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Service Quality Measurement Models in Electronic Government Services

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ABSTRACT

Advances in digital technology are driving governments to improve the quality of digital public services or as known as e-government services, necessitating appropriate models and methods to measure them. This study seeks to determine the measurement models for service quality and analytical methods used in e-government research through a Systematic Literature Review (SLR) approach. The results indicate that various models have been applied, including WebQual 4.0, E-SERVQUAL, E-GovQual, and hybrid models, with E-GovQual being the most superior and relevant model as it is tailored to assess the quality of digital public services. Additionally, various analytical methods are employed to support the service quality measurement process in alignment with the study's objectives. These findings confirm that the selection of appropriate methods, particularly E-GovQual and suitable analytical methods, plays a crucial role in producing more accurate assessments of e-government service quality.

Keyword: Service Quality Measurement, E-Government, Systematic Literature Review, E-GovQual

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1. INTRODUCTION

Progress in information technology has propelled the transformation of public services toward a digital model through the implementation of electronic government (e-government). Digitalization can make public service processes more efficient, which not only reduces time and costs for the government and the public but also enables the public to become more involved in decision-making and to monitor public services [1]. In Indonesia, e-government has been implemented through the Electronic-Based Government System, which aims to achieve effective, transparent, and accountable, while enhancing public service quality through information and communication technology [2]. Additionally, the use of digital technology also facilitates faster and more convenient access to services.

The effectiveness of e-government implementation relies not just on the existing systems or technologies in place, but also by the quality of service received by users, which affects their level of satisfaction and usage of the service [3]. In practice, various issues remain, such as low user satisfaction levels [4], a gap between expectations and service performance [5], and the fact that the usability, reliability, and quality of information in government digital services have not yet been optimized [6]. These issues indicate that evaluating the quality of e-government services

is a necessary process that must be carried out continuously to improve the performance and quality of digital public services.

In line with the growing focus on the quality of digital public services, various measurement models have been designed and applied in research, including E-SERVQUAL, WebQual, and E-GovQual. E-SERVQUAL aims to assess the discrepancy between user expectations and the performance of digital services [7], WEBQUAL focuses on website-based service quality [8], while E-GovQual evaluates the quality of digital public service through the user's viewpoint [9]. These models employ different approaches to measuring service quality, ranging from dimensions and analytical techniques to the assessment results obtained. These differences indicate that selecting an appropriate model for service quality evaluation in the e-government context remains a challenge. Therefore, a more in-depth study is needed to evaluate the strengths and weaknesses of each model within the e-government context.

Although the development of various models to measuring the quality of digital public services, there remains a lack of thorough mapping of these models and their application in the context of e-government. The lack of such mapping can make it difficult for researchers to determine the most appropriate model to apply. Therefore, a systematic analysis is needed to collect and evaluate various previous studies. In light of this, the study utilizes a Systematic Literature Review (SLR) methods to identify and evaluate various service quality measurement models applied in E-Government. Additionally, this research seeks to assess the methods used in measuring E-Government service quality and to identify the most dominant and relevant measurement models based on existing research.

2. METHODS

This research adopts a Systematic Literature Review (SLR) method to identify, assess, and integrate numerous various studies pertinent to a particular subject [10]. This method was selected as it offers a thorough and organized summary of research progress concerning to service quality assessment within the realm of e-government. The research methodology adhered to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, which promote methodical and transparency literature selection [11]. Information was retrieved from the academic database Google Scholar using keywords relevant to the research theme, namely "e-government" AND "service quality measurement." During the selection process, criteria for inclusion and exclusion were defined. Inclusion criteria included articles discussing the measurement of e-government service quality, using models like E-SERVQUAL, WebQual, and E-GovQual, published in scientific journals or conference proceedings within a specific timeframe, and indexed in SINTA. Exclusion criteria included articles that were irrelevant, lacked clear methodology, were duplicates, or were not accessible in full-text format. The literature selection process involved identification, screening based on titles and abstracts, evaluation of suitability through thorough reading, and final determination of the articles to be analyzed. The data obtained were then analyzed qualitatively by comparing the characteristics, methods, and results of each study to identify the most relevant and appropriate measurement model in the context of e-government. The PRISMA flowchart utilized in this research is displayed in Figure 1 below:

