

Digital Communication as a Driver of Public Service Adoption in E-Government

Yoga^{1*}, Leonita Siwiyanti², Antony³

¹⁻³ Universitas Muhammadiyah Sukabumi

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ABSTRACT

The digital transformation of public services requires government institutions to improve information quality, user satisfaction, and digital communication to encourage citizens' adoption of online services. This study aims to analyze the role of Online Information Quality, Satisfaction, and Digital Communication in influencing citizens' intention to obtain public services through digital platforms. This study employed a quantitative approach using an explanatory research design. Data were collected through questionnaires from 140 users of online services provided by DISDUKCAPIL Kabupaten Sukabumi. Data analysis was conducted using Structural Equation Modeling (SEM) with AMOS. The results indicate that Online Information Quality and Satisfaction have positive and significant influences on Digital Communication. Furthermore, Digital Communication has the strongest positive influence on Intention to Obtain Public Service. Online Information Quality and Satisfaction also have significant direct and indirect influences on service adoption intention through Digital Communication as a mediating variable. These findings imply that improving digital public services requires not only reliable information systems but also effective communication strategies and positive user experiences. This study contributes to the understanding of digital public service adoption by highlighting the strategic role of Digital Communication in strengthening citizens' willingness to use online government services.

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Corresponding Author:

Name: Yoga

Institution Address: Universitas Muhammadiyah Sukabumi

e-mail: yogadvvy@ummi.ac.id

1. INTRODUCTION

The advancement of digital technology has encouraged government institutions to transform public services from conventional mechanisms into digital-based systems. The implementation of electronic government (e-government) is considered an important strategy to improve public service efficiency, transparency, accessibility, and responsiveness. Through digital

transformation, citizens can access government services more easily without being restricted by geographical and time limitations. However, the success of digital public services is not solely determined by technological infrastructure but also depends on the quality of information, user experience, and communication effectiveness between service providers and citizens [1], [2], [3], [4].

Population administration services are among the essential public services that require continuous digital transformation. The Population and Civil Registration Office (DISDUKCAPIL) provides various administrative services, including Electronic Identity Cards (KTP-el), Family Cards (KK), birth certificates, death certificates, and other population documents. The development of online services is expected to simplify administrative procedures and increase public accessibility to government services. Nevertheless, the adoption of digital public services still faces several challenges, including limited information accessibility, differences in citizens' understanding of service procedures, and difficulties in interacting with digital platforms [5], [6].

One of the important factors determining the success of digital public services is Online Information Quality. Information quality refers to the extent to which information provided through digital platforms is accurate, complete, relevant, timely, and understandable for users. High-quality information can reduce uncertainty, improve user comprehension, and encourage citizens to interact with digital services more effectively [7] [8][9]. In the context of public services, information regarding service requirements, procedures, and digital mechanisms becomes an important element in establishing effective communication between government institutions and citizens.

Besides information quality, user satisfaction is also an important factor influencing digital service adoption. Satisfaction represents users' evaluation after comparing their expectations with the actual experiences obtained during service utilization. Citizens who perceive digital services as useful, convenient, and capable of fulfilling their needs tend to have stronger intentions to continue using those services [10] [2] [11]. Therefore, improving digital public services requires attention not only to system performance but also to citizens' experiences throughout the service process.

Furthermore, Digital Communication plays a strategic role in strengthening interactions between government institutions

and citizens. Digital communication enables organizations to deliver information, respond to user needs, and establish two-way communication through digital platforms. Effective digital communication can increase public trust, engagement, and willingness to adopt online public services [12][13]. Therefore, Online Information Quality, Satisfaction, and Digital Communication are important factors for understanding citizens' intention to utilize digital public services.

Previous studies have investigated various factors influencing digital government adoption. Studies related to information quality demonstrate that accurate, relevant, and accessible information improves user understanding, engagement, and trust toward digital platforms [14]. Research regarding satisfaction also shows that user satisfaction influences continued intention to use digital government services because satisfaction is associated with service quality, perceived benefits, and fulfillment of user expectations [15]. In addition, previous studies highlight that effective digital communication strategies contribute to greater acceptance and participation in online public services [16]

Although previous studies have provided valuable insights into digital service adoption, most research has examined information quality, satisfaction, and communication as separate factors. Limited studies have integrated these variables into a comprehensive model to explain citizens' intention to obtain public services through digital platforms, particularly in the context of regional population administration services. Furthermore, the mediating role of Digital Communication in strengthening the relationship between information quality, satisfaction, and service adoption intention remains insufficiently explored.

