government.

***Excellent service in public service innovation is seen from the dimension of convenience in getting service***

As for the sub-focus of research from the dimension of convenience in service, seen from the aspect of service facilities and service support facilities, it is more than sufficient when viewed from the government's readiness for this policy because the government only provides equipment such as laptops and computers and other facilities, especially since the government has currently budgeted in 2023 there will be a special budget for this program which will be given to all sub-districts in Gorontalo City.

However, the media used by the community is lacking so that these government applications and programs are considered not useful for them and are even considered to be difficult for them, especially the elderly and people who do not understand advanced technology and the latest technological developments, and understanding like this is a big obstacle. to follow up on this government program.

Seeing the description above, the innovations carried out by the Gorontalo City government are currently changing the paradigm of society, which previously served face-to-face services but has developed in accordance with the development of science and technology so that when viewed from the opinions and theories presented by Muluk (2008), this is in accordance with the existing theory where the changes made by the Gorontalo City government are currently changing services into faster services (through applications) by utilizing current knowledge and technology so that services are faster using the GoMT (Gorontalo Integrated Community) application.



### ***Policy Innovation***

#### ***Policy innovation rests on a new vision, mission, goals and strategies.***

Excellent service in public service innovation is seen from the dimensions of policy innovation with the aim of electronic-based services

The first sub-focus of research from the dimension of service policy innovation is the purpose of service seen from the aspect of the government's demand for this policy is Law No. 23 of 2014 concerning Regional Government which is the entry point for local governments throughout Indonesia to innovate.

The innovation being carried out by the local government at this time is the GoMT government program whose goal is to provide fast and precise service to the people in Gorontalo City, who almost all of them use electronic facilities in the smooth running of the government program.

In Law no. 23 of 2014 there is a regional innovation rule that in the context of increasing the performance of local government administration can carry out innovations that can improve the quality of service to the community, especially the people in Gorontalo City.

#### ***Excellent service in public service innovation seen from the dimensions of the service strategy is***

As for the first sub-focus of research from the dimensions of service policy innovation, namely service strategy, seen from the aspect of budget allocation in this service, the local government disburses funds in almost every village in Gorontalo City, currently fifty million rupiahs to support facilities that will be used in government programs. in this case GoMT as a medium to provide maximum service and services that can satisfy the community.

It is hoped that the budget provided by the government will become a budget that can support the government's innovation program which will be pursued further by the government so that this program can be sustainable and sustainable.

The second sub-focus of research from the dimension of service policy innovation is the service strategy seen from the aspect of sustainable policy in terms of innovation being

carried out by the Gorontalo City government at this time which is a sustainable policy because it has consumed a large enough budget so it is hoped that this government program will can provide a new face for the government, especially in terms of excellent service to the people in Gorontalo City.

#### ***Excellent service in public service innovation is seen from the dimension of protection for the services provided***

The sub-focus of research from the dimensions and seen from the limitations in service is that so far no one has complained about what the government is doing at this time, except for many who have problems with assistance for the poor who are considered to be lacking in service, this community dissatisfaction is something that considered as a criticism of the government, especially in the City of Gorontalo, especially the problem is the requirements for managing paperwork in this application which are considered to be a burden to them, such as obtaining permits that must have proof of tax payment and others so that this affects the community, which until now still does not have assets such as land and houses.

Seeing the description above, this is in accordance with research conducted by Bambang Suhada (2019) where in the development of regional innovation the government must provide a budget and full support for various existing innovations so that they can be sustainable and have value benefits for service user communities.

### ***System Innovation***

System innovation, namely the development of system interaction in a new way in the context of the government sector or in other words a change in governance.

In this study the focus of the problem mentioned above consisted of three subfocuses namely changes in soup and service systems as well as information disclosure in getting waiters and based on the results of the research it can be seen clearly that the three subfocuses got different answers from informants and this became the concern of the services provided by the Gorontalo City government at this time.

***Excellent service in public service innovation is seen from the dimensions of system innovation in changing standard operating procedures***

The first sub-focus of research from the dimensions of service product innovation is the change in sop seen from the aspect of the requirements in making a statement, namely where the standard operating procedures in this GoMT program are by fulfilling existing requirements such as managing public papers, they must meet the requirements, including having an ID card , Proof of land and building tax and having an Android cellphone which is the main medium for being able to carry out administration at the sub-district level.

However, in practice, the problem with the community as users of this service is that not everyone has an Android phone and there are still many people in the city of Gorontalo who do not have their own land and houses, so it is certain that these people do not yet have proof of payment of land and property tax. Buildings so that this is still an obstacle for the community and government in supporting government programs through this GoMT program.

The second sub-focus of research from the dimensions of service product innovation is the change in sop seen from the flow aspect of obtaining services and in obtaining this service the community has been facilitated in terms of maximum service so that many people often compare between previous services which were carried out manually and services carried out like right now so for this service the GoMT program is felt to be more than enough and needs to be followed up so that in the future this government program can be sustainable whose goal is the best service for the people in Gorontalo City.

***Excellent service in public service innovation seen from the dimensions of the service system***

The first sub-focus of research from the dimensions of service product innovation is the service system seen from the aspect of service product needs.

The second sub-focus of research from the dimensions of service product innovation is that the service system is seen from the aspect of public interest in the design of this service. helped with their needs.

The government, in this case the operators at the kelurahan level, have been given training whose aim is to improve the performance of government services to the people in the city of Gorontalo, especially people who need the best service from the current government.

