Public Service Digital Transformation Model In Supporting The Development Of A New Suro Village, Suro Makmur District

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Abstract

The purpose of this study is to predict the increase in development and public services in Suro Baru Village, Suro Makmur District based on the SEM model. The analytical model used in Structural Equation Modeling (SEM) . Questionnaire data analysis will be processed using the SEM method with the IBM-SPSS-AMOS program. The results of the study show that 1) technology directly has a positive influence and significant to development in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency. 2) Directly, infrastructure facilities have a positive and positive influence significant to development in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency. 3) The potential has no influence on public services in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency. 4) Directly technology has a positive influence and significant to public services in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency. 5) Directly, infrastructure facilities have a positive and positive influence significant to public services in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency. 6) Directly the potential to have a positive and significant influence on public public services in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency. 7) Indirectly technology has a positive influence and significant to public services through development in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency. 8) Indirectly, infrastructure has a positive and positive influence significant to public services through development in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency. 9) Indirectly the potential to have a positive and significant influence on public public services through development in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency.

Keywords: *Technology, Infrastructure, Potential, Development and Public Service.*

I.   INTRODUCTION

The issue of public information services in the village government environment still faces challenges and obstacles. Usually service communication is provided manually and face-to-face so that achieving the target of serving all residents takes a long time. This obstacle usually occurs because of limited Human Resources (HR) both among the community and village officials who master ICT. So that both the services provided by the village government and the acceptance of the information needs of villagers are inefficient. From these conditions, efforts are needed to develop Information and Communication Technology (ICT) facilities for the development Information Service process by the village government to its village residents. Therefore, to support the success of bureaucratic reform, transparent communication leadership is needed, so that government programs related to efforts to improve welfare can be known transparently.The pattern of transparent communication leadership in government institutions should be developed in line with the dynamics of political reform which emphasizes the need for more adequate and more transparent services to the public.

Seeing at the village government level, which is the leading bureaucracy and close to the citizens, it is very important to build a good communication leadership pattern for excellent public services. Public services can be carried out through various communication media, both face-to-face and through media. Media communication will greatly support the acceleration of the dissemination of information and communication with a wider target achievement.Suro Baru Village in Aceh Singkil Regency is one of the

villages/sub-districts that implement smart governance, where the implementation can be said to be successful and has a sustainable program. Previously, Suro Baru Village itself was an underdeveloped village and had a major problem, namely its zero government. This can be seen in the poor performance of village officials, the very long provision of public services to the community, the limited transparency of information about the village provided by the village government, to the lack of community participation in policy making for village development, so that the Suro Baru Village government is starting to commit to overcome various problems. the problem of lagging through the field of ICT.

Tabel 1. Jumlah Penduduk Desa Suro Baru Kecamatan Suro Makmur Kabupaten Aceh Singkil 2021

No	Desa/ Kelurahan	Jumlah Penduduk (Jiwa)
1.	Mandumpang	1.556
2.	Alur Linci	370
3.	Sirimo Mungkur	454
4.	Keras	862
5.	Ketangkuhan	382
6.	Siompin	1831
7.	Bulu Ara	387
8.	Lae Bangun	412
9.	Bulu Sema	1.300
10.	Pangkalan Sulami	508
11.	Suro Baru	911
Total		**8.975**

Sumber : BPS Aceh Singkil 2021

Problems in this research lack of fast and appropriate services for the community, lack of transparent public services for the community in Suro Baru Village, lack of fast communication and information to the community, limited transparency of information about villages provided by the Suro Baru village government, lack of community participation in policy making for the development of the New Suro Village. **The** research objective is to improve development and public services in Suro Baru Village, Suro Makmur District based on the SEM model.