Based on this research gap, this study aims to analyze the influence of Online Information Quality and Satisfaction on Digital Communication and Intention to Obtain Public Service. This study also examines the mediating role of Digital Communication in explaining how information quality and user satisfaction

contribute to citizens' intention to utilize online services provided by DISDUKCAPIL Kabupaten Sukabumi. The findings are expected to contribute theoretically to digital public service adoption studies and provide practical recommendations for improving e-government implementation.

2. LITERATURE REVIEW

The literature review section provides the theoretical foundation underlying the research model by discussing the main concepts and previous studies related to digital public service adoption. This section explains the theoretical perspectives of each research variable, including Online Information Quality, Satisfaction, Digital Communication, and Intention to Obtain Public Service. The discussion of these concepts is used to understand the relationship between variables and support the development of the proposed research framework.

2.1 Online Information Quality

Online Information Quality refers to the extent to which information provided through digital platforms meets users' expectations in terms of accuracy, completeness, relevance, timeliness, and ease of understanding. In digital public services, information quality becomes an essential factor because citizens depend on online information to understand service procedures, requirements, and available facilities. High-quality information can reduce uncertainty, improve user understanding, and increase confidence in using digital services [7] [8].

Information quality also influences how users interact with digital platforms. Accurate and reliable information enables users to make better decisions

and reduces difficulties during the service process. Therefore, government institutions need to ensure that information presented through online service platforms is continuously updated, accessible, and aligned with citizens' needs [9].

2.2 Satisfaction

Satisfaction represents the level of users' positive evaluation after experiencing a digital service. Satisfaction occurs when the perceived performance of a service meets or exceeds user expectations. In e-government services, satisfaction is influenced by various factors, including service quality, ease of use, system reliability, and the benefits obtained by users [10].

Satisfied users tend to develop positive perceptions toward digital services and show stronger intentions to reuse the services in the future. Therefore, maintaining citizen satisfaction becomes an important strategy for improving the sustainability and acceptance of digital government services [11].

2.3 Digital Communication

Digital Communication refers to communication activities conducted through digital platforms that enable organizations and users to exchange information interactively. In government services, digital communication functions not only as a medium for information delivery but also as a mechanism for building interaction, trust, and engagement between institutions and citizens [12].

Effective digital communication allows government institutions to respond to citizens' needs more

quickly and provide clearer service information. Communication strategies through digital platforms can improve public participation and encourage citizens to adopt online public services [13].

2.4 *Intention to Obtain Public Service*

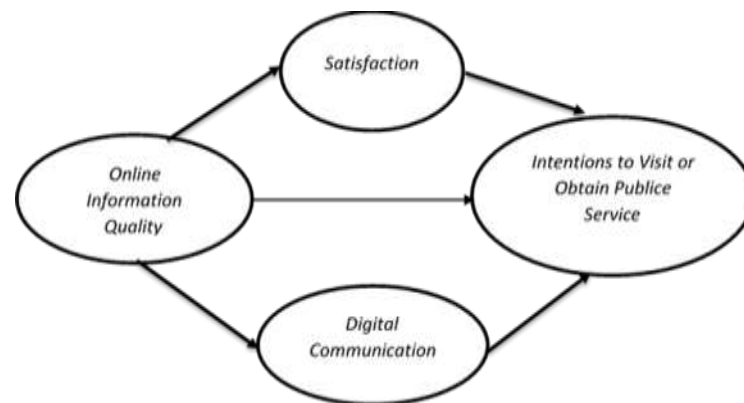
Intention to Obtain Public Service refers to citizens' willingness and tendency to use digital platforms for accessing government services. This intention reflects the acceptance level of citizens toward digital transformation in public services. According to technology adoption perspectives, users' intention to use digital systems is influenced by perceived benefits, ease of use, trust, and previous experiences with the service [10].

In the context of e-government, citizens are more

likely to adopt online services when they perceive that digital platform provide convenience, reliable information, and effective communication support. Therefore, understanding factors influencing service adoption intention is essential for improving digital public service implementation.

2.5 *Research Framework*

Based on the literature review, this study proposes that Online Information Quality and Satisfaction influence Digital Communication, which subsequently affects Intention to Obtain Public Service. In addition, Online Information Quality and Satisfaction are expected to have direct influences on citizens' intention to use online public services.