***Excellent service in public service innovation is seen from the dimension of information disclosure in obtaining services***

The sub-focus of research from the dimension of service product innovation seen from the aspect of information disclosure to the public is where all activities carried out by the government, in this case the village government in Gorontalo City, are currently open to the public and nothing is covered up by the government, starting from services, both licensing services and other services related to the interests of the community, are always delivered openly by the government, both at the kelurahan and at the sub-district level at this time.

Even in other information, the government in the kelurahan in Gorontalo City is currently conveying it openly to the general public, such as information on assistance and information related to the general public which is also conveyed in general by all kelurahans in Gorontalo City

**TABLE 1.** Research Findings

No	Assessment Aspects	Research Findings			
		Plus		Minus	
		Findings	Impact	Findings	Impact
1	<b>Product Innovation</b> Service. Product design	The comparison between before there was a GoMT (Digital Kelurahan) policy and after it can be felt, while in terms of product design in terms of ease of service the community has felt helped by using the application with the GoMT program in Gorontalo City.	The influence of this policy is that the public feels helped by the policies carried out by the government compared to public services in the days before the government policy on GoMT (Digital Kelurahan) whose purpose is to provide fast and appropriate services.	The disadvantage of this government policy is that not all service activities are fast where the ratification of letters and permits carried out by the government is still done manually and this results in services still not fast and the community still going to the village office.	This shortage can cause services to be less fast because people have to go to the village and it can certainly increase costs in handling existing letters and permits.
2	<b>Process Innovation</b> Pattern of procedures, quality of service and culture of the community	Service officers are in accordance with their fields because they have been equipped with mastery of applications in this government program with evidence that the government has provided training in the form of tutoring to operators in every village in Gorontalo City. Socialization given to the community so that the public understands more about future government programs	The impact of this is that operators in every village in Gorontalo City will work professionally because they master science and technology so that service quality can be achieved	In administrative management, it is actually as expected by the community, but many obstacles faced include obstacles where the community does not know the program and has not been socialized to the wider community.	The obstacle that arises is that administrative services and services will not run as expected.
3	<b>Method Innovation</b> Service satisfaction and service standards and comfort in obtaining services	With this application, the community will be facilitated and will not get difficulties, this policy is useful, especially in terms of services and can get closer between the community and the government	The services that are the main objectives of the Gorontalo City government will be achievable and this program will be a sustainable program in the Gorontalo City government	Many complaints arise from the public, especially the main requirement in this program is the use of android phones because not everyone has such a means so that the service is not optimal	The program initiated by the government will be a failure and this program will not be sustainable due to the incomplete means that are the main tools.

4	<p><b>Policy Innovation</b></p> <p>Purpose of service, government budget</p>	<p>The opinion of the community is that with this program, many people are helped, especially in terms of services that are cooled by service users such as fast service on target and cheap and not convoluted. Likewise, with the budget from the government for the benefit of succeeding what is the goal of the government.</p>	<p>The enthusiasm of the community for the GoMT program will be greater, the community is helped by this program which was still with a manual system now simpler by not taking a long time.</p>	<p>The dissatisfaction of the existing service community is more specifically related to administrative services which is felt to burden the community of service users in terms of proof of tax payment and there are still many people who do not even have land and houses so that the dispute will be an obstacle in the future</p>	<p>Community participation will be reduced if it is not socialized, let alone the requirement in the form of proof of ownership of land and building taxes.</p>
5	<p><b>System Innovation</b></p> <p>SOPs and their changes, Information disclosure, service system</p>	<p>Standard operating procedures are complete starting from registration to implementation and ending with printing, the service system already uses standard operating procedures that have been prepared by the government</p>	<p>Standard operating procedures have been made standard rules with the existence of operational standards, so the community follows the flow that has been required by the government.</p>	<p>The obstacle is that with the existence of standard operating procedures by some people, this is considered to be a big obstacle, especially sops regarding the requirements that must be met by service users in this GoMT program.</p>	<p>Sop is usually considered by some people as a challenge and an obstacle this is because if you follow the flow of the existing sop, it will hinder the process and speed of service.</p>

### CONCLUSION

Excellent service in public service innovation in the City of Gorontalo is currently felt to be sufficient while some people have not fulfilled the wishes of the service user community. In government programs, when viewed from the aspects that have been stated with aspects of service product innovation, it is good when viewed from the convenience of the community in getting services, but the drawback is the not yet optimal service caused by the requirements still burdens the community who use services in the City of Gorontalo. Judging from the aspect of process innovation where human resources have been provided with training and technical guidance so that they can master government programs so that this government program can be sustainable, seen from the Innovation aspect of special administrative service methods, some people have felt helped and facilitated in the service process, but still some people are

complained about the GoMT service due to the requirements given as an obstacle in the process where conditions were an obstacle such as the community having to have a mobile phone while not all Gorontalo City residents had the application and other requirements in administration were having to have proof of payment of land and building tax while not all people did not yet have it or not owns land and buildings so they cannot prove tax payments. For the aspect of policy innovation, it can be seen that the government's seriousness in developing the GoMT program is evidenced by the current budget issued by the government of fifty million rupiah for each sub-district in Gorontalo City to support government programs and policies so that this program is sustainable, for the aspect of system innovation if In terms of information disclosure, the local government is very open to this program whose goal is to improve the quality of public services in Gorontalo City.



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