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Integrating SERVQUAL and TAM to Evaluate Service Quality and User Acceptance of a Government Website

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Abstract

This study aims to evaluate the service quality and user acceptance of a government website by integrating the SERVQUAL model and the Technology Acceptance Model (TAM). The study addresses the limited empirical evaluation of regional government websites, particularly in capturing both service-oriented and technology-based user perceptions. A quantitative approach was employed using a structured questionnaire distributed to 569 respondents who had used the Satpol PP website of Central Lombok Regency. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) combined with Importance–Performance Map Analysis (IPMA). The results indicate that assurance and reliability significantly influence perceived usefulness and perceived ease of use, which in turn affect user satisfaction and behavioral intention. The dimensions of tangibles and empathy showed weaker influence, highlighting the importance of system functionality over aesthetic or emotional design elements. The IPMA findings identify perceived ease of use and assurance as strategic priorities for improvement due to their high importance and moderate performance. This study provides contextual and methodological insights by applying an integrated SERVQUAL, TAM, IPMA framework to evaluate a local government law-enforcement website in Indonesia, a setting that has been rarely examined in prior digital service quality studies**.** Practically, it offers actionable recommendations for enhancing user trust, system usability, and service responsiveness in digital public platforms. These insights are expected to support the broader agenda of inclusive and sustainable digital governance at the local government level.

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INTRODUCTION

In the digital age, government websites play a pivotal role in ensuring efficient, transparent, and user-oriented public service delivery. As citizens increasingly depend on web-based platforms for accessing information, lodging complaints, and interacting with authorities, the quality of these platforms has become critical. However, despite this growing reliance, many government websites continue to face persistent challenges, including interface design limitations, poor content management, restricted accessibility, and system unreliability. A notable case is the official website of the Civil Service Police Unit (Satpol PP) in Central Lombok Regency, Indonesia. Intended to serve as a portal for public information, civic participation, and administrative services, the site suffers from outdated content, limited interactivity, inconsistent navigation structures, and the absence of inclusive accessibility features. These problems not only reduce user satisfaction but also obstruct broader digital governance goals (Balbin-Romero et al., 2022; Rahman et al., 2017; V. Sharma et al., 2024).

To comprehensively evaluate and improve public digital platforms, an integrative assessment framework that combines service quality and technology acceptance dimensions is necessary. The SERVQUAL model, developed by Parasuraman et al. (1985), has been widely applied to evaluate service quality using five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Apornak, 2017; Novendra et al., 2022; Parasuraman et al., 1988; Yousapronpaiboon, 2014). Nonetheless, SERVQUAL alone lacks the ability to predict user behavioral intentions. Conversely, the Technology Acceptance Model (TAM) introduced by Davis (1989) provides a theoretical foundation for understanding technology adoption based on perceived usefulness and perceived ease of use (Davis & Davis, 1989). Integrating SERVQUAL with TAM offers a robust approach that captures not only service delivery performance but also users' cognitive and affective evaluations that influence satisfaction and usage intentions (Sharma et al., 2024).

Prior research supports the synergistic potential of SERVQUAL and TAM across digital service contexts. Lenny & Kridanto (2019) and Sharma et al. (2024) found that combining service quality attributes with acceptance constructs enhances predictive accuracy in user satisfaction models. In e-government, satisfaction is influenced not only by functional capabilities but also by trust, user expectations, and interaction experiences (Apornak, 2017; Kitsios et al., 2019; Rebualos et al., 2024). Other empirical evidence by Balbin-Romero et al., (2022), Rahman et al., (2017), Rebualos et al., (2024), and Roslan et al., (2015) highlights the critical roles of tangibles, reliability, and assurance in fostering user trust and engagement, while Yousapronpaiboon, (2014), Sensia Rahmawati et al., (2022), and Sugiarto & Octaviana, (2021) emphasize empathy and user-centric design.

Furthermore, scholars such as Wang et al., (2020) affirm that users' perceptions of ease of use and usefulness are key drivers of digital platform adoption. Jo & Park (2022) demonstrate that TAM models enriched with service quality metrics yield stronger predictive capabilities in explaining user engagement. Likewise, Rafi et al. (2023) show that integrating SERVQUAL with usability testing or Importance-Performance Analysis (IPA) improves the interpretability and applicability of service quality insights. However, most previous research has been concentrated in private sector domains such as banking, logistics, and higher education, with limited attention to local government digital services. This lack of integrative SERVQUAL-TAM studies in evaluating municipal websites constitutes a significant research gap, particularly in the Indonesian context (Wismantoro et al., 2020).