II.   THEORETICAL BASIS
Village Development

Rural development is rural-based development by prioritizing local wisdom in rural areas which includes the demographic structure of the community, socio-cultural characteristics, physical/geographical characteristics, patterns of agricultural business activities, patterns of rural-urban economic linkages, village institutional sectors, and characteristics of residential areas (Oktavianor, 2003). 2020) . Village development in essence prioritizes togetherness, kinship, and mutual cooperation in order to realize the mainstreaming of peace and social justice (Soelistyo, 2002) . Villages prepare development plans referring to district/city development plans. The Village Development plan document is the only planning document in the Village and is the basis for the preparation of the Village Revenue and Expenditure Budget (Maramis, 2021) . Village Development Planning is held by involving the Village community through Village Development Planning Deliberations. Village Development Planning Deliberations determine priorities, programs, activities, and needs of Village community self-help, and/or Regency/city Regional Revenue and Expenditure Budgets based on an assessment of the needs of the Village community (Andrianus, 2021) .

Public service

Public services are about the facilities provided to the public in relation to goods and services (Hartomo, 2022) . In practice in government, the state is obliged to serve in the sense of providing public services to every citizen and resident to fulfill their basic rights and needs (Pradini, 2020) . Government is essentially a service provider to the community. It is not held to serve itself, but to serve the community and

create conditions that enable every member of the community to develop their abilities and creativity in order to achieve common goals (Saputra, 2021) . Therefore, the public bureaucracy is obliged and responsible to provide good and professional services to the community (Suharno, 2022) . Society is increasingly critical and more courageous to exercise control over what is being done by the government. To be able to provide the best service, a standard is needed in providing public services (Sahnan, 2019) .

Technology

Technology is defined as the applied science of engineering which is realized in the form of human creations based on the principles of science (Utama, 2019) . Technology is a combination of computer technology with communication technology that facilitates the acquisition, processing, deviation, delivery and sharing of information (Rochwulaningsih, 2019) . Feenberg 1996 says there are two theories of technology, namely Instrumental Theory is the thought that technology is a tool that is always ready to serve the interests of its users (Tando, 2020) . Substantive theory believes that technology is dynamic and capable of changing social life. Information technology is a means and infrastructure of systems and methods for obtaining, transmitting, processing, interpreting, deviation, organizing and meaningful data (Mamilianti , 2020) . Information technology is defined as science in the field of computer-based information and its development is very rapid. Technology is a technology used to process data. That processing includes processing, obtaining, compiling, storing, manipulating data in various ways to produce quality information, namely information that is relevant, accurate, and timely (Simangunsong, 2022) .

Infrastructure

Learning facilities are all equipment that is directly used by teachers or students in the teaching and learning process, for example, buildings, classrooms, tables, chairs, and learning media. Furthermore, educational facilities are equipment that can directly achieve educational goals, for example: rooms, books, libraries, laboratories, and so on (Kawung, 2019) . While infrastructure means tools that are not directly used to achieve goals in education, for example: location or place, school buildings, sports fields, money and so on (Saputra, 2021) . Facilities that indirectly support the teaching process, such as yards, gardens, school gardens, roads leading to schools and so on. In general, facilities and infrastructure have four main functions, namely facilitating the work process, accelerating the work process, increasing productivity and producing higher quality results (Kamarni, 2021) .

Potency

Regional economic potential is defined by Suparmoko as the existing economic capacity in the area that is possible and feasible to be developed so that it will continue to develop into a source of livelihood for the local people and can even encourage the regional economy as a whole to develop by itself and sustainably (Nurwulan, 2021) . The potential of the area must be able to be explored in accordance with the conditions that exist in the area, in addition to the conditions of the area that support it but also the surrounding environment must be taken into account (Susanti, 2021) (Tando, 2020) . The company's environment is the totality of things or external circumstances of a business entity or industry that affect the organization's activities (Farida & Suyono, 2021) . The scope of this environmental factor is very broad because it covers all aspects of social life (Sari, 2019) (Taqwa, 2019) .

III.   METHODS

This research approach is causal research *(Ghazali, 2013) . Causal* design is useful for analyzing how a variable affects other variables, and is also useful in experimental research where the independent variables are treated in a controlled manner by researchers to see their impact on the dependent variable directly (Rusiadi, Nur Subiantoro, 2014) .The population in this study is the community that plays a role in development/village government in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency . The sampling method in this study is to use the Slovin formula, which is as follows:

$$n = \frac{N}{1 + \left(N(e)^2\right)}$$

n = sample size

N = population size

e = error rate.

The error rate is set at 5%.

