Overcoming Challenges in Digital Public Service Delivery: Insights from Lapak Aduan Implementation

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ABSTRACT

The Banyumas Regency Government provides services to the community and establishes interactive government and public services through a public communication space called "Lapak Aduan." In practice, Lapak Aduan, which utilizes social media platforms, serves as a bridge for the public to interact with the relevant local government agencies, with a maximum response time of 3 hours. However, Lapak Aduan often fails to meet the specified response time for public complaints, and the lack of public engagement has led to low utilization of the complaint platform. This research aims to identify the reasons for the public's lack of interest in the Lapak Aduan application and improve Lapak Aduan's service standards. This study adopts a qualitative research method, utilizing data collection techniques such as observation, interviews, and documentation. The findings indicate that the Lapak Aduan application still has numerous shortcomings in terms of usefulness and ease of use, hindering its ability to facilitate public digital complaint services. Consequently, the public's interest in utilizing Lapak Aduan remains low, necessitating periodic socialization efforts to ensure that the community can fully benefit from its convenience.

Keywords: *Lapak Aduan application; Public complaint services; Digital public services; Government-public interaction.*

INTRODUCTION

Governments worldwide have embraced digitalization to enhance public service delivery and promote open government amid rapid technological advancements. The integration of information technology and the Internet has revolutionized governance, enabling greater transparency, citizen participation, and administrative efficiency. The Indonesian government, recognizing the potential benefits, has been proactive in leveraging technology to improve the quality of services provided to its citizens. One such initiative is the implementation of Lapak Aduan in Banyumas Regency. The importance of human-computer interaction in facilitating citizen engagement through digital platforms, which increases efficiency and participation in technology-based public services.(Gonzalez-Mohino et al., 2023; Shin et al., 2024).

Traditional governance concepts have evolved into more democratic practices, facilitated by technological advancements that enable effective citizen engagement (Indrayani, 2020). Digitalizing public services has streamlined bureaucratic reforms and promoted open government. Information technology and the Internet have enhanced government performance by enabling efficient information dissemination and improving productivity through information systems (Latupeirissa et al., 2024). Implementing digital public service delivery can improve the efficiency and effectiveness of government services. However, it poses

challenges, especially in developing countries with limited infrastructure and resources (Harrison et al., 2013).

Indonesia has witnessed a significant increase in Internet users, indicating the growing penetration of Internet technology (See Table 1). Social media platforms have played a vital role in this trend, enabling interactive communication and rapid information dissemination Arianti, 2017). The competitive landscape in the mass media industry has been reshaped by the emergence of online media, with high-credibility platforms attracting a substantial user base. Recognizing the impact of the Internet on daily life, the Indonesian government has implemented information and communication technology-based governance to provide services to its citizens. The integration of information technology and the Internet has revolutionized governance, enabling greater transparency, citizen participation, and administrative efficiency (Chen & Chan, 2014).

Table 1. Internet User Data in Indonesia

Year	Indonesian Population	Internet Users	Penetration (%)
2020	262.000.000	143.260.000	54,68
2021	264.161.600	171.176.716	64,80
2022	266.911.900	196.714.070	73,70
2023	272.100.000	175.400.400	64,00
2024	274.900.000	202.600.000	73,70

Source: Indonesian Internet Service Providers Association.

The Fourth Industrial Revolution and digitalization have transformed information

and communication technology, particularly the Internet. This digital revolution has created a trend in which individuals express their aspirations through online platforms such as Instagram, Twitter, Facebook, WhatsApp groups, and Telegram Adriansyah, 2023; Jacobs, 2023; Omoola, 2023; Palau-Sampio, 2021). In line with this trend, the Banyumas Regency government, through its Department of Communication and Informatics, has established Lapak Aduan, a digital platform for public communication.