3. METHODS

This study employed a quantitative approach with an explanatory research design. The quantitative approach was selected because this study aims to examine the causal relationships between research variables through statistical measurement and hypothesis testing [24]. This study analyzes the influence of App Quality (X1) and Sales Promotion (X2) on Purchase Decision (Y) through Customer Satisfaction

(Z) as a mediating variable among GrabFood users in Sukabumi City.

The research model was developed based on theories and previous studies related to digital service quality, marketing strategies, customer satisfaction, and consumer purchasing behavior. The model assumes that better application quality and effective promotional strategies can increase customer satisfaction, which subsequently influences consumers' purchase decisions. The research object is the GrabFood online

food delivery service, while the research subjects are GrabFood users in Sukabumi City who have experience using the application and completing transactions.

The research model consists of four main variables. App Quality (X1) represents the quality of the GrabFood application, measured through ease of use, system functionality, information quality, and system security. Sales Promotion (X2) represents promotional activities provided by the company, measured through discounts, cashback, additional bonuses, and special offers. Customer Satisfaction (Z) represents consumers' evaluation of their experience after using GrabFood services. Purchase Decision (Y) represents consumers' decisions to choose and continue using GrabFood services.

The population of this study consisted of GrabFood users in Sukabumi City who had accessed the application and conducted transactions. The research sample consisted of 160 respondents selected based on predetermined criteria. The respondents were selected because they had direct experience using GrabFood services and were able to evaluate application quality, promotional programs, satisfaction levels, and purchase decisions.

This study used primary data collected directly from respondents through questionnaires. Secondary data were obtained from relevant literature, previous studies, and theoretical references related to application quality, sales promotion, customer satisfaction, purchase decisions, and digital consumer behaviour [7] [8].

The research instrument was a questionnaire measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire items were developed based on indicators of each research variable. App Quality consisted of four indicators, Sales Promotion consisted of four indicators, Customer Satisfaction consisted of four indicators, and Purchase Decision consisted of four indicators.

Data collection was conducted using a survey method through online

questionnaires distributed to GrabFood users in Sukabumi City. The questionnaire was designed to collect information regarding respondents' perceptions of application quality, promotional strategies, satisfaction, and purchasing decisions after using GrabFood services.

The sampling technique used in this study was purposive sampling, in which respondents were selected based on specific criteria. The criteria included respondents who had used GrabFood services, had completed transactions through the application, and were willing to provide evaluations regarding their user experiences.

Before conducting the main analysis, the research instrument was tested through validity and reliability assessments. Validity testing was performed to determine whether each indicator accurately represented its construct, while reliability testing was conducted to evaluate the consistency of the measurement instrument.

The data analysis in this study was conducted using Structural Equation Modeling (SEM) with the assistance of Analysis of Moment Structure (AMOS) software. SEM was selected because it allows simultaneous testing of measurement models and structural relationships between latent variables, including direct effects, indirect effects, and mediation effects.

The analysis process consisted of several stages. First, Confirmatory Factor Analysis (CFA) was conducted to evaluate the validity of the measurement model and determine whether indicators could represent their respective constructs. Second, the model feasibility was evaluated using Goodness-of-Fit indicators, including Chi-square, CMIN/DF, Probability, GFI, AGFI, TLI, CFI, and RMSEA.

Third, hypothesis testing was performed using the structural model regression weights. The relationship between variables was determined based on the Critical Ratio (C.R.) and Probability (P-value) values. A hypothesis was accepted when the C.R. value was greater than 1.96 and the P-value was below 0.05.

Finally, the analysis of direct effects, indirect effects, and total effects was conducted to examine the mediating role of Customer Satisfaction in the relationship between App Quality, Sales Promotion, and Purchase Decision among GrabFood users in Sukabumi City.

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

This study involved 140 respondents who had accessed online services provided by DISDUKCAPIL Kabupaten Sukabumi. The characteristics of respondents were analyzed based on gender, age, domicile, and educational background to provide an overview of the research participants. The respondent profile indicates that the collected data represent users of online population administration services with diverse demographic characteristics.

The majority of respondents were male, accounting for 74 respondents (52.9%), while female respondents consisted of 66 respondents (47.1%). Based on age distribution, most respondents were in the age range of 17–25 years, with 79 respondents (56.4%), followed by respondents aged 26–35 years with 32 respondents (22.9%), 36–45 years with 22 respondents (15.7%), and 46–55 years with 7 respondents (5%). This indicates that online DISDUKCAPIL services were predominantly utilized by younger citizens who are more familiar with digital platforms.