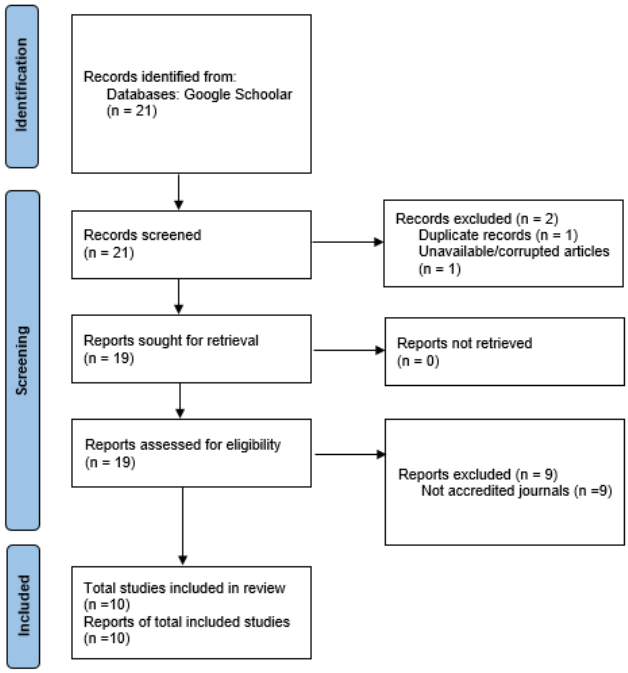

Figure 1. PRISMA Flowchart

3. RESULTS AND DISCUSSION

3.1 Characteristics of Selected Studies

Based on the literature selection process conducted using the PRISMA approach, 10 articles that met the inclusion criteria were identified for further analysis. These studies were subsequently analyzed to identify common characteristics, including authors, year of publication, analysis methods, and models applied in measuring digital service quality. In general, these studies focused on evaluating service quality on e-government platforms using a quantitative approach as the primary method. A summary of the general characteristics of all selected studies is presented in Table 1.

Table 1 presents a summary of the articles used in this study, including the title, author, research method, and measurement model. Overall, most prior research utilized a quantitative method and applied various models for measuring digital service quality. A more detailed discussion of the models used will be provided in the following section.

3.2 Models Used in Previous Studies

According to the results of earlier studies, various models are commonly employed to measure the quality of digital services, particularly in the context of e-government. These models are essential in evaluating the efficiency of digital services provided by the government to the public. Furthermore, selecting the appropriate model aids in recognizing areas of the service that need enhancement.

One of the models commonly used to measure digital service quality is WebQual 4.0. This model was proposed by Barnes and Vidgen in 1998 and has been continuously developed up to its current version, WebQual 4.0. This model focuses on assessing digital service quality based on users' perceptions when interacting with a website [12]. WebQual 4.0 assesses service quality through three main dimensions: information quality, service interaction, and usability. These three dimensions aim to identify ease of use, a user-friendly

website interface, the quality of system interaction with users, and to evaluate the quality, relevance, and completeness of the information provided [13].