The following is the calculation of the sample size:

$$n = \frac{400}{1 + \left(400 \times 0.05^2\right)}$$

$$n = \frac{400}{1 + \left(400 \times 0.0025\right)}$$

$$n = \frac{400}{1 + 1}$$

$$n = \frac{400}{2}$$

n = 200 respondents. So, from 200 samples can be selected based on the criteria as many as 200 community respondents in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency .

Data analysis using *Structural Equation Modeling (SEM)* . The questionnaire data analysis will be processed using the S EM method with the IBM-SPSS-AMOS program

Structural Model *Equation Modeling (SEM)* year 1 is as follows:

Equation I : $Y_1 = PY_1X_1 + PY_1X_2 + Y_1X_3 + \epsilon_1$

Equation II : $Y_2 = PY_2X_1 + PY_2X_2 + PY_2X_3 + \epsilon_2$

Information:

X_1 = Technology (*Exogenous Variable*)

X_2 = Infrastructure (*Exogenous Variable*)

X_3 = Potential (*Exogenous Variable*)

Y_1 = Development *(Intervening Variable)*

Y_2 = Public Service (*Endogenous Variable*)

P = Path Regression Coefficient

ϵ = Number of variants ($\epsilon = 1 - R^2$)

IV.   RESEARCH RESULTS

Descriptive statistical analysis is used to provide an overview or description in terms of the frequency of data from each variable. Descriptive statistics provide an image of the variables in the study seen from the average value (*mean*), standard deviation, maximum and minimum values (Ghozali, 2011) .

In addition to observing the *Average Variance Extracted* (AVE) value, *construct reliability and validity* can also be known through another method, namely by looking at the *Composite Reliability value* . An indicator is declared to meet *construct reliability and validity* if the *Composite Reliability value is* > 0.6 (Juliandi, 2018, p. 74) . The results of the *Composite Reliability value* can be seen in the table below:

Table 1. Composite Reliability

Variable	*Composite Reliability*
Technology (X1)	0.982
Infrastructure (X2)	0.973
Potential (X3)	0.946
Development (Y1)	0.927
Public Service (Y2)	0.972

Source: Research Data Processed 2021

Based on the table above, the *Composite Reliability values* obtained in the study are as follows:

1. Based on the obtained value of the equation above, it shows that the *Composite Reliability value* of the Technology variable (X_1) is 0.982 > 0.6, thus it can be concluded that the variables have good validity.

2. Based on the value obtained from the equation above, it shows that the *Composite Reliability value* of the Sarana Prasana variable (X_2) is 0.973 > 0.6, thus it can be concluded that the variables have good validity.

3. Based on the value of the equation above, it shows that the *Composite Reliability value* of the Potential variable (X_3) is 0.946 > 0.6, thus it can be concluded that the variables have good validity.

4. Based on the obtained value of the equation above, it shows that the *Composite Reliability value of the Development* variable (Y1) is 0.927 > 0.6, thus it can be concluded that the variables have good validity.

5. Based on the obtained value of the equation above, it shows that the *Composite Reliability value* of the Public Service variable (Y2) is 0.972 > 0.6, thus it can be concluded that the variables have good validity.

In addition to observing the value of *Composite Reliability* , *construct reliability and validity* can also be known through another method, namely by looking at the *Cronbach Alpha value* . An indicator is declared to meet *construct reliability and validity* if the *Cronbach Alpha value is* > 0.7 (Juliandi, 2018, p. 74) . The results of the *Cronbach Alpha value* can be seen in the table below:

Table 2. Cronbach Alpha

Variable	*Composite Reliability*
Technology (X1)	0.836
Infrastructure (X2)	0.989
Potential (X3)	0.936
Development (Y1)	0.910
Public Service (Y2)	0.946

Source: Research Data Processed 2022

Structural Model Analysis *(Inner Model)*

R-Square

R-Square is a measure of the proportion of variation in the value of the affected variable (endogenous) which can be explained by the variable that affects (exogenous) (Juliandi, 2018, p. 79) . This is useful for predicting whether the model is good or bad. The criteria are as follows:

1. If the value of $R2 = {}^{0.75}$ -> model is substance (strong)
2. If the value of $R^2 = 0.50$ -> the model is moderate (medium)
3. If the value of $R^2 = 0.25$ -> the model is weak (bad)

The results of the *R-Square values* can be seen in the table below:

Table 3. R-Square

	R Square	*R Square Adjusted*
Development (Y_1)	0.642	0.635
Public Service (Y_2)	0.721	0.734

Source: Research Data Processed 2021

Based on the data from the table above, it is known that the R Square Adjusted value for the development variable is 0.642 or 64.2% while the remaining 35.8% is influenced by other variables that are not variables of this study. Meanwhile, for the public service variable, the R Square Adjusted value is 0.721 or 72.1%, while the remaining 27.9% is influenced by other variables not included in this study.

