

IMPACT DIGITAL MARKETING IN GOVERNMENT TO IMPROVE SYSTEM QUALITY TO IMPROVE GOVERNMENT SERVICE QUALITY

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Abstract

In order to improve the quality of public services in the regions, increase the effectiveness of regional government organizations, address community needs, and maximize the management of development resources based on community interests, the paper provides insights into the implementation of administrative and bureaucratic reforms in central and regional governments. A number of present and upcoming marketing trends are addressed by administrative and bureaucratic reforms pertaining to territorial bonds and procurement. The material is gathered from a variety of articles, studies, reports, newspapers, magazines, websites, and information in the field of good governance, and it is based on current literature and advancements in the field of central and regional government income. Investors and the general public are increasingly looking online for Indonesia's top services. Search engine optimization, search engine marketing, content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing are just a few of the digital marketing tools that can greatly help government digital marketing, as this article acknowledges. As technology advances, social media optimization, direct email marketing, display advertising, e-books, optical discs, and games are becoming more and more frequent. It demonstrates how Facebook and WhatsApp have connected us all, and how the growing popularity of social media opens up new avenues for digital marketers to interact with consumers online. Understanding the reasons behind service seekers' actions is crucial because it offers a more profound insight into the factors that motivate consumers to provide content about government operations. Digital marketing is economical and significantly affects GCG's business. According to the report, another important element in guaranteeing the success of online marketing is understanding which social media platforms are used by a company's target market. It is possible to analyze how successful internet marketing is for different types of firms. The study can be extended to compare internet marketing strategies with particular strategies for different types of organizations.

Keywords: Future Marketing Trends, Government Organizations, Digital Marketing

Introduction

The government's use of digital marketing is essential to improving the quality of the system and serving the public interest. Digital marketing enables the government to: 1) increase public accessibility and convenience; 2) increase accountability and transparency in management services; 3) expedite service delivery and cut down on bureaucracy; 4) expand the scope of information and services available to all societal layers; and 5) increase public participation in the decision-making process. The definition of quality, identification of underlying factors, and conceptualization of the measurement of these e-government services serve as the foundation for citizen assessments. On government sites where citizens seek information or services are developed, refined, validated, confirmed, and tested, Papadomichelaki & Mentzas (2012) digital marketing has role important in digital transformation of services Public . Future marketing through strategy, technology , and approach new used For reach out and interact with consumer With overcome existing challenges and take advantage of potential optimal digital technology , the government can increase quality system and provide service more public Good for the community to be able to elaborating : through digital platforms such as websites , mobile applications , and social media, the government can provide various public services online. This saves time and money by enabling the public to obtain information, apply, and handle other administrative tasks without physically visiting government offices. Organizational services can be accessed and facilitated through online driving license applications, online tax payments, and e-KTP registration. Strategic marketing for service users is depicted in the graphic below, with marketing planning based on service user demands and options.



Figure 1. Marketing Strategic Infographic

We explore the practical and research ramifications of our findings. Bates et al. (1999) assert that information systems (IS) are becoming more and more crucial for assessing and enhancing quality. Our plans and experiences with an integrated delivery system for IS-based quality measurement and improvement are detailed in this article. Quality measurement, in our opinion, needs to be integrated with regular service delivery and, if at all feasible, carried out using IS in order to be feasible. We currently use IS for almost all quality measurements at one of our hospitals as a result. Additionally, a clinical data warehouse is being constructed to act as a network-wide repository for high-quality data.

Gorla et al. (2010) claim that management's focus on enhancing the quality of information systems has been prompted by the growing reliance of companies on these technologies. "Improving IT quality" is one of the main issues facing IT leaders, according to a recent survey. Finding the elements of IT quality that are essential for a business to support CEOs is vital because IT quality is a multifaceted metric. Details The Chief Information Officer (CIO) creates a successful plan to increase the quality of IT. Real-time tracking of service status is made possible by digital technology, which lowers the possibility of corruption and abuse of power. Public access to service-related information, such as the application procedure, anticipated completion time, and expenses, improves government accountability and openness.