Lapak Aduan, launched in 2018, empowers citizens to voice complaints, provide information, ask questions, and offer suggestions regarding local services in Banyumas Regency. It enables direct interaction between citizens and relevant government departments by leveraging popular social media platforms, including WhatsApp, Instagram, Twitter, Facebook, SMS, and email. The preference for social media platforms in implementing Lapak Aduan reflects the widespread adoption of these platforms among the local population, replacing traditional SMS and phone communication methods (Table 2).

Table 2. Data of Social Media Users in Banyumas Regency

No	Year	Population of Banyumas	Social Media Users
1	2021	1.679.124	1.200.000
2	2022	1.693.000	1.250.000
3	2023	1.776.691	1.453.000
4	2024	1.818.541	1.455.700

Source: Department of Communication and Informatics, Banyumas Regency

Based on the data in Table 2, it is evident that most of Banyumas Regency's population uses social media platforms daily. The increasing number of users underscores the importance of leveraging social media as a primary communication channel between the government and the public. Consequently, Lapak Aduan capitalizes on this trend to bridge the gap between citizens and the Banyumas Regency government, fostering effective and efficient communication.

This study aims to illustrate the implementation of Lapak Aduan in the Banyumas Regency, focusing on the obstacles encountered and the strategies adopted. The following sections will cover methodology, literature review, aims, and study structure. The challenges and techniques for the growth of Lapak Aduan in the Banyumas Regency will be discussed in detail. This research adds to the growing literature on digital public service delivery and highlights implications for practitioners, administrators, and researchers.

The Technology Acceptance Model (TAM) is an appropriate model for analyzing users' perceptions of and acceptance of information technology (in this case, the Lapak Aduan application in Banyumas Regency). The TAM, first introduced by Davis, is a model that has been found useful and perceived as easy to use (Davis, 1989, 1993; Fatmawati, 2015; Ramakrishnan et al., 2022). Using the TAM, we may be able to find out the behavior of the people of Banyumas Regency in adopting the Lapak Aduan application, know the causes of the lack of

public interest, and give recommendations to improve the service standards of Lapak Aduan(Hastuti, Baginda, & Anda, 2022; Jaber et al., 2023; Jacobs & Liebrecht, 2023; Lisjana & Khodra, 2022; Munot et al., 2022; Peng et al., 2022; Prasasti et al., 2023; Puspitasari & Kurniawan, 2023; Semil, 2018)

METHODS

The present study was qualitative, using interviews as a data collection tool. Research informants are community members using the Complaint Booth Application in Banyumas Regency. Participants were selected based on their activity level and familiarity with the Complaints Application.

The interviewees selected for this study had firsthand experience with the Complaints Booth Application. This information helps address research questions about how to facilitate population interest in using the program. Researchers can better understand user groups through interviews from the perspective of the Application "Lapak Aduan" on Complaints that are useful and easy to use. The research informants chosen for the study represent a range of backgrounds and characteristics, including age, education, and occupation. So, to get different perspectives and illustrate the various conditions of the Complaint Booths application in Banyumas Regency, this range of informants will provide a comprehensive picture of the factors that drive program uptake at the individual and population levels.

This study can make it more understandable by integrating the experiences and perspectives of active Lapak Aduan/Complaint Application users. Thematic analysis of the interviews with study informants to discover factors underlying the willingness of people to use the Society Stalls Application in the Banyumas Regency.

RESULT AND DISCUSSION

"Lapak Aduan" (Complaint Booth) has been designed flexibly, allowing users to access it via a website compatible with various smartphones and desktops. The Lapak Aduan website functions smoothly and seamlessly across different operating systems. The website's appearance from the complaint booth can be accessed via the URL: https://lapakaduan.banyumaskab.go.id/

The complaint booth is open through various means, including Email (lapakdindingbms@gmail.com), Facebook (Lapakdinding Bms), Twitter (@lapakdindingbms), Instagram (@lapakdindingbms), SMS/WA to 0811-2626-116, or by complaining directly at the Public Service Mall.