This study offers contextual and empirical novelty by applying an integrated SERVQUAL, TAM, IPMA framework to evaluate the Satpol PP Central Lombok website, a local government law-enforcement digital service that has rarely been examined in previous SERVQUAL, TAM studies, which have predominantly focused on private-sector and educational platforms. The general objective of this study is to evaluate the service quality and user acceptance of the Satpol PP Central Lombok website using the SERVQUAL-TAM integration. Specifically, it aims to: (1) assess the website's service quality using the five SERVQUAL dimensions; (2) examine how perceptions of service quality influence perceived usefulness and perceived ease of use; (3) analyze the effects of these perceptions on user satisfaction and acceptance; and (4) formulate strategic recommendations to improve government web services based on empirical findings.

By combining the strengths of SERVQUAL and TAM, this study provides both theoretical and practical contributions. It delivers deeper insights into the mechanisms driving user satisfaction in digital public services and offers actionable strategies to enhance government website design and service performance.

Ultimately, the findings support Indonesia's digital transformation agenda by fostering more inclusive, reliable, and citizen-responsive online government services (Palencia et al., 2022; Wider et al., 2024).

This study employs an integrated conceptual framework by combining the SERVQUAL model and the Technology Acceptance Model (TAM) to assess service quality and user acceptance of a local government website. The framework illustrates how perceived service quality dimensions influence users' cognitive evaluations, which subsequently shape their satisfaction and behavioral intentions toward continued usage. The SERVQUAL component includes four key service quality dimensions adapted to digital public service contexts: Tangibles, Reliability, Assurance, and Empathy. These dimensions are hypothesized to influence two core constructs of TAM: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). This assumption is grounded in prior research indicating that users' perceptions of digital interaction quality significantly affect how useful and easy they perceive the system to be (Apornak, 2017; Balbin-Romero et al., 2022; Roslan et al., 2015; V. Sharma et al., 2024).

Tangibles, referring to visual and aesthetic elements such as professional design and intuitive navigation, are believed to shape perceptions of both usefulness and ease of use. Rafi et al. (2023) demonstrated that interface design and layout have significant effects on initial user evaluation. Reliability, defined as the consistency and accuracy of website features and information, is critical to building trust and positively influences both PU and PEOU, as shown in Rebualos et al. (2024) and Rahman et al. (2017). Assurance pertains to users' confidence in the security and credibility of the platform. Prior studies by Kitsios et al. (2019) and Roslan et al. (2015) affirm that assurance is crucial for reinforcing the perceived reliability and benefits of digital platforms. Empathy reflects the degree to which the system recognizes and responds to user-specific needs. Studies by Sensia Rahmawati et al. (2022), Yousapronpaiboon (2014), and Sugiarto & Octaviana (2021) confirm that empathetic and user-centered service design enhances the perceived usefulness of a platform.

Aligned with the original TAM (Davis, 1989), Perceived Ease of Use is expected to positively affect Perceived Usefulness. This relationship is supported by (Jo & Park, 2022), who found that ease of use significantly enhances users' belief in system utility and effectiveness. Both PU and PEOU are expected to directly affect User Satisfaction. Natasia et al. (2022) demonstrated that perceived utility and usability significantly influence users' satisfaction levels with information systems. In this model, User Satisfaction serves as a mediator that drives Behavioral Intention. Previous studies by Palencia et al. (2022) and Roslan et al. (2015) have emphasized the importance of satisfaction in determining user loyalty and continued system usage. This framework addresses a critical gap in the literature by applying an integrated service quality and technology acceptance model to evaluate local government websites, a context largely overlooked in previous studies. Whereas most existing research focuses on private sector applications, this study contributes novelty by contextualizing the SERVQUAL-TAM integration within Indonesian e-government services (Wismantoro et al., 2020).

Based on this framework, the study proposes the following hypotheses:

H1: Tangibles positively influence Perceived Usefulness.

H2: Tangibles positively influence Perceived Ease of Use.

H3: Reliability positively influences Perceived Usefulness.

H4: Reliability positively influences Perceived Ease of Use.

H5: Assurance positively influences Perceived Usefulness.

H6: Assurance positively influences Perceived Ease of Use.

H7: Empathy positively influences Perceived Usefulness.

H8: Empathy positively influences Perceived Ease of Use.

H9: Perceived Usefulness positively influences User Satisfaction.

H10: Perceived Ease of Use positively influences Perceived Usefulness.

H11: Perceived Ease of Use positively influences User Satisfaction.

H12: User Satisfaction positively influences Behavioral Intention.

This comprehensive conceptual model serves as a foundation for empirically testing user-centered evaluations and acceptance determinants of local e-government platforms, with the goal of generating actionable insights for improving digital public services.

RESEARCH METHODS

A. Research Design

This study employs a quantitative research design using a structured survey method. The main objective is to evaluate service quality and user acceptance of the official website of the Civil Service Police Unit (Satpol PP) of Central Lombok Regency. The research integrates two well-established theoretical frameworks, SERVQUAL and the Technology Acceptance Model (TAM), to analyze the relationships between service quality, user perceptions, satisfaction, and behavioral intention in the context of local government digital services.