Efficiency and speed: Digitizing governmental services can speed up administrative procedures and cut down on bureaucratic red tape, which frequently gets in the way. For instance, online technology have made it possible for permitting procedures that often took days or even weeks to be finished in a matter of hours or days. The government can reach a larger audience, even those in rural places or with limited access, by providing services and critical information through digital marketing services and information access. Information on public policies, government initiatives, and services is effectively disseminated through social media and other digital channels. **Public involvement:** Increasing public involvement in the decision-making process is another purpose for digital marketing. The government can collect public opinion and expectations about particular policies or initiatives by using digital platforms to run surveys, polls, or online discussion forums.

In the context of public services, digital marketing is crucial since it fosters strong ties between the public and the government in addition to being a means of promotion. The government can establish a public service system that is more effective, transparent, responsible, and sensitive to community demands by leveraging digital technology. There are several obstacles to the government's use of digital marketing, particularly when it comes to improving the quality of systems and services. Challenge This includes the state apparatus's lack of digital knowledge and expertise, the challenge of quantifying the effects of digital marketing, issues with data security and privacy, and the need to pay attention to aspects like changing customer behavior and intense competition. The impact of digital marketing, privacy, and data security on service government quality is studied by the author.

According to a study by Papadomichelaki & Mentzas (2012), creating websites that better meet the demands of residents is a critical component in the advancement of government services provided online. We must first comprehend how citizens view and assess internet services in order to deliver exceptional service quality. The foundation of citizen assessments is the definition of quality, the identification of its fundamental components, and the conceptualization of how these e-government services and government websites should be measured. must be made to be easily navigable, educational, and sensitive to the needs of citizens. Stated differently, the

website needs to become a hub for services that facilitate resident lives. Marketing is evolving due to a number of long-term trends, and marketing managers are having to make significant adjustments to keep up with the times. Thanks to these developments, people can now get the information and services they need without physically visiting the government office. These are long-term developments in politics, society, and technology. Technical advancements, which have enhanced consumer relations and bolstered the ongoing growth of the service economy, have particularly helped marketing. Marketing is undergoing a transformation thanks to artificial intelligence, big data, the internet, and network growth. According to Roy & Basu (2017), Rust (2020) Academic study on online marketing has skyrocketed as a result of the growing use of the Internet in both public life and emerging businesses (Sheoran et al., 2018). Nguyen & Simkin (2017) discuss the evolution of the marketing profession in recent years and its potential future orientations with the significant rise of digital marketing. It is astonishing that so few marketing studies have examined the internet of things given how quickly its influence is growing and spreading. The complete influence on stakeholder groups is still not fully mapped, and there are still a lot of unexplored application areas, problems, and concerns that need to be resolved. There are ramifications for how marketing can use the internet of things to its advantage. think and how marketing can be influenced by the internet of think itself.

In the federal government, both transactional and transformational leadership are valued; yet, even after returning one crucial element, individual consideration, to the transactional model, transformational leadership is still regarded as somewhat more significant (Rottier et al., 2008) Individual-level factors have a major impact on organizational effectiveness in government organizations, claims Kim (2004). These elements, which include human characteristics, personnel competency, and public service motivation (PSM), are essential in forecasting how effectively a government agency will operate. A strong, mission-oriented culture; high "mission valence" (an appealing mission); agency autonomy in developing and carrying out its mission; supportive behavior from external stakeholders, such as governmental authorities; and certain leadership behaviors, according to Rainey & Steinbauer (1999). Digital marketing is a new means of connecting and informing people worldwide, claims Mathur (2016).

A new method of connecting and educating people worldwide is digital marketing. Many firms are rapidly connected in the era of the internet and the connectivity it offers. In addition to having a diverse range of consumers, Indonesia employs a variety of social media platforms to appeal to various demographics. In addition to having a diverse range of consumers, Indonesia employs a variety of social media platforms to appeal to various demographics. By determining the appropriate formula for content strategy According to Jones et al. (2022), Yoga & Bumi (2020) state that in order to safeguard and advance health initiatives, stronger national policies and concerted international action are required to implement, monitor, and enforce the International Code in a digital setting. According to Resnasari & Zulganef (2023), other measures could include voluntary limitations on social media platforms' marketing of health programs as well as stricter government rules around data use and health privacy. Traditional marketing concepts, which serve as corporate solutions, have given way to creative marketing concepts. Digital marketing, which aims to market through digital media to swiftly and accurately reach target consumers, is also required to enhance corporate performance. The issues that businesses face are highlighted in this report, along with strategies for enhancing institutions, promoting entrepreneurship, and leveraging digital marketing to boost company performance.

