

Analysis of Human Resource Capabilities of Village Government Employees on the Quality of Public Services in Village Offices Through Mastery of Digital Administrative Technology as an Intervening Variable in Prawoto Village, Sukolilo, Pati Regency

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Abstract. *The era of globalization has brought about many fundamental and comprehensive changes in various aspects of modern society. This is evidenced, among other things, by the rapid penetration and development of information and communication technology within society. This development has not only transformed the business and industrial landscape but has also brought about fundamental changes in the social order, including the public service administration system implemented by government agencies. Public administration service technology itself has begun to develop in line with the advent of globalization, which began in the 1990s. Since 1990, the era of technological development has far surpassed the achievements of previous periods, including in terms of automation and digital administrative technology. Various software applications specifically designed to facilitate needs related to public administration have been continuously developed since 2000. This technological evolution has had a very positive and revolutionary impact on the public service ecosystem. In line with the opinion of Suraja (2018), technological developments have had a direct impact on the modification and simplification of administrative work. The administrative field is a vital instrument and an inseparable part of community life. Therefore, changes. Significant changes in the administrative field as a result of technological advances require institutional adaptation. The tangible impact of implementing new work systems based on digital technology has resulted in measurable increases in administrative efficiency. Therefore, government organizations need to continuously adapt and utilize technology, which is constantly evolving and even revolutionizing, to maintain its relevance in the public eye.*

Keywords: Administrative; Digital; Human; Technology.

1. Introduction

The era of globalization has brought about many fundamental and comprehensive changes in various aspects of modern society. This is evidenced, among other things, by the rapid penetration and development of information and communication technology within society. This development has not only transformed the business and industrial landscape but has also brought about fundamental changes in the social order, including the public service administration system implemented by government agencies. Public administration service technology itself has begun to develop in line with the advent of globalization, which began in the 1990s.

Since 1990, the era of technological development has far surpassed the achievements of previous periods, including in terms of automation and digital administrative technology. Various software applications specifically designed to facilitate needs related to public administration have been continuously developed since 2000. This technological evolution has had a very positive and revolutionary impact on the public service ecosystem. In line with the opinion of Suraja (2018), technological developments have had a direct impact on the modification and simplification of administrative work. The administrative field is a vital instrument and an inseparable part of community life. Therefore, changes.

Significant changes in the administrative field as a result of technological advances (Suraja, 2018) require institutional adaptation. The tangible impact of implementing new work systems based on digital technology has resulted in measurable increases in administrative efficiency. Therefore, government organizations need to continuously adapt and utilize technology, which is constantly evolving and even revolutionizing, to maintain its relevance in the public eye.

The dynamics of technological development today play a crucial role in the era of digitalization of administrative services, particularly in improving the efficiency and effectiveness of public services. Government bureaucracies are required to be proactive in providing increasingly integrated public services in line with the needs of modern society. In today's increasingly digitally literate and critical society, demands for speed, transparency, and accuracy in public services have indeed emerged. This also presents a strategic challenge for the government in providing digital technology-based services to adapt to current developments. This significance is supported by a study and research by McKinsey & Company on Digital Public Service, published in mid-July 2020. The study revealed that digitalization in public services is not only beneficial for external stakeholders, namely the public as beneficiaries, but also crucial for the internal public service providers themselves (Setiawan, 2023).

The use of digital administrative technology by government agencies is projected to simplify cumbersome administrative processes and streamline spatial and demographic data management, ultimately impacting the holistic improvement of public service quality. Relating to the essence and importance of digital administrative technology, an organization can take managerial steps to adopt appropriate technical solutions and address various systemic challenges that may arise during the implementation process to optimally achieve organizational goals.

2. Research Methods

The type of research applied in this study is explanatory research, based on a quantitative approach. This quantitative approach was chosen because the entire conclusion-drawing process ultimately relies on the collection of empirical data in the field, which is then processed objectively using statistical instruments. Although the presentation stage includes narrative and descriptive explanations, this research is designed to go beyond merely describing the conditions of the research object.

Furthermore, the primary focus of this method is to explain the position of the variables under study and highlight the correlational and causal relationships (influences) between them. As Sugiyono (2012) points out, explanatory research specifically seeks to test previously formulated hypotheses. Therefore, the statistical tests performed will provide measurable scientific evidence to determine the strength of the relationships and influences between the variables proposed in this study.