B. Sampling and Data Collection Procedure

The sampling technique used is purposive sampling, targeting individuals with prior experience using the Satpol PP website. The sample comprises civil servants, private sector employees, students, and members of the general public who have interacted with the platform. Data were collected through an online questionnaire distributed from February to March 2025, resulting in 569 valid responses. The respondent profile includes 53.1% males and 46.9% females, with the majority aged 20–30 years (41.2%) and holding a bachelor's degree (65.6%). Table 1 shows the respondent demographic profile.

Table 1. Respondent Demographic Profile

Item	Category	Percentage (%)
Gender	Male	53.1
	Female	46.9
Age	<20 years	1.0
	20–30 years	41.2
	31–40 years	32.9
	>50 years	24.9
Educational Background	SMA/SMK	20.0
	Diploma (D3)	7.3
	Bachelor's Degree (S1)	65.6
	Master/Doctoral	2.1
	No Formal Education	5.0
Occupation	Civil Servant	41.2
	Private Sector Employee	14.4
	Student	8.2
	Others	36.2
Website Usage Frequency	Rarely	17.5
	Occasionally	30.9
	Frequently	44.3
	Very Frequently	7.3
Primary Purpose of Use	Accessing service information	82.5
	Filing a complaint	7.2
	Registration or service application	4.1
	Others	6.2

C. Research Instruments and Measurement

The questionnaire was developed using validated indicators from previous studies. All items were measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The SERVQUAL dimensions Tangibles, Reliability, Assurance, and Empathy were measured using 11 items. The TAM constructs Perceived Usefulness, Perceived Ease of Use, User Satisfaction, and Behavioral Intention were assessed using 13 items. The reliability and validity of the instrument were confirmed through outer loadings, average variance extracted (AVE), Cronbach's Alpha, and Composite Reliability.

Table 2. Research Variables

Variables	Code	Indicator	Source
Tangibles	T1	The website has a professional visual design.	Balbin-Romero et al., 2022; Haming et al., 2019; Novendra et al., 2022.
	T2	The layout and navigation are user-friendly.	
Reliability	R1	The website provides accurate, reliable information.	Novendra et al., 2022; Sugiarto and Octaviana, 2021.
	R2	All features of the website work reliably.	
	R3	The website functions smoothly with few errors.	
Assurance	A1	Users feel secure using the website.	Balbin-Romero et al., 2022; Rahman et al., 2017.
	A2	The website content is trustworthy and verified.	
Empathy	E1	The content addresses user-specific needs.	Novendra et al., 2022; Sensia Rahmawati et al., 2022; Theresia and Tan, 2021.
	E2	Feedback from users is acknowledged clearly.	
	E3	The site shows care for its users.	
Perceived	PU1	The website improves access to public services.	M. Sharma & Sharma, 2019; S. K. Sharma and Mishra, 2023.
Usefulness	PU2	Users complete tasks more efficiently online.	
Perceived	PEOU1	The website is easy and intuitive to use.	Davis, 1989; M. Sharma and Sharma, 2019; S. K. Sharma and Mishra, 2023.
Ease of Use	PEOU2	Users understand menus and structure easily.	
	PEOU3	Website navigation is simple and effective.	
User	S1	Users are satisfied with the website service.	Apornak, 2017; M. Sharma and Sharma, 2019.
Satisfaction	S2	The site meets user expectations reliably.	
Behavioral	BI1	Users plan to keep using the website.	(Balbin-Romero et al., 2022; M. Sharma & Sharma, 2019)
Intention	BI2	Users would recommend the site to others.	
	BI3	Users believe the site has future value.	

D. Data Analysis

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4. The analysis involved two main stages: (1) evaluation of the measurement model, including assessments of reliability (Cronbach's Alpha, Composite Reliability), convergent validity (AVE), and discriminant validity (Fornell Larcker, HTMT); and (2) evaluation of the structural model through path coefficient analysis, R^2 values, Q^2 predictive relevance, and f^2 effect sizes. In addition, Importance-Performance Map Analysis (IPMA) was conducted to enhance interpretability and identify strategic priorities. IPMA results provide insights into high-importance but low-performance indicators, offering actionable recommendations for improving the usability and effectiveness of the government website.

RESULT AND DISCUSSION

A. Measurement Model Results

The evaluation of the measurement model was conducted to assess the reliability and validity of the constructs used in this study.