In this paper, we model the association between organizational influence and the quality of information systems (IS). When system, information, and service quality are good, the influence on the organization is larger. We also postulate that information quality and system quality are positively correlated. We use survey data to test our hypotheses. The observed data shows a strong fit to our structural equation model. Our findings illustrate the significance of IS service quality for organizational success by showing that it is the most impactful variable in this model, followed by information quality and system quality. By connecting IS quality to impact and system quality to information quality, this work makes a theoretical contribution to IS success models. Nevertheless, IS is a potent instrument for enhancing services through decision support, in addition to being helpful for measuring services. Local governments in the UK are not exempt from the forces that propel prosperous businesses to provide excellent services that meet the needs of their clients, claim Donnelly et al. (1995). The creation of websites that better meet the demands of residents is a critical component in the advancement of government services provided online. We must first comprehend how citizens view and assess internet services in order to deliver exceptional service quality.

Methods

Research methods used is study descriptive that is method research that intended for describe phenomena that There is ongoing moment This is Sekaran & Bougie (2017). Research qualitative descriptive aim make social picture of public services that can seen the information through digital marketing with hope for organizer service can add mark good and recognition from public question about phenomenon This arranged in a way systematic , factual and accurate about facts and traits in users government public services cities in Jambi city such as: houses Sick For service health , school For find out acceptance info student new in a way transparent. Based on analysis

based on the two characteristics above we do interview to users public services in the city Jambi How ideals ideals from future marketing that creates quality good service, then can decided for implementing digital marketing strategies, future marketing service quality.

Result and Discussion

The key to successfully implementing a digital marketing plan is the analysis of internal factors. Nevertheless, there are other things that are important but may be overlooked, such as external conditions. The primary target market for the analysis is the digital market, which has a large number of associated customers. Customers are essentially the same and participate in both offline and online sales processes, and customers have their own expectations and hopes on a number of matters, such as the following.

Table 1. Analysis of the Government's Use of Digital Marketing to Improve the Quality of Public Services in Jambi City

No.	Variables	Analysis
1	Digital Marketing	Analysis of utilization of digital marketing by the government for urban communities Jambi own role crucial in increase quality system going to service more public good . Digital marketing allows government For increase accessibility and convenience service for public increase transparency and accountability in management services , speed up the service process and reduce bureaucracy , expanding range information and services to all over layer society , and improve participation public in the process of taking decision Citizen assessments are built on defining quality,
2	Government Organization	Analysis of public awareness of the motives of those seeking important services provides a deeper understanding of the needs of service users, enabling service providers to create content about government activities. Digital marketing has a cost-saving impact and has a significant commercial impact on good governance. government
3	Future Marketing	Current and upcoming marketing trends are examined in this study of administrative and bureaucratic change pertaining to regional bonds and procurement. The information is gathered from a variety of articles, studies, reports, newspapers, magazines, websites, and information on good corporate governance, and it is based on current events and literature in the field of central and regional government income. Investors and the general public are looking more and more online for Jambi City's top services.
4	Service Government Quality	Analysis of the government's aspirations to enhance the quality system and offer more public services It's advantageous for the community to To elaborate, the government can offer a range of public services online using digital platforms including social media, mobile apps, and websites. This saves time and money by enabling the public to obtain information, make requests, and handle a variety of administrative tasks without physically visiting government buildings.

Conclusion

In this piece, we recognize that digital marketing tools like search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing can be very helpful to government digital marketing. With the advancement of technology, social media optimization, direct mail marketing, display advertising, e-books, optical discs, and games are all becoming more and more prevalent. This demonstrates how Facebook, Instagram, and WhatsApp have connected us all, and how the growing popularity of social media opens up new avenues for digital marketers to interact with consumers online. Understanding the reasons behind service seekers' actions is crucial because it offers a more profound insight into the factors that motivate consumers to provide content about government operations. In addition to being economical, digital marketing has a big business impact on good governance. government. This study also suggests that another important component of successful internet marketing is understanding which social media platforms a company's target market uses. It is possible to analyze how successful internet marketing is for different types of firms. This study can be extended to compare internet marketing strategies with particular strategies for different types of organizations.

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