Based on educational background, the majority of respondents had completed SMA/MA/SMK education, with 121 respondents (86.4%). These characteristics indicate that respondents generally had sufficient educational backgrounds to understand and evaluate online public service systems.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	74	52.9%
	Female	66	47.1%
Age	17–25 years	79	56.4%
	26–35 years	32	22.9%
	36–45 years	22	15.7%
	46–55 years	7	5%
Education	Elementary School	3	2.1%
	Junior High School	9	6.4%
	Senior High School	121	86.4%
	Diploma/Bachelor/Postgraduate	7	5.0%

4.2 Structural Equation Modeling (SEM) Results

The research model was analyzed using Structural Equation Modeling (SEM) with AMOS to examine the relationship between Online Information Quality, Satisfaction,

Digital Communication, and Intention to Obtain Public Service. The SEM analysis consisted of measurement model evaluation through Confirmatory Factor Analysis (CFA) and structural model evaluation through hypothesis testing.

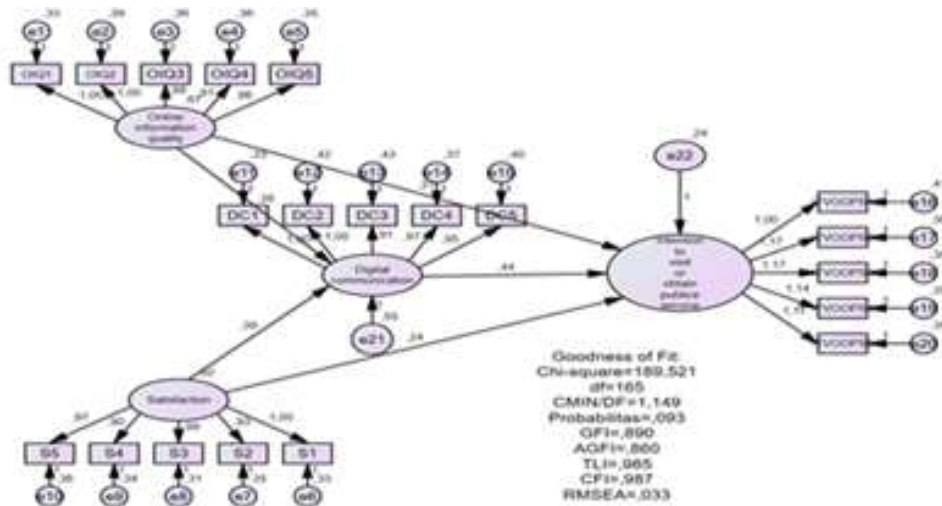


Figure 2. Structural Model of SEM Analysis
Source: Data Processed using AMOS (2026)

The goodness-of-fit evaluation indicates that the proposed structural model meets the required criteria. The model

demonstrates acceptable fitness based on several indicators, including Chi-square, CMIN/DF, GFI, AGFI, TLI, CFI, and RMSEA.

Table 2. Goodness of Fit Model

No	Goodness of Fit	Cut of Value	Hasil Analisis	Keterangan
1	Chi-square	$\leq (df; \alpha = 0,05)$	189,521	Fit
2	CMIN/DF	<2,00	1,149	Fit
3	Probability	>0,05	0,093	Marginal Fit
4	GFI	>0,90	0,890	Fit
5	AGFI	>0,90	0,860	Fit
6	TLI	>0,90	0,985	Fit
7	CFI	>0,95	0,987	Fit
8	RMSEA	<0,08	0,033	Fit

The results indicate that the SEM model is suitable for explaining the relationship among research variables. Therefore, the model can be used for further hypothesis testing.

4.3 Hypothesis Testing Results

Hypothesis testing was conducted by examining the regression weights output from AMOS. A hypothesis is accepted when the Critical Ratio (CR) value is greater than 1.96 and the probability value is below 0.05.

Table 3. Hypothesis Testing Results

Relationship	Estimate	C.R	P-value	Decision
Online Information Quality → Digital Communication	0.377	3.888	<0.001	Accepted
Satisfaction → Digital Communication	0.389	4.477	<0.001	Accepted
Digital Communication → Intention to Obtain Public Service	0.445	5.528	<0.001	Accepted
Digital Communication → Intention to Obtain Public Service	0.445	5.528	<0.001	Accepted
Satisfaction → Intention to Obtain Public Service	0.237	3.495	<0.001	Accepted
Relationship	Estimate	C.R	P-value	Decision
Online Information Quality → Digital Communication	0.377	3.888	<0.001	Accepted
Satisfaction → Digital Communication	0.389	4.477	<0.001	Accepted

Source: Data Processed using AMOS (2026)

The hypothesis testing results demonstrate that all proposed relationships are positive and significant. Digital Communication has the strongest influence on Intention to Obtain Public Service, indicating that effective digital interaction plays an important role in encouraging citizens to adopt online public services.