Table 1. Included Studies

No	Title	Author(s) (Year)	Research Method	Measurement Model
1	Analisis Kualitas Layanan Website E-Government pada Disdukcapil Kabupaten Kotawaringin Timur Menggunakan Metode Webqual 4.0	Rahman et al., (2022)	Quantitative (Regression Analysis)	WebQual 4.0
2	Analisis Kualitas Layanan E-Government pada Aplikasi Pendaftaran Seleksi CASN berbasis Model E-GovQual dari Perspektif Pengguna	Abdullah et al., (2022)	Quantitative (PLS-SEM)	E-GovQual
3	Evaluasi Kualitas Layanan Website Surabaya Single Window Alfa Menggunakan Model E-Government Quality	Ardini et al., (2024)	Quantitative (PLS-SEM)	E-GovQual
4	Evaluasi Kualitas Layanan Pengaduan Masyarakat Pro Denpasar sebagai Platform E-Government dengan Pendekatan Webqual 4.0, E-Govqual dan IPA	Diatmika et al., (2025)	Quantitative (Importance Performance Analysis (IPA))	WebQual 4.0 & E-GovQual
5	Penerapan Metode Webqual 4.0 pada Website E-Government untuk Peningkatan Kualitas Layanan Interaksi (Studi Kasus Website Dishub Kota Bogor)	Widhyaestoeti & Husen, (2019)	Quantitative (Paired Sample T Test)	WebQual 4.0
6	Evaluasi Kualitas Layanan Website E-Office Menggunakan Metode E-Govqual dan Importance Performance Analysis (IPA)	Magfiroh et al., (2025)	Quantitative (Importance Performance Analysis (IPA))	E-GovQual
7	Evaluasi Kualitas Website E-Government pada Pemerintah Daerah Morowali Menggunakan Metode Webqual 4.0	Sutejo et al., (2018)	Quantitative (Importance Performance Analysis (IPA))	WebQual 4.0
8	Analisis kualitas layanan E-Government pada Sistem OSS-RBA di DPMPTSP Kabupaten Sumedang	Octavian et al., (2023)	Quantitative (Descriptive Statistics)	E-GovQual
9	Analisis Efektivitas Layanan Aplikasi Pegadaian Syariah Digital Service (PSDS) pada Cabang Pegadaian Syariah Bogor Baru	Maulani, (2020)	Qualitative (Triangulation)	E-SERVQUAL
10	Review of E-Government Web Service Quality using the E-govqual and Importance Performance Analysis (IPA) Models	Yuhefizar et al., (2024)	Quantitative (Importance Performance Analysis (IPA))	E-GovQual

Based on the analyzed literature review, the WebQual 4.0 model is commonly used in studies measuring the quality of e-government services. One such study is that by Rahman et al. (2022), which evaluated the public service website of the DISPENDUKCAPIL of East Kotawaringin Regency [6]. The study found that all attributes within the WebQual

dimensions are valid and reliable for application to the DISPENDUKCAPIL website of East Kotawaringin Regency. The results indicate that the dimensions of usability and service interaction significantly affect user satisfaction, whereas the information quality dimension does not have a significantly influence user satisfaction. Furthermore, other studies that also utilized WebQual 4.0, such as those by Widhyaestoeti & Husen (2019) and Sutejo et al. (2018), also demonstrated that the WebQual 4.0 model is effective when implemented to assess website service quality [14] [15]. Furthermore, this model is effective in pinpointing areas requiring enhancement to boost user satisfaction. In general, this model excels in evaluating user perceptions, but it still has limitations in specifically addressing user trust within the context of digital public services. Therefore, this model tends to be less comprehensive when used independently to evaluate the quality of e-government services, which require a strong dimension of trust.

The next model is E-SERVQUAL, developed by A. Parasuraman, Valerie A. Zeithaml, and Arvind Malhotra in 2005 [16]. Like the previous model, E-SERVQUAL also measures the quality of digital services based on user perceptions, by comparing users' expectations with their perceptions of the services provided. E-SERVQUAL utilizes seven dimensions:, fulfilment, system availability, efficiency, privacy, responsiveness, contact, and compensation [17]. This model is frequently applied in research because it provides a structured overview of digital service quality from the user's perspective. Using a gap-based approach, this model identifies service aspects that do not yet meet user expectations, thereby serving as a recommendation for service improvement.