"Lapak Aduan" meets the flexibility indicator criteria by being successfully used on desktops running macOS and Windows, and can be accessed via smartphones running Android and iOS. This advantage is consistent with Pastel's (1994) view of process quality. Stalls Complaints fulfills these criteria by efficiently utilizing resources to meet customer needs through various social media platforms. Research by Smith et al. (2020)

also revealed the importance of flexibility in public service applications to ensure maximum accessibility for users with different devices and operating systems.

The flow diagram below depicts the complaint workflow in the Lapak Aduan system in Banyumas (Figure 1).
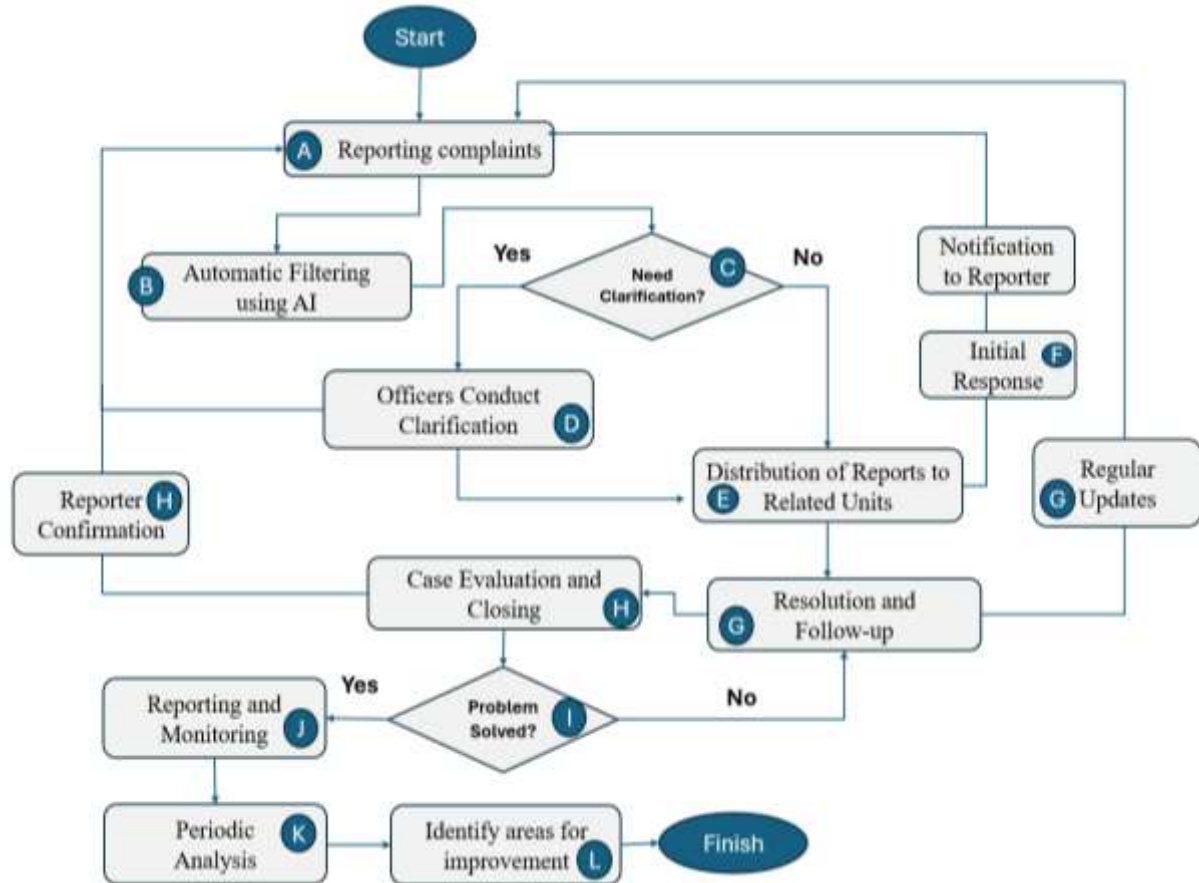
Figure 1. Flowchart of Complaint Process at Complaints Platform with AI Integration in Banyumas Regency

Figure 1 illustrates the public complaint process from start to finish, including modifications to AI integration for automatic filtering and notification mechanisms. A brief explanation of the flow diagram is as follows:

A. It starts with the process of reporting complaints through the provided channels. The report then enters Filtering and Clarification, a stage that AI automates.