Table 3. Construct Reliability and Validity Test

Variables	Indicator	Outer Loadings	CA	ρA	ρC	AVE
Tangibles	T1	0.934	0.847	0.848	0.929	0.867
	T2	0.928				
Reliability	R1	0.906	0.846	0.848	0.907	0.765
	R2	0.871				
	R3	0.846				
Assurance	A1	0.934	0.862	0.864	0.936	0.879
	A2	0.941				
Empathy	E1	0.912	0.913	0.914	0.945	0.852
	E2	0.945				
	E3	0.911				
Perceived Usefulness	PU1	0.932	0.850	0.850	0.930	0.870
	PU2	0.934				
Perceived Ease of Use	PEOU1	0.913	0.832	0.871	0.899	0.748
	PEOU2	0.906				
	PEOU3	0.769				
User Satisfaction	S1	0.926	0.845	0.847	0.928	0.866
	S2	0.935				
Behavioral Intention	BI1	0.929	0.828	0.884	0.896	0.744
	BI2	0.734				
	BI3	0.910				

Note(s): CA = Cronbach's alpha; ρA = Composite Reliability rho_A/ Dijkstra–Henseler's rho; ρC = Composite Reliability rho_C/ CR = composite reliability;
AVE = average variance extracted.

This analysis includes internal consistency reliability, convergent validity, and discriminant validity following the guidelines proposed by Hair et al. (2019). The internal consistency and convergent validity were evaluated through composite reliability (CR), Cronbach's Alpha (CA), average variance extracted (AVE), and outer loadings. As shown in Table 3, all constructs exceeded the threshold values, with CR and CA values above 0.7 and AVE values above 0.5. All item loadings were greater than 0.70, indicating strong individual indicator reliability.

Table 3 here presents the construct reliability and validity statistics, confirming that each construct demonstrated satisfactory levels of internal consistency and convergent validity (Apornak, 2017; M. Sharma & Sharma, 2019; Yadav et al., 2024).

Table 4. Discriminant Validity (Cross Loadings)

	Variables	(T)	(R)	(A)	(E)	(PU)	(PEOU)	(S)	(BI)
Heterotrait-monotrait (HTMT) ratio	(T)								
	(R)	0.895							
	(A)	0.740	0.838						
	(E)	0.255	0.330	0.326					
	(PU)	0.723	0.871	0.892	0.383				
	(PEOU)	0.641	0.754	0.789	0.486	0.822			
	(S)	0.708	0.813	0.732	0.418	0.817	0.838		
	(BI)	0.711	0.832	0.804	0.340	0.875	0.869	0.820	
Fornell–Larcker criterion	(T)	0.931							
	(R)	0.757	0.875						
	(A)	0.632	0.716	0.938					
	(E)	0.225	0.290	0.290	0.923				
	(PU)	0.613	0.738	0.763	0.338	0.933			
	(PEOU)	0.546	0.643	0.680	0.436	0.712	0.865		
	(S)	0.600	0.689	0.626	0.368	0.693	0.715	0.931	
	(BI)	0.615	0.716	0.697	0.309	0.750	0.726	0.708	0.862

Note(s): (T)= Tangibles; (R)= Reliability; (A)= Assurance; (E)= Empathy (PU)= Perceived Usefulness; (PEOU)= Perceived Ease of Use; (S) = User Satisfaction; (BI)= Behavioral Intention.

Discriminant validity was assessed using the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio. The results in Table 4 show that the square root of AVE for each construct (diagonal values) is greater than its correlations with other constructs (off-diagonal values), confirming discriminant validity according to the Fornell-Larcker criterion. Furthermore, all HTMT values are below the conservative threshold of 0.85, further supporting the validity of the measurement model.

Table 5. Discriminant validity (Cross Loadings)

Indicator	(T)	(R)	(A)	(E)	(PU)	(PEOU)	(S)	(BI)
A1	0.589	0.647	0.934	0.252	0.704	0.610	0.557	0.601
A2	0.596	0.695	0.941	0.290	0.727	0.664	0.615	0.703
BI1	0.589	0.671	0.667	0.303	0.710	0.683	0.674	0.929
BI2	0.346	0.421	0.435	0.156	0.476	0.508	0.410	0.734
BI3	0.606	0.708	0.661	0.306	0.714	0.667	0.694	0.910
E1	0.172	0.237	0.312	0.912	0.325	0.399	0.320	0.263
E2	0.218	0.276	0.257	0.945	0.292	0.381	0.350	0.296
E3	0.233	0.290	0.233	0.911	0.318	0.424	0.347	0.295
PEOU1	0.540	0.634	0.655	0.400	0.718	0.913	0.680	0.683
PEOU2	0.475	0.571	0.625	0.445	0.666	0.906	0.671	0.615
PEOU3	0.385	0.438	0.458	0.258	0.413	0.769	0.474	0.589
PU1	0.597	0.694	0.750	0.306	0.932	0.640	0.622	0.686
PU2	0.547	0.683	0.674	0.325	0.934	0.688	0.671	0.713
R1	0.699	0.906	0.646	0.256	0.670	0.591	0.616	0.657
R2	0.606	0.871	0.595	0.290	0.631	0.566	0.603	0.571
R3	0.681	0.846	0.638	0.215	0.636	0.527	0.588	0.651
S1	0.543	0.599	0.575	0.320	0.632	0.653	0.926	0.632
S2	0.573	0.681	0.590	0.363	0.658	0.678	0.935	0.684

Indicator	(T)	(R)	(A)	(E)	(PU)	(PEOU)	(S)	(BI)
T1	0.934	0.721	0.591	0.234	0.574	0.531	0.570	0.571
T2	0.928	0.689	0.586	0.185	0.567	0.484	0.546	0.576

Note(s): (T)= Tangibles; (R)= Reliability; (A)= Assurance; (E)= Empathy (PU)= Perceived Usefulness; (PEOU)= Perceived Ease of Use; (S) = User Satisfaction; (BI)= Behavioral Intention.