According to the analyzed literature review, the E-SERVQUAL model was used in a study by Denia Maulani (2020). In that study, E-SERVQUAL was applied to assess the quality of digital services provided by the Pegadaian Syariah Digital Service (PSDS) mobile app, specifically at the Bogor branch. The research results indicate that the service is considered effective in facilitating customer transactions through adequate features and has met the majority of the E-SERVQUAL dimensions [18]. However, certain aspects of the service still require in-person interaction, making it not yet fully digitally efficient, specifically within the fulfilment and contact dimensions. This underscores that the application of the E-SERVQUAL method remains suitable as a tool for analyzing digital service quality but must be accompanied by contextual understanding regarding the characteristics of public services. On the other hand, E-SERVQUAL was originally designed to assess service quality especially for e-commerce, focusing on customer satisfaction and business benefits [17]. This makes the model less comprehensive when directly applied to e-government services, which have different complexities and objectives, such as public service delivery, transparency, and accessibility for the public. Therefore, the use of E-SERVQUAL in the e-government context needs to be adapted to the specific conditions of the subject matter to better capture the aspects of public services from the perspective of service users.

Next is the E-GovQual model developed by Papadomichelaki and Mentzas in 2012. This model is designed to evaluate how well the services provided by government websites are utilized by the public in seeking information or services [19]. The E-GovQual model has also been refined through further research conducted by the two authors, evolving from its initial 6 dimensions and 47 indicators to 4 dimensions and 21 indicators. These four dimensions include efficiency, trust, reliability, and citizen support [2]. This model emphasizes the importance of trust, efficiency, support, and system reliability in delivering services to the public.

Based on the studies analyzed, the E-GovQual is the most widely used model. One such study was conducted by Yuhefizar et al. (2024), who evaluated the website of the Tanah

Datar City Government [20]. The study concluded that all atribute are valid and reliable for use in evaluating the government website. The findings of the research show that the E-GovQual model can assess the quality of services provided by websites. Additionally, this model can identify aspects of the service that need improvement, specifically regarding government responsiveness, information updates, and user feedback. Other studies by Abdullah et al., (2022), Ardini et al., (2024), Magfiroh et al., (2025), Octavian et al., (2023), and Yuhefizar et al. (2024) show fairly consistent results indicating that this model is effective in comprehensively measuring and identifying the quality of digital government services, especially regarding user trust, reliability of the system, and support for public needs [9], [20], [21], [22], [23]. This result show that the E-GovQual has very strong relevance in the context of e-government. Nevertheless, some indicators in this model allow for further adjustment to the characteristics of the website or service being evaluated so that measurement results can be optimized.

In addition to single models, the analyzed studies also revealed the use of combined models to assess the e-government services. One example is the combination of the WebQual 4.0 and E-GovQual models used in the study performed by Diatmika et al. (2025). In that study, a modified version of the combination of the two models was used, so not all existing dimensions were utilized [5]. The research results indicate that the combination of these two models is capable of measuring e-government service quality and identifying attributes requiring improvement. This approach demonstrates that a combined model can provide a more comprehensive picture by integrating website dimensions with public service quality features. However, its application still requires adjustments to the existing dimensions, so not all dimensions/indicators from each model are always relevant for simultaneous use. This indicates that although the combined model is comprehensive, its use still depends on the needs and characteristics of the evaluated object.

Table 2. Comparison of Models for Measuring Digital Service Quality

No	Measurement Model	Author(s) (Year)	Dimensions	Characteristics
1	WebQual 4.0	Barnes et al., (2003)	Information Quality, Service Interaction, and Usability	Concentrates on the quality of websites from user's viewpoint, especially regarding usability, design of the interface, and quality of information
2	E-SERVQUAL	Parasuraman et al., (2005)	Efficiency, Fulfilment, System Availability, Privacy, Responsiveness, Compensation, and Contact	Assesses the quality of digital services by evaluating the difference between user expectations and their perceptions, frequently used in e-commerce settings
3	E-GovQual	Papadomichelaki et al., (2012)	Trust, Reliability, Citizen Support, and Efficiency	Specifically designed for e-government services, prioritizing trust, reliability and user assistance
4	Model gabungan (WebQual 4.0 & E-GovQual)	Diatmika et al., (2025)	Modified (not all dimensions from both models are used)	Combines website quality and public service elements, featuring adaptable dimensions adjusted to research context

Based on the literature review conducted, there are a number of models applied to measure digital service quality of e-government, each with varying characteristics and advantages, as summarized in Table 2. In practice, some models require modification to accommodate the complexity of digital-based public services. In addition to selecting an appropriate model, an appropriate analytical method is also needed to support a more comprehensive measurement of service quality.