Predictive Relevance (Q2)

The value of Q2 has the same meaning as the coefficient of determination (R-Square). Q- Large value of Square (Q2) 0 indicates the model has Predictive relevance, otherwise if a value (Q2) is less than 0, this indicates the model has less Predictive relevance; or in other words, where all the values of Q2 are

higher, the model can be considered more suitable to the data. Consideration of the value of Q2 can be done as follows

$Q_2 = 1-(1-R_1{}^2)(1-R_2{}^2)...(1-R_n{}^2)$

$Q_2 = 1-(1-0.642)(1-0.721)$

$Q_2 = 1-(0.358)(0.279)$

$Q2 = 1-0.099$

$Q2 = 0.900$

Based on these results, the value of Q2 is 0.900. So it can be concluded that all variables in this study technology, infrastructure, potential, natural resources, development and public services contribute to the authenticity of data in the existing structural model of 0.900 or 90.0%. Then the remaining 10.0% need to be developed apart from the research variables.

Direct Effects

Direct effect analysis is useful for testing the hypothesis of the direct effect of a variable that affects (exogenous) on the variable that is influenced (endogenous) (Juliandi, 2018, p. 85) . The criteria are:

1. (*path coefficient) :*
   - If the *path coefficient value* is positive, then the influence of a variable on other variables is unidirectional, if the values of a variable increase/increase, then the value of other variables also increases/increases.
   - If the *path coefficient value* is negative, then the influence of a variable on other variables is in the opposite direction, if the value of a variable increases/increases, then the value of other variables will decrease/lower .
2. Probability/Significant Value (P-Value):
   - If the *P-Values* < 0.05, then significant.
   - If the *P-Values* > 0.05, then no significant

The results of the *direct effect value* can be seen in the table below:

Indirect **Effect**

direct effect analysis (indirect effect) is useful for testing the hypothesis of the indirect effect of a variable that affects (exogenous) on the influenced variable (endogenous) which is mediated/mediated by an intervening variable (Juliandi, 2018, p. 88) . The criteria are:

- If the P-Values <0.05, it is significant, meaning that the mediator variable mediates the effect of an exogenous variable on an endogenous variable. In other words, the effect is indirect.
- If the P-Values > 0.05, it is not significant, meaning that the mediator variable does not mediate the effect of an exogenous variable on an endogenous variable. In other words, the effect is immediate.

The results of the *indirect effect value* can be seen in the table below:

Table 4. Indirect Effect

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P Values*
Technology (X₁) Towards Public Services (Y₂) through Development (Y₁)	0.238	0.234	0.160	3,287	0.002
Infrastructure (X₂) Towards Public Services (Y₂) through Development (Y₁)	0.187	0.190	0.157	3,511	0.000
Potential (X₃) Towards Public Services (Y₂) through Development (Y₁)	0.379	0.382	0.359	4,513	0.000

Source: Research Data Processed 2021

Based on table d above, the *indirect effect values* obtained in the study are as follows: The Influence of Technology (X₁) on Public Services (Y₂) through *Development* (Y₁). Based on the results of data analysis, the tcount value is 3.287>1.96 and the significance value is 0.002 <0.05. It can be stated that development has a significant role in mediating technology on public services. The Influence of Infrastructure (X₂) on Public Services (Y₂) through Development (Y₁). Based on the results of data analysis,

the tcount value is 3.511>1.96 and the significance value is 0.000<0.05. It can be stated that development has a significant role in mediating infrastructure for public services. Effect of Potential (X_3) on Public Services (Y_2) through *Development* (Y_1). Based on the results of data analysis, the tcount value is 4.513>1.96 and the significance value is 0.000<0.05. It can be stated that development has a significant role in mediating the potential for public services. The Influence of Natural Resources (X_4) on Public Services (Y_2) through *Development* (Y_1). Based on the results of data analysis, the tcount value is 3.513> 1.96 and the significance value is 0.000 <0.05. It can be stated that development has a significant role in mediating natural resources on public services.