To reinforce the evaluation, Table 5 shows the cross loadings of all indicators. Each item loads highest on its associated construct compared to others, demonstrating good indicator discriminant validity (Davis & Davis, 1989; J. F. Hair et al., 2019). The measurement model meets all criteria for internal consistency reliability, convergent validity, and discriminant validity. Therefore, it is deemed appropriate to proceed with the structural model evaluation in the next section.

B. Structural Model Results

The structural model assessment was conducted to evaluate the predictive relationships among the latent constructs in the integrated SERVQUAL-TAM framework. The analysis included path coefficients (β), T-statistics, P-values, effect sizes (f^2), and model fit indicators such as R^2 and Q^2. As shown in Table 6, the model demonstrated substantial explanatory power, with R^2 values of 0.695 for Perceived Usefulness (PU), 0.563 for Perceived Ease of Use (PEOU), 0.580 for User Satisfaction (S), and 0.501 for Behavioral Intention (BI). Q^2 values exceeded the threshold of 0.35 for all endogenous variables, indicating strong predictive relevance (J. Hair & Alamer, 2022; Hair Jr et al., 2021).

Table 6. Structural Model Assessment And Goodness-Of-Fit (Gof)

Variables	R^2	T- value	Q^2	P- value
Perceived Usefulness.	0.695	20.089	0.598	0.000
Perceived Ease of Use.	0.563	13.056	0.409	0.000
User Satisfaction	0.580	13.973	0.497	0.000
Behavioral Intention	0.501	11.495	0.360	0.000

Note(s): R^2 =Coefficient of Determination; Q^2= Predictive Relevance.

Path Coefficients and Hypothesis Testing The results of hypothesis testing are presented in Table 7. Ten out of twelve hypotheses were supported with significant T-values ($T > 1.96$) and P-values < 0.05. The strongest relationship was found between User Satisfaction and Behavioral Intention (H12: $\beta = 0.708$, $T = 22.943$, $p < 0.001$), confirming prior studies that user satisfaction is a critical driver of digital service adoption and continued usage (M. Sharma & Sharma, 2019; V. Sharma et al., 2024).

Table 7. Hypothesis Testing Results

Hypothesis	Relationships	β	T-value	P-value	(f^2)	VIF	Supported
H1	T → PU	0.015	0.396	0.692	0.000	2.445	No
H2	T → PEOU	0.051	0.646	0.518	0.002	2.440	No
H3	R → PU	0.296	4.856	0.000	0.090	3.185	Yes
H4	R → PEOU	0.247	2.860	0.004	0.046	3.045	Yes
H5	A → PU	0.358	6.752	0.000	0.166	2.541	Yes
H6	A → PEOU	0.402	6.105	0.000	0.171	2.170	Yes
H7	E → PU	0.034	1.313	0.189	0.003	1.236	No
H8	E → PEOU	0.236	7.351	0.000	0.115	1.109	Yes
H9	PU → S	0.373	5.823	0.000	0.164	2.028	Yes
H10	PEOU → PU	0.255	4.330	0.000	0.093	2.289	Yes
H11	PEOU → S	0.450	8.024	0.000	0.238	2.028	Yes
H12	S → BI	0.708	22.943	0.000	1.005	1.000	Yes

Note(s): (T)= Tangibles; (R)= Reliability; (A)= Assurance; (E)= Empathy
(PU)= Perceived Usefulness; (PEOU)= Perceived Ease of Use;
(S) = User Satisfaction; (BI)= Behavioral Intention; β= Path Coefficient;
f^2= Effect Size; VIF: Variance Inflation Factor.

Perceived Ease of Use also significantly affected both Perceived Usefulness (H10: β = 0.255, T = 4.330, p < 0.001) and User Satisfaction (H11: β = 0.450, T = 8.024, p < 0.001), aligning with findings from Davis (1989), which argue that usability is a key enabler of perceived benefits and satisfaction in technology adoption. Similarly, Perceived Usefulness significantly influenced User Satisfaction (H9: β = 0.373, T = 5.823, p < 0.001), a result consistent with previous literature emphasizing the utilitarian value of public digital platforms (Palencia et al., 2022; Rahman et al., 2017). Among SERVQUAL dimensions, Assurance emerged as the most influential antecedent of both PU and PEOU (H5: β = 0.358, T = 6.752; H6: β = 0.402, T = 6.105), indicating that users' trust in the credibility and competence of the website plays a critical role in shaping their perceptions. This is supported by Sharma et al. (2024), who emphasized the importance of institutional trust in FinTech and e-government services. Reliability also showed significant effects on both PU (H3: β = 0.296, T = 4.856) and PEOU (H4: β = 0.247, T = 2.860), suggesting the consistency and dependability of services is a prerequisite for usability and utility (Apornak, 2017; Wider et al., 2024).