3.3 Research Methods

From the analyzed literature review, in addition to the use of measurement models, research on e-government service quality also employs various analytical methods to process and understand data. The methods applied aim to measure service quality levels, identify aspects/indicators that need improvement, and analyse the influence of service quality on user satisfaction [8], [15]. Selecting the appropriate analytical method plays a crucial role in supporting more comprehensive service quality measurement results.

One commonly used method is Importance-Performance Analysis (IPA), which aims to chart the significance and performance rates of every service indicator to identify priorities for improvement [15]. This method can be applied in conjunction with various measurement models, such as WebQual 4.0 and E-GovQual, to measure service quality, as shown in Table 1. Additionally, descriptive analysis is utilized to provide an overview of user perceptions regarding the service based on the average response scores [23].

Regression analysis is also frequently used to evaluate the influence of model dimensions on service quality and user satisfaction of e-government. This method involves conducting several statistical tests on the obtained data to test the formulated hypotheses [6]. Another method is the paired-sample t-test, which is used to compare differences between two related states or measurements, such as before and after an update or service improvement [14]. In addition, a number of studies utilize Structural Equation Modelling (SEM) to interrelationships among variables in service quality measurement models [9], [21]. Qualitative approaches using triangulation are also applied to strengthen the validity of research results through the comparison of various data sources or data collection techniques [18].

Overall, the application of these various methods demonstrates that analytical methods play a crucial role in producing accurate and comprehensive assessments of service quality. The selection of appropriate methods must also be aligned with the research objectives and the measurement model employed. Thus, alignment between the model and the analytical approach is key to optimally evaluating the quality of e-government services.

3.4 Discussion

This study has identified various models for measuring digital service quality in the context of e-government, such as WebQual 4.0, E-SERVQUAL, E-GovQual, and a combined model of several measurement models. Each model has its own characteristics, strengths, and limitations in assessing service quality. The WebQual 4.0 model focuses more on website quality from the user's viewpoint, while E-SERVQUAL focuses on the gap between user expectations and perceptions, which is commonly applied in the context of digital services.

In the realm of e-government, the E-GovQual model is more significance than other models because it is specifically designed to evaluate electronic public services. The model's dimensions, including efficiency, trust, reliability, and public support directly reflect the public's needs regarding digital public services. Based on the frequency of use in various

studies that have been analyzed, this model is also the most frequently utilized model for measuring the quality of e-government services.

In addition to measurement models, this study also identifies various analytical methods used in previous research. Methods such as Importance-Performance Analysis (IPA), descriptive analysis, regression, paired sample T tests, Structural Equation Modeling (SEM), and qualitative approaches such as triangulation demonstrate the diversity of analytical methods employed by researchers. Each method plays a distinct role, ranging from establishing priorities for improvement, analyzing relationships between variables, to enhancing data validity through qualitative approaches. Overall, this study indicates that E-GovQual is the most suitable and dominant model of e-government, primarily due to its alignment with the characteristics of digital public services. Nevertheless, the use of other models or combined models can still be employed to provide a broader perspective, provided adjustments are made according to the research needs.

CONCLUSION

According to the results of the systematic literature review completed, this research has identified models for measuring the quality of e-government services, evaluated the analytical methods used, and identified the most dominant and relevant models. The study results indicate that E-GovQual is the most appropriate model for application within e-government. This is because the model was specifically created to assess the quality of digital public services. Meanwhile, other models such as WebQual 4.0 and E-SERVQUAL can still be used with some adjustments, as can the combined model. Furthermore, various analytical methods, such as Importance-Performance Analysis (IPA), descriptive analysis, regression, paired-sample t-tests, SEM, and triangulation, demonstrate that these methods are adaptable to the research objectives. In future studies, it is hoped that the findings of this study can be expanded by testing the implementation of the identified models and methods on more specific research subjects to yield more relevant and practical results.

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