3. Results and Discussion

3.1. Overview of Research Object

a. Profile of Prawoto Village, Sukolilo District, Pati Regency

Prawoto Village is a village located in the administrative area of Sukolilo District, Pati Regency, Central Java Province. As a village-level government unit, the Prawoto Village Office carries out the function of population and community administration services for its residents, including processing correspondence, population documents, and various other administrative services that are basic community needs. Based on village profile data, the population of Prawoto Village is recorded at 13,000 people, making it one of the villages with a fairly extensive service coverage in the Sukolilo District area.

Institutionally, the organizational structure of the Prawoto Village Office is led by a Village Head who is assisted by other village officials, including the Village Secretary, Head of Government Affairs, Head of Planning, Head of Services, Head of Development, Head of

Finance, and Head of General Administration. As explained in Chapter I, the total number of officials carrying out public service functions in this village office is relatively limited, namely only eight people, while the population to be served reaches tens of thousands of people. This condition is one of the early indications of a disproportionate administrative workload at the operational service level.

In terms of human resource qualifications, the educational background of Prawoto Village officials generally lacks a specialization in information technology. Based on observations and preliminary interviews with the Village Secretary, it was discovered that only one employee is specifically responsible for managing digital administrative technology, including updating the village's information system and official website. This limited human resources in the digital technical field is a key variable relevant for further study in this study, given its direct link to the village's ability to provide technology-based services.

In practice, these limitations also impact the provision of electronic-based services, or e-government, in Prawoto Village. The village's official website, prawoto-sukolilo.desa.id, has been identified as not being optimally managed, reflected in the minimal updates to service data and community information presented to the public. This phenomenon reinforces the urgency of research into the extent to which human resource capacity and mastery of digital administrative technology contribute to the quality of services directly experienced by the community.

Despite facing various limitations, the Prawoto Village Office remains the main reference for the community in taking care of various administrative needs, such as KTP/KK cover letters, marriage cover letters, letters of...

business information, and various other forms of population administration services. The high level of community interaction with the village office makes Prawoto Village a relevant and representative location for research on the quality of public services at the village government level.

By considering the institutional characteristics, human resource conditions, and service coverage described above, Prawoto Village is considered to have a complexity of problems that is representative enough to describe the challenges of digital-based public services commonly faced by village governments in Indonesia, especially in areas with limited human resources in the field of information technology.

b. Implementation of Data Collection

The primary data collection process in this study was carried out directly in the Prawoto Village Office, Sukolilo District, Pati Regency, involving residents who were currently

receiving or had just finished receiving administrative services. As explained in Chapter III, the sampling technique used was purposive incidental sampling, namely determining respondents based on chance factors meeting in the field, with the condition that the respondents were in accordance with the research criteria, namely residents who had or were currently receiving digital technology-based administrative services at the Prawoto Village Office.

Determining the number of samples refers to the calculation of the Slovin formula with a margin of error of 10%, based on the population size.

The population of Prawoto Village is 13,000. These calculations established the minimum sample size required, and in the field, the researchers successfully collected data from 100 respondents.

The data collection instrument used was a closed-ended questionnaire with a Likert scale of 1–5, compiled based on the variable indicators of Human Resource Capability, Mastery of Digital Administrative Technology, and Service Quality. To facilitate the process of filling in and tabulating data in the field, the questionnaire was presented in a digital form format (Google Form), which was filled out directly by respondents accompanied by the researcher while the respondents were at the Prawoto Village Office. This approach was chosen to increase data collection efficiency while minimizing the risk of incomplete or lost data.

The questionnaire distribution was carried out intensively over a full working day, with respondents met incidentally during various service periods, from morning to evening. This wide distribution of filling times allowed researchers to reach respondents with diverse service needs, such as processing KTP/KK (National Identity Card)/KK (Family Card) introductory letters, marriage introductory letters, and business certificates. Therefore, the data obtained can represent the variety of community experiences in receiving services at the Prawoto Village Office.

After the data collection process in the field is completed, all data collected via digital forms is then downloaded and tabulated.

in spreadsheet format for further data cleaning. The results showed that all 100 questionnaires received were complete and qualified for further processing, with no invalid, duplicate, or non-compliant data found.

With the fulfillment of the sample size of 100 respondents in full and valid, the data then becomes the basis for the entire analysis process in the next sub-chapter, starting from the analysis of respondent characteristics, description of research variables, to testing the

structural model using the Partial Least Square-Structural Equation Modeling (PLS-SEM) approach.