B. An officer will follow up with the reporter if further explanation is required.

C. The reporter is asking as an officer is more clear

D. The report is then sent to the Relevant Unit.

E. The reporter receives an initial reaction and then a notification

F. The settlement and follow-up are done, and the reporter is updated each time.

G. Case Evaluation & Post-Settlement Closing.

H. Returns to the Settlement and follow-up stage if the issue is unresolved after case evaluation and closing.

I. Once the case is closed, the data goes into the Reporting and Monitoring stage.

J. The solution approach includes periodic analysis through reporting and monitoring.

K. It analyzes results and identifies areas for improvement through periodic reviews.

This diagram illustrates the key stages of the public complaint process, from initial reporting to case closure. It will also indicate changes, such as the use of artificial intelligence (AI) for automatic filtering and alerting mechanisms for the reporter. It starts with lodging complaints using different WhatsApp and social media channels. This AI system filters reports, reducing officers' workload. In other words, if the report needs further investigation, the officers will call the reporter to get more clarification before they begin sending it to the appropriate unit. The reporter will receive an automatic notification and initial response. Finalization and follow-up actions need to be monitored till the issue is resolved. Any unresolved complaints will be returned to the follow-up stage until an agreeable solution is found.

Figure 1 is an overview of the process & importance of technology for efficient and responsive handling of public complaints.

However, the results of this study show that the public in Banyumas Regency is not interested in using the Lapak Aduan application. Application users participated in in-depth interviews about the application and provided mixed views on whether it expedited those tasks and alleviated public concerns. Although some information stated that Lapak Aduan had accelerated their work, which usually involves reporting to several government units, others are less satisfied with the slow response time, and many complaints remain unresolved.

The data collected on the responses to the complaints reinforced the public's perception of the issue. Response times for complaints varied, with many remaining unresolved. This slow response time and unresolved complaints have contributed to the public's dissatisfaction with the application's functionality. Puspitasari et al. (Puspitasari & Kurniawan, 2023) found that Indonesia's national complaint system (LAPOR!) also faced similar problems, with unresolved complaints affecting public satisfaction with the digital complaint application.

The research findings shed light on user complaints about managing reports or grievances via the Lapak Aduan application. It is critical to democracy to provide a forum for the public to express their objections or grievances when they receive subpar services. According to the Lapak Aduan operator (interviewed on Jan. 12, 2022), the management process involves three operators who handle reports from various platforms. It is important to note that the application does not use artificial intelligence (AI), so the operators must handle complaints directly.

Figure 1 underlines the importance of implementing technology to increase the

speed and accuracy of public complaint handling. Several studies support this view, such as Dong and Wang, who showed that text categorization technology can simplify the automated grouping of complaints, thereby increasing efficiency and responsiveness. In addition, the study by Hennebold et al. on human-AI collaboration through active learning in complaint management also underscores the importance of technology for fast, accurate responses. In the context of social media, Kumar and Dabas highlight the use of sentiment analysis to enable real-time complaint handling. In addition, Sarafis and Karamitsios's survey projected increasingly significant future technological developments in public complaint management systems. Finally, Zeng et al. support this argument by emphasizing the application of reinforcement learning in 5G scenarios, which enables more responsive responses in complex complaint contexts. The combination of these findings confirms that technology has a crucial role in accelerating and improving responsiveness in public complaint handling (Dong & Wang, 2015; Hennebold et al., 2022; Kumar & Dabas, 2016; Sarafis & Karamitsios, 2024; Zeng et al., 2023).