4.4 Direct, Indirect, and Total Effects

The mediation analysis was conducted to identify the role of Digital Communication in explaining the relationship between Online Information Quality, Satisfaction, and Intention to Obtain Public Service.

Table 4. Direct, Indirect, and Total Effects

Relationship	Direct Effect	Indirect Effect	Total Effect
Satisfaction → Digital Communication	0.403	-	0.403
Online Information Quality → Digital Communication	0.352	-	0.352
Digital Communication → Intention	0.497	-	0.497
Satisfaction → Intention	0.275	0.201	0.476
Online Information Quality → Intention	0.282	0.175	0.457

Source: Data Processed using AMOS (2026)

The results confirm that Digital Communication acts as a mediating mechanism. Satisfaction and Online Information Quality influence citizens' intention to use online public services not only directly but also indirectly through improved digital communication.

4.5 Discussions

The findings of this study provide empirical evidence regarding the factors influencing citizens' intention to obtain public services through digital platforms. Based on the SEM analysis, all proposed relationships between variables were found to be positive and significant. The results indicate that Online Information Quality, Satisfaction, and Digital Communication play important roles in encouraging citizens to adopt online public services. The discussion below explains the findings based on the research questions.

4.5.1 The Influence of Online Information Quality on Digital Communication

The first research question examines whether Online Information Quality influences Digital Communication in online DISDUKCAPIL services. The results confirm that Online Information Quality has a positive and significant influence on Digital Communication, with an estimated value of 0.377, a Critical Ratio (CR) of 3.888, and a significance value below 0.001. This finding indicates that higher quality information provided through digital platforms can improve the effectiveness of communication between government institutions and citizens.

This result supports the concept of information quality in digital services, where information accuracy, completeness, relevance, and clarity are important factors in facilitating user

understanding and interaction. High-quality information reduces uncertainty and helps citizens understand service procedures, requirements, and mechanisms for accessing online public services. This finding is consistent with previous studies showing that reliable and relevant digital information improves user engagement and interaction with online platforms [17]

In the context of DISDUKCAPIL online services, information regarding population administration requirements, service procedures, and digital access mechanisms becomes an important communication instrument. When citizens receive clear and understandable information, communication between service providers and users becomes more effective.

4.5.2 The Influence of Satisfaction on Digital Communication

The second research question examines whether Satisfaction influences Digital Communication in online DISDUKCAPIL services. The results show that Satisfaction has a positive and significant influence on Digital Communication, with an estimated value of 0.389, a CR value of 4.477, and a significance value below 0.001. This finding demonstrates that citizens who experience positive service experiences tend to have higher engagement and interaction with digital communication channels.

This result supports previous research stating that user satisfaction is a key factor in the successful implementation of digital government services. Satisfaction is formed when digital services meet user expectations through convenience, accessibility, and service reliability [18]. Satisfied users are more likely to trust digital platforms and actively participate in digital interactions.

Therefore, improving satisfaction in online DISDUKCAPIL services is not only related to completing administrative processes but also involves creating a positive digital experience that encourages continuous communication between citizens and government institutions.

4.5.3 The Influence of Digital Communication on Intention to Obtain Public Service

The third research question investigates whether Digital Communication influences Intention to Obtain Public Service. The findings reveal that Digital Communication has a positive and significant influence on service adoption intention, with an estimated value of 0.445, a CR value of 5.528, and a significance value below 0.001. Among all examined relationships, Digital Communication demonstrates the strongest influence on citizens' intention to use online public services.

This finding indicates that effective digital communication plays a central role in encouraging citizens to adopt online services. Digital communication enables government institutions to provide information, respond to user needs, and establish two-way interactions. According to previous studies, government digital communication can improve public trust, reduce barriers to technology adoption, and increase willingness to use online public services.[19]

In the case of DISDUKCAPIL Kabupaten Sukabumi, communication through digital platforms becomes an important mechanism to ensure that citizens feel informed, supported, and confident when using online administrative services.

4.5.4 The Influence of Online Information Quality on Intention to Obtain Public Service

The fourth research question examines whether Online Information Quality influences Intention to Obtain Public Service. The results indicate that Online Information Quality has a positive and significant influence on service adoption intention, with an estimated value of 0.270, a CR value of 3.619, and a significance value below 0.001.