Conversely, Tangibles and Empathy were found to have insignificant effects on PU (H1, H7) and PEOU (H2 marginally; H8 significant only for PEOU). While empathy positively influenced PEOU (H8: β = 0.236, T = 7.351), it had no significant effect on PU. This discrepancy aligns with Kitsios et al. (2019), who noted that emotional support is less impactful on perceived utility compared to assurance and reliability. The insignificant role of tangibles (H1, H2) suggests that aesthetic or physical design elements are less relevant in determining user perceptions in the context of government websites (Sugiarto & Octaviana, 2021). The insignificant effects of Tangibles on both Perceived Usefulness (H1) and Perceived Ease of Use (H2) indicate that visual appearance and interface aesthetics do not play a decisive role in shaping user perceptions in this context. This finding is strongly supported by the IPMA results, which show that Tangibles have high performance (72.009) but extremely low importance for both User Satisfaction (0.033) and Behavioral Intention (0.024). This implies that although users positively evaluate the website's visual design and layout, these elements do not substantially influence their satisfaction or intention to continue using the system. This pattern reflects a fundamental difference between public sector digital services and commercial platforms. In mandatory or quasi-mandatory government systems, such as the Satpol PP website, users primarily seek functional reliability, accurate information, and institutional trust rather than visual appeal. Unlike e-commerce or banking applications, where interface aesthetics can influence engagement, users of government websites prioritize whether the system works, provides correct information, and supports their administrative needs.

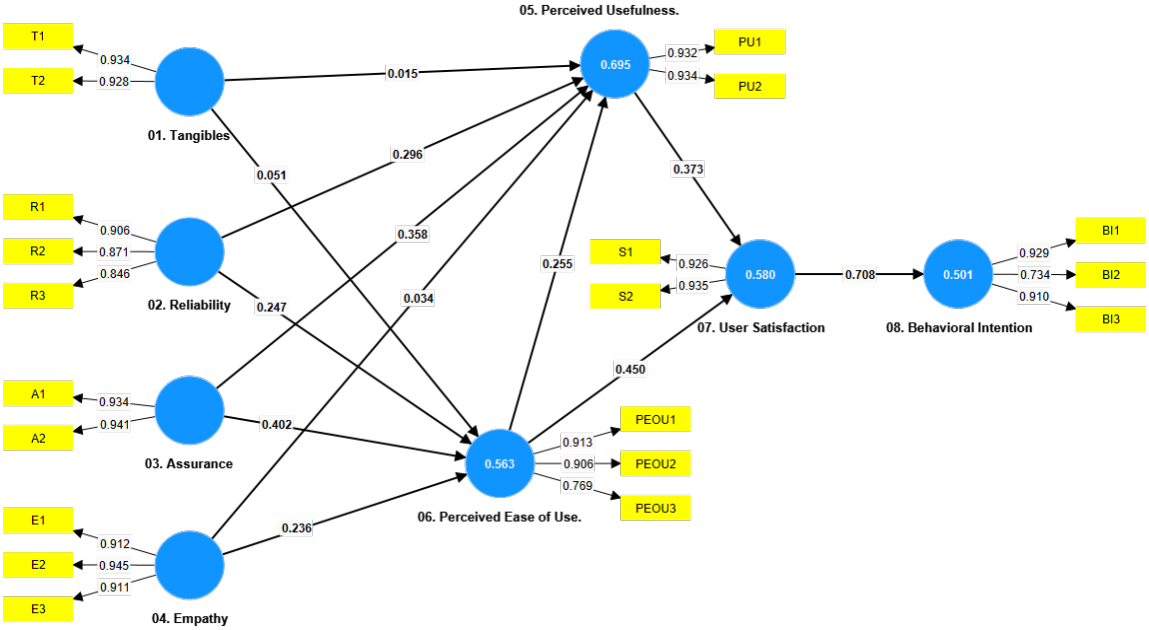

Figure 1. Structural model result

The model confirms the theoretical robustness of combining SERVQUAL and TAM in evaluating e-government platforms. The structural analysis, as visualized in Figure 1, illustrates the validated pathways. The high explanatory power of satisfaction and behavioral intention confirms the importance of service quality and perceived usability in fostering sustainable digital engagement in public services.