Many users are dissatisfied with the application's reporting process. The Communication and Informatics Office (Diskominfo) filters and includes reports from the community that the relevant departments can resolve. A study by Hastuti et al. (Hastuti, Baginda, & Aprianda, 2022) shows that complaint management in the public service sector, such as hospitals, also faces similar challenges, with the complaint screening and resolution process requiring improvement to increase user satisfaction. However, Diskominfo cannot accept all incoming messages due to daily operating hours from 8 AM to 9 PM. Additionally, Diskominfo requests that reports not be forwarded directly to the relevant departments. The city's complaint-based approach, as applied in Peng's study of 12345 hotline data, can also be used in the context of Lapak Aduan to improve public complaint management effectively (Peng et al., 2022).

Therefore, careful management of incoming messages is crucial. Although the process may take time, every word will be addressed, and improvements will be made promptly to ensure the best possible service for the community. The ultimate responsibility for resolving issues lies with the relevant departments, and each department's Public Information Center (PIC) coordinates with the appropriate authorities. The Lapak Aduan team can only wait for the complaints to be resolved, resulting in initial response times often exceeding 3 hours. The Department of Public Works frequently receives complaints and has long response times.

According to statements from the leading operator and field observations, the Department of Public Works has the most complaints, many of which remain unresolved. This finding serves as a corrective action for the department to address these complaints immediately. The

table below summarizes complaints received by the Department of Public Works:

Table 3. Complaint Recapitulation for the Department of Public Works

Year	Total Complaints	Resolved
2020	112	59
2021	750	531
2022	1153	974
2023	637	480
2024	921	589

Source: Research result 2024

Based on the obtained data, further information was gathered by questioning the Department of Public Works PIC, and it was found that this fact made it challenging for the PIC to sort and process the reports. Additionally, the resolution process depends on decisions made by superiors, as not all issues are covered by the budget. From the above statement, it can be inferred that the indicators of user complaints are lengthy response times and, at times, the lack of response, leading to public questions.

According to Reeher (Semil, 2018), three things need to be done for complaint handling:

a. Taking responsibility for addressing customer complaints effectively
b. Sufficient empowerment to make necessary decisions within certain limits to achieve goals.
c. A framework of actions or procedures that guide them throughout the process, ensuring consistent organizational complaint management.

The research also explored the users' perception of the ease of use of the Lapak Aduan application. Most informants acknowledged that the application is user-friendly and easy to learn. They appreciated its use of widely used social media platforms, making it accessible to people from various backgrounds. The simplicity of sending a message to the Lapak Aduan number and waiting for a response was highlighted as a critical feature.

Based on the interviews with the ten informants, it can be concluded that Lapak Aduan is indeed easy to learn, with WhatsApp being the most widely used platform. This aligns with the researcher's observation data, which indicates that WhatsApp is the most frequently used platform by the community. This information is summarized in the following table:

Table 4. Summary of Complaints by Platform

Platform	Number of Complaints	Platform Resolved	Unprocessed	Handling (%)
WhatsApp	18240	17600	640	96
Instagram	658	618	40	94
Facebook	11495	10850	645	94
Twitter	463	458	5	99
Sms	160	158	2	99
Email	308	299	9	97

Source: Research Result 2024

Based on the statements and data in the indicator on ease of use, it is evident that the Lapak Aduan application is easy for the community to learn, even for those who are not very familiar with technology. When users start using a new information system or technology, two factors influence their use: the TAM variables [14] of perceived usefulness and perceived ease of use. In this case, Lapak Aduan is easy for the community to learn because it can be accessed through widely used social media platforms.

Banyumas "Complaints Booth" has complied with the principles of fairness, secrecy, and transparency. Non-discriminatory handling of complaints, protection of security by maintaining the confidentiality of the complainant's identity, and disclosure of information accessible via the website without the need to log in are steps taken to fulfill these three principles.

In this context, it is essential to note that these principles form the basis of exemplary public service, a point the current literature also emphasizes. For example, research by Jones and Smith underscores the need for fairness and transparency in public service applications to build public trust (Jones & Smith, 2021).