3.2. Respondent Characteristics

a. Gender

The first characteristic analyzed in this study was the respondents' gender. This aspect is important to understand in order to assess the gender representation among the community receiving administrative services at the Prawoto Village Office. The results of data processing on 100 respondents are presented in the following diagram.

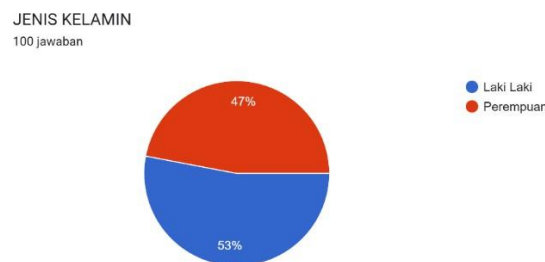


Figure Gender

Based on Figure above, it is known that of the 100 research respondents, 53 people (53%) were male, while the remaining 47 people (47%) were female. This data shows that the proportion of male respondents is slightly more dominant than female respondents, although the difference is not too significant. This condition indicates that administrative services at the Prawoto Village Office are accessed relatively evenly by people of both genders, without any significant dominance of one particular gender group.

b. Age

The second characteristic analyzed was the respondents' age, which was grouped into four age ranges. This age grouping aimed to determine which age group most frequently interacted with Prawoto Village Office administrative services. The results of the data processing are presented in the following diagram.

Usia
100 jawaban

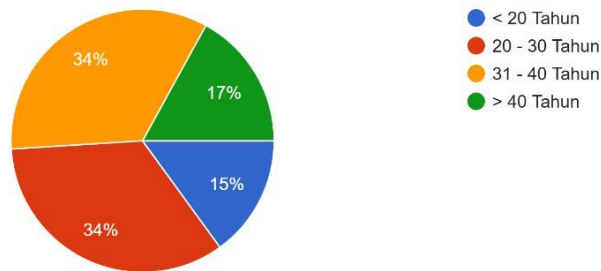


Figure Characteristics Based on Age

Based on Figure above, it is known that respondents with an age range of 20–30 years and 31–40 years have the same proportion, namely 34 people each (34%). Furthermore, respondents with an age of more than 40 years numbered 17 people (17%), and respondents with an age of less than 20 years numbered 15 people (15%). These data show that the majority of research respondents are in the productive age (20–40 years) with a total proportion of 68%, which indicates that the productive age community is the most active group and most often deals directly with administrative services at the Prawoto Village Office.

c. Last education

The third characteristic analyzed was respondents' highest level of education. This educational aspect is relevant to the study because it relates to the public's ability to understand and assess administrative service processes, including digital technology-based services. The results of the data processing are presented in the following diagram.

Pendidikan Terakhir
100 jawaban

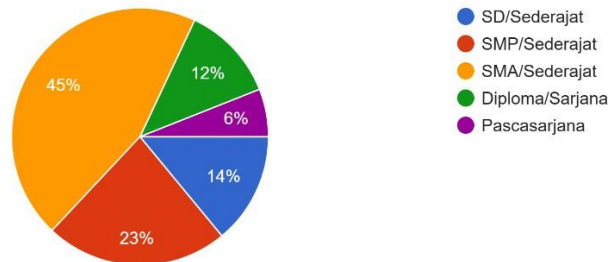


Figure Characteristics Based on Last Education Based on Figure 4.3 above, it is known that the majority of respondents

have a high school education/equivalent, namely 45 people (45%). This is followed by respondents with junior high school/equivalent education as many as 23 people (23%), elementary school/equivalent as many as 14 people (14%), diploma/bachelor's degree as many as 12 people (12%), and postgraduate as many as 6 people (6%). This data shows that most respondents have a secondary education background (junior high school and high school), which indicates that the majority of people using Prawoto Village services come from groups with a secondary level of formal educational literacy, so that their perceptions of service quality, including digital technology-based services, are quite relevant to represent the real conditions of the local community in general.

d. Work

The fourth characteristic analyzed was the respondents' occupation. Occupation data is important to understand the socioeconomic background of the people who use administrative services at the Prawoto Village Office. The results of the data processing are presented in the following diagram.