C. Importance Performance Map Analysis (IPMA) Discussion

The Importance Performance Map Analysis (IPMA) provides deeper insights into the priority areas for managerial action by combining the constructs' total effects (importance) with their average latent variable scores (performance). This analysis aims to identify the constructs that have high importance but relatively low performance, thereby revealing opportunities for strategic improvement (J. Hair & Alamer, 2022; J. F. Hair et al., 2019).

Table 8. Importance–Performance Map of the Target Constructs "User Satisfaction" and "Behavioral Intention"

Constructs	User Satisfaction		Behavioral Intention	
	Important	Performance	Important	Performance
Tangibles	0.033	72.009	0.024	72.009
Reliability	0.245	72.140	0.174	72.140
Assurance	0.353	72.112	0.250	72.112
Empathy	0.141	60.763	0.100	60.763
Perceived Usefulness.	0.373	70.906	0.264	70.906
Perceived Ease of Use.	0.545	68.786	0.386	68.786
User Satisfaction	-	-	0.708	70.270

Table 8 presents the IPMA results for the two key target constructs: User Satisfaction and Behavioral Intention. The performance scores range from 60.763 to 72.140, while importance values vary more significantly, from 0.024 to 0.708. For User Satisfaction, the most influential predictor is Perceived Ease of Use (importance = 0.545; performance = 68.786), followed by Perceived Usefulness (importance = 0.373; performance = 70.906), and Assurance (importance = 0.353; performance = 72.112).

Among these, Perceived Ease of Use stands out as a high-impact but relatively lower-performing factor, suggesting it should be a key focus area for improving user satisfaction with the website. This aligns with previous findings by Davis (1989), who emphasizes the centrality of ease of use in digital system engagement. Reliability (importance = 0.245) and Empathy (importance = 0.141) also contribute meaningfully, although Empathy exhibits notably lower performance (60.763). These results are supported by prior studies indicating that empathy, while relevant, plays a less critical role compared to functional quality dimensions (Kitsios et al., 2019; Sharma et al., 2024).

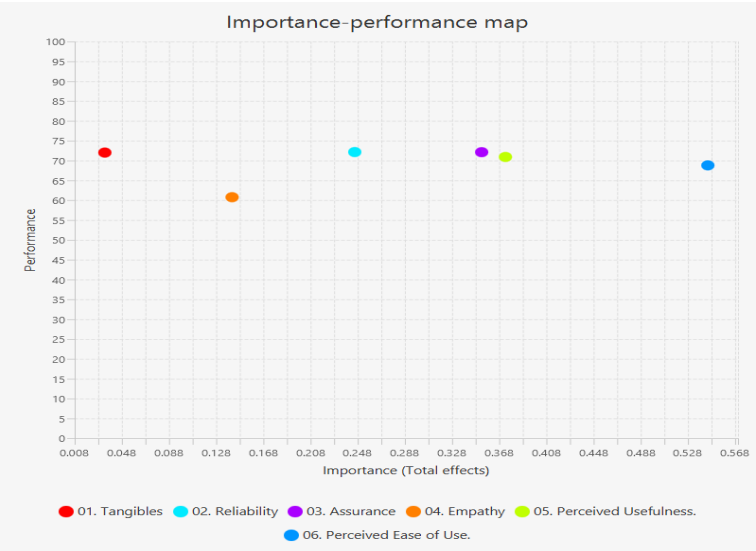

Figure 2. IPMA of components of user satisfaction

With respect to Behavioral Intention, User Satisfaction remains the strongest driver (importance = 0.708; performance = 70.270), reaffirming the findings of the structural model and aligning with studies such as Wang et al. (2020) and Wang et al. (2021), who highlighted satisfaction as a determinant of continued digital engagement. Additionally, Perceived Ease of Use (importance = 0.386; performance = 68.786) and Perceived Usefulness (importance = 0.264; performance = 70.906) continue to be important. Assurance (importance = 0.250) and Reliability (importance = 0.174) follow closely, suggesting that perceptions of trust and system dependability also influence the intention to reuse the website (Apornak, 2017; Wider et al., 2024). Interestingly, Tangibles shows the lowest importance scores for both outcomes (0.033 for User Satisfaction and 0.024 for Behavioral Intention), despite a high performance rating (72.009), indicating that while the aesthetic or physical elements of the website are well-rated, they are less central to influencing satisfaction and continued use (Sugiarto and Octaviana, 2021).