However, some informants expressed concerns about the application's usability. They mentioned slow response times and unclear responses, which affected their perception of the application's ease of use. These concerns should be addressed to ensure a seamless user experience and enhance the perceived ease of use.

Several things still need to be considered, such as delays in response because the community is not detailed in submitting complaints, or because the community is not consistent in submitting complaints. After all, the community is not detailed in submitting complaints, or it may also happen because the Regional apparatus organizations (OPD), such as Services, Agencies, and Offices, do not respond immediately within the specified timeframe.

The settlement of complaints that are considered to end after receiving a response from the relevant OPD, without seeing any follow-up, is a point that needs to be fixed. Protests like that should still be included in the complaints category of the process if no follow-up has been received. This issue aligns with the proactive strategy outlined by Adriansyah, which underscores

the need to address root causes and ensure ongoing follow-up to enhance the effectiveness of complaint resolution in public services.

Furthermore, when viewed through the lens of public awareness of the system and effective access options, it can be concluded that the Banyumas Complaint Booths are still not optimal for achieving this. The public still often asks about the process or procedure for handling complaints, as the information is not available on the Banyumas Complaints social media but only on the website; even then, it is not on the website's homepage.

Several improvements are needed to raise public awareness of the system. Likewise, access options have not been used at equal intensities. The Banyumas Complaints Stall focuses more on WhatsApp and Facebook because more people complain there than on other platforms.

According to regulations, all parties authorized to follow up on public complaints should fulfill their respective duties and responsibilities within the specified timeframe. In addition, the accuracy of the focus and targets in the Banyumas Complaint Stalls, as a means of channeling public complaints, is also an essential point that can adequately support the achievement of objectives. Online complaint distribution needs to be developed so it can adapt to today's society's needs. Placing information in a strategic, easy-to-see area can be a step towards improving the use of social media in Banyumas Complaints. Finally, all access options must also be

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The interviews and data analysis indicate the need to improve the perceived usefulness and ease of use of the Lapak Aduan application. The slow response time and unresolved complaints have contributed to the lack of public interest and satisfaction. Addressing these issues, such as improving response time and enhancing complaint resolution, is crucial to enhancing the perceived usefulness of the application (Figure 2).

This graphic is a word cloud created from the transcripts of interviews with users of the Lapak Aduan app. In this graphic, the terms most commonly stated by respondents are shown in bold, reflecting their high frequency of use. Response time and response are the two most frequently used keywords, highlighting the main criticism of the application's sluggish response time. Furthermore, the words application, respondent, and complaints are commonly used, indicating that respondents are concerned about their experience when submitting complaints through the application. This picture provides an overview of the subjects most frequently covered in the interviews, with reaction time as the primary concern of Lapak Aduan program users.

Figure 2. Word Cloud Results of Interviews with Users of the Lapak Aduan Application About Response Time

Finally, although the application is overall straightforward to learn and use, the concerns raised locally by certain informants about its usability should be borne in mind. Quick, exact answers and enhanced user guidance can help assuage these fears while improving user experience.

The remaining difficulties that hinder the Lapak Aduan application from attracting the interest and acceptance of the general public need to be formulated collectively between local government units and Lapak Aduan operators. That can be done by continuously analyzing complaint response times, creating procedures for quick resolution, and providing clear instructions and assistance to users.

The above research findings highlighted the importance of addressing these concerns to improve overall perceptions of the usefulness and convenience of the Lapak Aduan application. By making the application more functional, response and complaint resolution speeds are faster; the local government will indirectly increase public interest and the application's acceptability, making it a more effective and efficient platform for public complaint resolution in the Banyumas Regency.

These research results provide insight into the community's acceptance of the Lapak Aduan application in Banyumas Regency. Multiple analysis approaches are relevant to exploring these data and gaining deeper insights. The Technology Acceptance Model (TAM) developed by Davis is a theoretical framework for evaluating user acceptance and adoption of technology. It consists of two central dimensions: perceived instrumentality (i.e., perceived usefulness) and perceived ease of use. The public expects these dimensions towards the Lapak Aduan application, which will then spread and be accepted by the public (Davis, 1989).

