

PERAN PELAYANAN PENGADUAN MASYARAKAT BERBASIS DIGITAL DALAM IMPLEMENTASI KEDIRI SMART CITY: STUDI PADA PROGRAM E-SURGA PEMERINTAH KOTA KEDIRI

Penelitian ini bertujuan untuk mendeskripsikan kualitas pelayanan pengaduan masyarakat berbasis digital (E-Surga) yang diterapkan di Pemerintah Kota Kediri, serta menganalisis bagaimana peran platform tersebut sebagai sarana penunjang implementasi *Kediri Smart City*. Metode penelitian yang digunakan adalah kualitatif dengan teknik analisis data analisis deksriptif. Data diperoleh melalui observasi, studi dokumentasi serta wawancara mendalam (*in-depth interview*). Hasil yang diperoleh dari penelitian adalah kualitas pelayanan pengaduan masyarakat berbasis digital (E-Surga) di Pemerintah Kota Kediri telah dikelola dengan baik apabila dilihat dengan menggunakan kriteria pengukuran: Bukti fisik (*tangibles*), keandalan (*reliability*), daya tanggap (*responsiveness*), jaminan (*assurance*) dan empati (*emphthy*). Pelayanan pengaduan masyarakat berbasis digital (E-Surga) memiliki peran yang penting sebagai sarana penunjang implementasi *Kediri Smart City*. Hal ini dapat dilihat dari beberapa konten aduan masyarakat yang berkaitan dengan perbaikan pelayanan publik untuk mewujudkan *Smart Governance*, *Smart Society*, *Smart Environtment*, dan *Smart Living*. Namun dalam implementasinya masih terdapat beberapa catatan yang perlu diperhatikan meliputi: minimnya antusiasme masyarakat, terbatasnya saluran laporan yang hanya melalui SMS & website, serta terbatasnya akses pelayanan yang hanya bisa digunakan oleh penduduk asli Kota Kediri. Adapun rekomendasi yang diberikan berupa sosialisasi terkait program E-Surga secara lebih gencar, menambah saluran penerimaan layanan pengaduan, serta dibukanya akses pengaduan secara publik, sehingga harapannya platform layanan E-Surga ini dapat menjadi sarana penunjang implementasi *Kediri Smart City* yang lebih layak dalam menghadirkan *Smart Governance*, *Smart Society*, *Smart Environtment*, *Smart Living*, *Smart Branding* dan *Smart Economy* terlebih di tengah era digitalisasi dan VUCA (*Volatility, Uncertainty, Complexity, Ambiguity*).

Kata kunci : Pelayanan publik, pengaduan online, *smart city*

**THE IMPACT OF DIGITAL-BASED PUBLIC COMPLAINTS SERVICE IN
THE IMPLEMENTATION OF KEDIRI SMART CITY: STUDY ON THE
KEDIRI CITY GOVERNMENT'S E-SURGA PROGRAM**

This study aims to describe the quality of digital-based public complaint services (E-SURGA) implemented in the Kediri City Government, as well as analyze how the role of the platform is as a means of supporting the implementation of Kediri Smart City. The research method used is qualitative with descriptive data analysis techniques. Data were obtained through observation, documentation studies and in-depth interviews. The results obtained from the research are the quality of digital-based public complaint services (E-SURGA) in the Kediri City Government has been managed properly when viewed using the measurement criteria: Physical evidence (tangibles), reliability, responsiveness, assurance, and empathy. The digital-based public complaint service (E-SURGA) has an important role as a means of supporting the implementation of the Kediri Smart City. This can be seen from the content of public complaints related to the improvement of public services to realize Smart Governance, Smart Society, Smart Environment, and Smart Living. However, in its implementation, there are still several notes that need to be considered, including: the lack of public enthusiasm, the limited reporting channels that are only via SMS & the website, and the limited access to services that can only be used by the natives of the City of Kediri. The recommendations given are in the form of socialization related to the E-Heaven program more intensively, adding channels for receiving complaints services, and opening public complaints access, so that it is hoped that the E- E-SURGA service platform can be a means of supporting the implementation of a more appropriate for Kediri Smart City in presenting Smart Governance, Smart Society, Smart Environment, Smart Living, Smart Branding and Smart Economy, especially in the midst of digitalization and VUCA (Volatility, Uncertainty, Complexity, Ambiguity) era.

Keywords: Public services, digital complaint system, smart city