Pekerjaan
100 jawaban

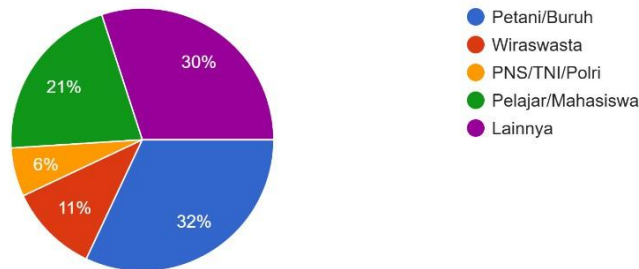


Figure Characteristics Based on Occupation Based on Figure 4.4 above, it is known that respondents with

Farmers/Laborers are the largest group, with 32 people (32%), followed by other occupations with 30 people (30%), Students with 21 people (21%), Self-Employed with 11 people (11%), and Civil Servants/TNI/Polri with 6 people (6%). These data indicate that the majority of respondents come from informal sector workers, especially farmers and laborers, which is in line with the characteristics of Prawoto Village as a rural area. This condition also indicates that village administration services are widely accessed by people with lower-middle economic backgrounds, so that fast, easy, and uncomplicated service quality is a very important need for this group.

3.3. Types of Services Managed

The fifth characteristic analyzed was the type of administrative services handled by respondents at the time of the study. This data is important for

To determine the types of services most frequently accessed by the public at the Prawoto Village Office, the results of the data processing are presented in the following diagram.

Jenis Layanan Yang diurus
100 jawaban

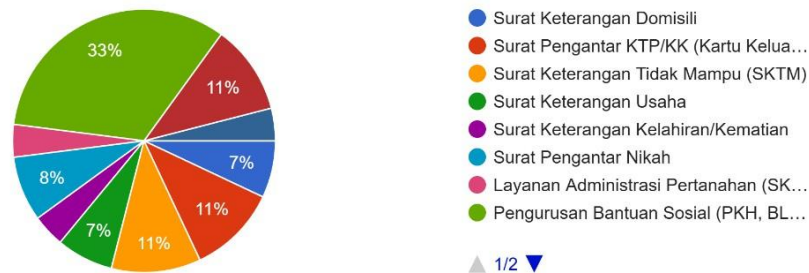


Figure Characteristics Based on the Type of Service Handled Based on Figure above, it is known that the type of service that is most...

The most frequently handled by respondents was Social Assistance Administration (PKH, BLT, and the like), with 33 people (33%). This was followed by KTP/KK (Kartu Keluarga) Cover Letter services, Poverty Certificate (SKTM), and Village Information/Complaint Services, each with 11 people (11%). Marriage Cover Letter services with 8 people (8%), Business Certificates and Domicile Certificates with 7 people (7%) each, and Land Administration Services, Birth/Death Certificates, and other services with 4 people (4%) each. These data indicate that services related to social assistance are the most dominant need among the people of Prawoto Village, which also indicates the high dependence of some people on assistance programs government, so that the accuracy and speed of administrative processes for this type of service This is crucial for the village government to pay attention to.

4. Conclusion

Based on the results of the data analysis and discussion described in the previous chapter, the conclusions of this study can be formulated as follows:

1. Research Problem

This research stems from a real-life problem concerning the suboptimal implementation of digital-based public services at the Prawoto Village Office, Sukolilo, Pati Regency. The root of this phenomenon is the low capacity and qualifications of Human Resources (HR) in the information technology sector, where the burden of managing digitalization and the website

serving the community is placed on the shoulders of the community 13,000 village residents are only burdened to 1 (one) employee.

This situation has led to a stagnation in public information updates since 2019, resulting in administrative and digital public services becoming less responsive and transparent.

2. Hypothesis Conclusion

a. Hypothesis 1 (H1) Accepted:

Human Resources (HR) capability has been proven to have a positive and significant direct impact on the quality of public services at the Prawoto Village Office. This is evidenced by a path coefficient value of 0.552 with a T-statistic of 6.003 (greater than 1.96) and a value of 0.552.

The p-value is 0.000. The better and more skilled the technical and conceptual abilities of village officials, the higher the quality of service perceived by residents.

b. Hypothesis 2 (H2) Accepted:

Mastery of Digital Administrative Technology has been empirically proven to act as an intervening variable that partially mediates the relationship between Human Resource Capability and Public Service Quality. The test results show an indirect effect coefficient of 0.229 with a T-statistic of 2.978 and a P-value of 0.003.

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