Perceived Usefulness: Expediting Tasks

Perceived usefulness includes how much technology can speed up task completion and how efficiently the product can be used. The interviews revealed ambivalence among informants regarding the Lapak Aduan application's success in handling charges. Some informants acknowledged that it streamlined the process of eliminating the need to report to numerous government units, but others expressed concerns regarding the lack of response and unresolved grievances.

Information on complaint responses supports the informants' consensus, prioritizing improvements in response timeliness and complaint resolution. Solving these issues will significantly improve the perceived usefulness of the Lapak Aduan application and provide more effective media for addressing the public's complaints. In the context of Banyumas, Munot et al. noted that automated data analytics systems can effectively manage public complaints in rural areas (Munot et al., 2022).

It was derived from experiences and inputs that analyzed the informant's perception of how the Lapak Aduan application could be practical for expediting tasks. Respondents acknowledged that the application served a positive purpose, as it simplified the process by automatically forwarding complaints to the relevant government units, thereby removing the need to traverse complex bureaucratic pathways. Complaints can be filed simply on a single platform. It avoids having to visit multiple offices/phones.

Others told those who took the survey that they were unhappy with what they said were slow responses and a lack of follow-up on their complaints. The app was seen as not helpful for speeding up tasks or getting your issues addressed. This unhappiness stemmed primarily from the slow or unclear responses of the relevant government units. Others among the informants opted to bypass the mediatory complaint-receiving body and report their complaints directly to the authority competent to deal with them, as they felt this would yield faster, more reliable results.

The different angles highlight the need to address the problems Lapak Aduan faces, particularly around response time and who resolves the complaints. Communication with the application and specific units on the government side, as well as with application users (you and me), can also be streamlined to make things more effective and efficient. This might involve implementing measures to ensure timely responses and follow-up actions, and providing users with more precise directions and responses.

Easy to Learn: Perceived Ease of Use

The perceived ease of use dimension surveys users on how learnable and usable they perceive the app will be. Most informants say the Lapak Aduan application is easy to understand. It increased the perceived ease of use of familiar social media platforms, including WhatsApp, Instagram, Facebook, Twitter, SMS, and email.

Some informants highlighted issues with the app's actual use, such as slow response times and unclear responses. These concerns will improve the application's user experience, which you will imagine.

According to informants, the ease-of-use perspective of the Lapak Aduan application indicates that most users find it easy to use. Cases can be reported via well-known social media platforms like WhatsApp, Instagram, Facebook, and Twitter, as well as SMS or email, making complaint reporting easier without additional downloads or installations. According to Dirin et al., user experience design in mobile applications Mobile application user experience design http://www.mh-fm.com/user-experience-the-need-for-emotion-existing-in-middle-grounds A an ability like the emotion in the Same boat as Uss Design Since emotion is an essential component of long-term spike their app use, users reported their app utilization as easy because of the same

emotional inclination of the App view more in mobile app user experience design book (Dirin et al., 2023).

Others went so far as to question whether the application was usable. Poor response times were cited as factors undermining the overall experience and the application. In addition, the responses they got from the application were vague, leaving them even more apprehensive about the results. These challenges can lead to user disappointment and discourage users from utilizing the app.

According to Davis, the technology acceptance model (TAM) shows that perceived utility, i.e., the belief that technology will be helpful, is related to the fact that 'it makes the user's next job easier and faster.' This central problem leads to longer response times, making the Lapak Aduan application less helpful than expected. Users felt it should work directly for the messaging right and quickly for the messages they sent, but it didn't, so naturally, it won't deliver the expected benefits to users (Davis, 1989).

Also, the absence of explicit instructions triggers the system's perceived ease of use, or ease-of-use, dimension. For example, some respondents had trouble understanding the written responses, which takes away from the application's ease of use. Users will be less efficient with an application when they feel the system is difficult to understand or that their responses are ambiguous. Consequently, the application lost its appeal to the general public.