This finding suggests that citizens are more likely to use online public services when they receive accurate, complete, and easily accessible information. Quality information increases citizens' confidence in digital services because users can clearly understand the procedures and benefits of using online platforms. This result

supports the argument that information quality is an essential component in determining the acceptance of digital government services.[20][21]

Therefore, improving information presentation, updating service guidelines, and ensuring accessibility of information are important strategies to increase citizens' willingness to use online DISDUKCAPIL services.

The Influence of Satisfaction on Intention to Obtain Public Service

The fifth research question examines whether Satisfaction influences Intention to Obtain Public Service. The results demonstrate that Satisfaction has a positive and significant influence on service adoption intention, with an estimated value of 0.237, a CR value of 3.495, and a significance value below 0.001.

This finding confirms that citizens who are satisfied with their online service experience are more likely to reuse digital public services. Satisfaction reflects the extent to which the service fulfills user expectations regarding convenience, effectiveness, and reliability. Previous studies have highlighted that satisfaction is an important predictor of continued intention to use e-government services.[10]

Thus, maintaining citizen satisfaction is essential for ensuring sustainable adoption of online public services. Government institutions need to continuously evaluate user experiences and improve service performance based on citizens' needs.

4.5.5 The Mediating Role of Digital Communication

The sixth research question investigates whether Digital Communication mediates the relationship between Online Information Quality and Satisfaction toward Intention to Obtain Public Service. The results confirm that Digital Communication functions as a mediating variable. The indirect effect of Satisfaction on Intention to Obtain Public Service through Digital Communication is 0.201, while the indirect effect of Online Information Quality through Digital Communication is 0.175.

These findings demonstrate that information quality and satisfaction do not only influence service adoption directly but also operate through communication mechanisms. Digital Communication strengthens the impact of information quality and satisfaction by creating interaction, trust, and engagement between citizens and government institutions.

This finding contributes to digital public service literature by highlighting that

communication is not merely a supporting element but an important mechanism that transforms information quality and user satisfaction into actual intention to adopt online services. Therefore, successful e-government implementation requires an integrated approach involving high-quality information, positive user experiences, and effective digital communication strategies

This study contributes to the digital public service literature by integrating Online Information Quality, Satisfaction, and Digital Communication into a single research model to explain citizens' intention to obtain public services online. Previous studies have mainly examined service quality or technology acceptance separately, while this research highlights the mediating role of Digital Communication in strengthening the relationship between information quality, satisfaction, and digital service adoption. [22]

The findings demonstrate that communication is not merely a supporting element in digital services but functions as an important mechanism that transforms information quality and user satisfaction into continued service adoption intention. This provides a broader understanding of e-government implementation, particularly in regional population administration services [5]

This study has several limitations. First, the research was conducted only among users of DISDUKCAPIL Kabupaten Sukabumi online services, meaning that the findings may not represent digital public service users in other regions or government institutions. Second, the study used a quantitative survey approach, where responses depended on respondents' perceptions and experiences.[23][5]

Future studies are encouraged to expand the research model by incorporating additional variables such as perceived usefulness, perceived ease of use, trust, system quality, security, and service quality. Comparative studies involving different government institutions or regions may also provide broader insights into digital public service adoption. [24]

The findings provide practical implications for DISDUKCAPIL Kabupaten Sukabumi in improving online public services. Since Digital Communication has the strongest influence on service adoption intention, government institutions should strengthen digital interaction through responsive communication channels, clear information delivery, and continuous user engagement. [25]

Furthermore, improving Online Information Quality is essential to ensure that citizens receive accurate, complete, and understandable information regarding administrative procedures. Maintaining user satisfaction through convenient, accessible, and reliable digital services will encourage citizens to continue utilizing online population administration services.

5. CONCLUSION

The purpose of the conclusion is to help the reader understand why your research is significant after reading the paper. A conclusion is not merely a summary of your points or a restatement of your research problem; it is a synthesis of the most significant points. For most essays, one well-developed paragraph is sufficient for the conclusion, but in some instances, two or three paragraphs may be necessary. The Conclusion section is intended not only to repeat findings. The conclusion shall contain substantialization of meaning. It can present a statement of what is being expected as proposed in the "Introduction" and what has happened as reported in the Results and Discussions so that there is compatibility. An addition can be made concerning the prospects of enriching the research findings and developing the potential for future research. Conclusion must address the objectives of the research. The conclusion should describe innovations or improvements to existing knowledge. Using bullets or numbering is prohibited.

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