V.   DISCUSSION

The Influence of Technology on Development

Based on the results of data analysis, technology has a significant effect on development in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency . The results of this study support the results of previous studies which state that technology has a significant effect on development (Al-Mursyid, 2020) (Oktavia, 2020) (Panjawa, 2022) . It can be stated that when technology is improved, it will have an impact on development in the village.

The Influence of Infrastructure on Development

Based on the results of data analysis that has been carried out, it shows that infrastructure has a significant effect on development in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency . The results of this study are not in line with the results of previous studies which state that infrastructure has a significant effect on village development (Supriatna, 2019) (Kamarni, 2021) (Indrapati, 2022) . This can be interpreted that when the facilities and infrastructure are getting better, it will have an impact on increasing development in the village.

The Effect of Potential on Development

The results of data analysis show that the potential has no direct effect on development in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency . The results of this study are not in line with the results of previous studies which state that the potential has a significant effect on development (Saputri, 2020) (Munthe, 2021) (Hastari, 2021) . This can be interpreted that when the potential is getting better, it will have an impact on increasing village development.

The Influence of Technology on Public Services

Directly based on the results of data analysis that has been done that technology has a significant effect on public services in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency. The results of this study are in line with the results of research (Razak, 2018) (Ali, 2020) (Anton, 2021) which states that technology has a significant effect on public services in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency. This means that when technology is improved, it will have an impact on increasing the quality of service to the community.

The Influence of Infrastructure on Public Services

The results of data analysis conducted directly indicate that infrastructure has a significant effect on public services in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency . The results of this study are in line with the results of previous studies which state that infrastructure has a significant effect on public services (Susanto, 2020) (Salam, 2022) (Solihah, 2022) . It can be stated that when facilities and infrastructure are improved it will improve public services.

Potential Effect on Public Service

The results of data analysis directly indicate that the potential has a significant effect on public services in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency. The results of this study are in line with the results of previous research which states that the potential has a significant effect on public services (Sari, 2019) (Sinaga, 2020) (Maysara, 2021) . It can be concluded that when the potential is getting better, it will be able to improve public services.

The Influence of Technology on Public Services Through Development

Based on the results of data analysis conducted, it shows that indirectly development has a significant role in mediating technology on public services in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency . The results of this study support the results of previous studies which state that technology has a significant effect on development and has an impact on public services (Putri, 2018) (Islah, 2018) (Rusliandy, 2019) .

The Influence of Infrastructure on Public Services Through Development

The results of data analysis indicate that indirectly development has a significant role in mediating infrastructure and public services in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency . The results of this study are in accordance with the results of previous studies which state that infrastructure has a significant effect on development and has an impact on public services (Mohi, 2018) (Yustriawan, 2021) (Happy, 2021) .

Potential Effects on Public Services Through Development

The results of data analysis indicate that development indirectly has a significant role in mediating the potential for public services in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency . public (Komariah, 2019) (Talangamin, 2019) (Sembiring, 2020) .

Closing

Based on the analysis that has been done, the conclusions that can be drawn are as follows:

1. Directly technology has a positive and significant to development in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency

2. Directly, infrastructure has a positive and significant to development in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency.

3. The potential has no influence on public services in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency.

4. Directly technology has a positive and significant to public services in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency

5. Directly, infrastructure has a positive and significant to public services in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency.

6. Directly, the potential has a positive and significant influence on public public services in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency.

7. Directly development has a positive and significant effect on development in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency.

8. Indirectly, technology has a positive and significant to public services through development in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency

9. Indirectly, infrastructure has a positive and significant to public services through development in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency.

10. Indirectly the potential to have a positive and significant influence on public public services through development in Suro Baru Village, Suro Makmur District, Aceh Singkil Regency.

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