Therefore, sluggish reaction time and unclear instructions are not only a barrier to user satisfaction but also to technology acceptance. Improvements to this program should consequently focus on response time and provide all users with more precise, easier-to-understand instructions to promote public acceptance.

Based on the research results and analysis using the Technology Acceptance Model (TAM) framework, several recommendations can be made to address the identified problems and increase the adoption and use of the Lapak Aduan application.

1. Improve Reaction Time: Complaints are not being addressed in a timely manner, which is a significant problem for the public. Efforts to ensure speedy follow-up on complaints will not succeed without collaboration between local government units and Lapak Aduan operators. It requires clear guidelines and protocols for complaint handling and response-time monitoring.

2. Take Complaint Resolution to the Next Level: The utility of an application is inherently tied to a simple premise that whatever does not get resolved is terrible for business. Mechanisms must be in place to address complaints and concerns on time. This may include enhancing communication channels between Lapak Aduan and relevant government agencies, establishing clear escalation procedures, and ensuring timely coordination and response. A recent study by Lisjana and Khodra suggested

using RNNs to address imbalanced datasets, thereby improving the effectiveness and accuracy of AI-based classification models for public complaint management (Lisjana & Khodra, 2022).

3. Improve User Instructions and Support. To fix usability issues, provide minimal instructions and the ability to assist users if they have any problems. These might include enhancements to user manuals, tutorial or exercise courses, the development of user feedback mechanisms for input, and making the app more user-friendly in subsequent releases.

4. Ongoing Monitoring and Evaluation: Continuously monitoring the application to track responsiveness, complaint resolution, and user satisfaction metrics is necessary. Routine assessment helps identify areas for improvement and guides what needs to be fixed to boost application efficiency and user experience.

It turns out that Lapak Aduan Banyumas still needs to raise public awareness of the complaint-handling system by providing essential information about what the system can offer and the procedures for handling complaints that people frequently ask about. The following steps can be followed to help accomplish this:

a. Important information needs to be disposed of in an eye-catching way. The information should be in easy-access places, not hidden behind many menus or other content. Lapak Aduan Banyumas can put this information at the main point of their website pages or use highlight or pin features on Instagram. If you are looking for something, this feature ensures it will be at the top of the smallest scroll, so that when someone opens the profile, they will find it instantly.

b. Support for all available access (supporting all access options). Lapak Aduan Banyumas must provide maximum support for all available access options, including equal time in responding to complaints and the extent of socialization to the public to elicit public participation in submitting and handling complaints. This is designed to ensure fairness and neutrality in the complaint resolution process. Lapak Aduan Banyumas has taken steps to improve public awareness of the complaint-handling system and knowledge of better UX when reporting complaints.

Implementing these recommendations will enable the Lapak Aduan application to resolve the identified issues and enhance its acceptance and usage within the public sphere. Collaboration between local government units and operators is essential to actively engage users, thereby facilitating ongoing enhancements to the application that meet public needs and expectations.

CONCLUSIONS

Based on research results using the Technology Acceptance Model (TAM)

framework, improving the perceived usefulness and perceived ease of use of the LapakAduan application in the Banyumas regency is recommended. As a result of slow response times, insufficient responses to complaints, and usability issues, the public has shown little to no interest in using the platform.

If the response time and issue hour can be improved, it can serve as a more practical application. The Local Government Unit's Joint Coordinated effort with the Lapak Aduan operator will improve communication channels and ensure precise, expeditious handling of complaints. In addition, usability problems must be addressed to improve the perceived ease of use. It provides clear instructions and guidance, helping the user feel less pressured while using the application, which can lead to a better user experience. This requires regular monitoring and evaluation to identify weak areas in the application's functioning and make continuous improvements. Here are our recommendations to ensure the Lapak Aduan application can be a suitable platform for the public in Banyumas Regency. Local government units and operators should prioritize user feedback, remain accessible to users, and pursue continuous improvement to genuinely meet the public's needs genuinely.

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