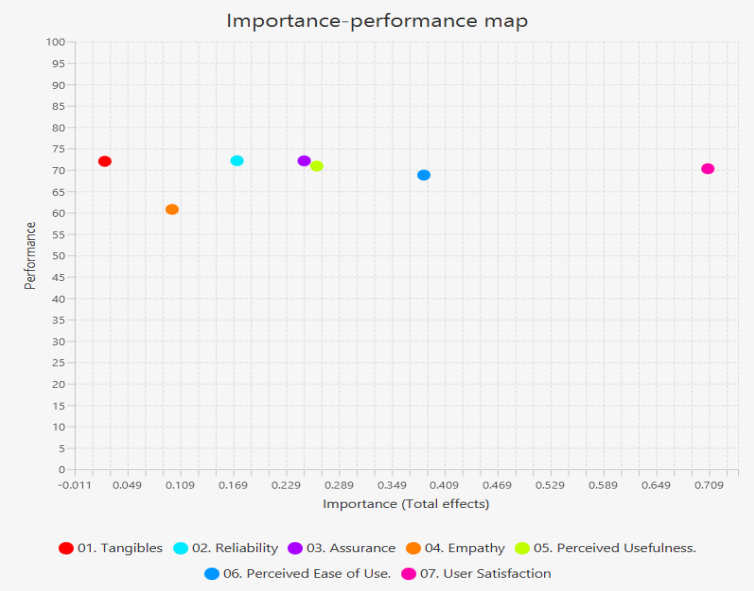

Figure 3. IPMA of components of behavioral intention

Figures 2 and 3 visually depict the IPMA of the components contributing to User Satisfaction and Behavioral Intention, respectively. The graphical results reinforce the prioritization of improving Perceived Ease of Use and User Satisfaction to drive higher behavioral engagement (Palencia et al., 2022).

D. Discussion

The findings of this study provide significant theoretical and practical contributions, particularly in the context of evaluating public digital service platforms through the integrated SERVQUAL and Technology Acceptance Model (TAM) approach. All research objectives have been successfully addressed based on the data analysis. The first objective to evaluate service quality based on the five SERVQUAL dimensions was realized with Assurance and Reliability emerging as the most influential dimensions. The second objective to examine the influence of service quality on perceived usefulness and perceived ease of use was also supported, with most dimensions showing significant effects, except for Tangibles and Empathy. The third objective to analyze the influence of perceived usefulness and ease of use on user satisfaction and behavioral intention was confirmed through the structural model analysis. The final objective to formulate strategic recommendations for service improvement was achieved using the IPMA results, which identified Perceived Ease of Use and Assurance as top priorities for digital service enhancement.

From a theoretical standpoint, this study extends the application of the SERVQUAL, TAM framework into the context of local e-government and law-enforcement public services, demonstrating how service quality dimensions operate differently from those in commercial digital platforms. This integration captures both technical and non-technical dimensions that influence user perceptions and

behaviors. The findings that Assurance and Reliability significantly contribute to perceived usefulness and ease of use are consistent with prior studies (Apornak, 2017; V. Sharma et al., 2024), emphasizing institutional trust and service consistency as critical determinants of digital engagement. Moreover, the significant roles of Perceived Ease of Use and Perceived Usefulness in shaping user satisfaction and behavioral intention reinforce the core propositions of TAM (Davis, 1989) and are aligned with recent evidence (A. Wang, 2021; Y. Wang et al., 2019, 2020). While Tangibles and Empathy did not exhibit significant effects on perceived usefulness, this does not contradict prior findings, which suggest that aesthetic and emotional aspects are often supplementary rather than primary determinants in public service website evaluation (Kitsios et al., 2019; Sugiarto & Octaviana, 2021). These results indicate that users prioritize system functionality and reliability over visual or empathetic elements in assessing government websites.

Methodologically, the use of Importance Performance Map Analysis (IPMA) adds strategic value to the study. IPMA enables the identification of constructs that are not only statistically significant but also strategically vital for improvement based on performance levels. In this case, Perceived Ease of Use and Assurance surfaced as key improvement targets, providing actionable insights for enhancing public digital services (J. Hair & Alamer, 2022; Hair Jr et al., 2021; Palencia et al., 2022)

Practically, this research offers clear implications for local governments aiming to improve the quality and effectiveness of web-based services, such as the Satpol PP website of Central Lombok Regency. The findings indicate that promoting continued usage requires enhancements in usability, user trust, and system usefulness. These recommendations align with national digital transformation initiatives such as the Electronic-Based Government System (SPBE). Furthermore, service development strategies should adopt a dual focus by reinforcing both the back-end (system reliability) and the front-end (user-friendly interface). Integrating technical features with citizen-centric service quality dimensions can foster a more inclusive, accessible, and sustainable digital ecosystem.

E. Managerial Implications

The findings of this study provide several managerial implications that can serve as a strategic reference for local governments, particularly public service institutions such as the Civil Service Police Unit (Satpol PP) of Central Lombok Regency. First, the identification of Perceived Ease of Use and Assurance as the most influential constructs for user satisfaction and behavioral intention suggests that improving navigational ease and ensuring service reliability must be prioritized. Therefore, designing a more intuitive, responsive, and user-friendly interface is critical to enhancing the user experience.

Second, the IPMA results indicate that Perceived Usefulness is a construct with high importance but moderate performance. This implies that the features and functions of the Satpol PP website need to be better aligned with the actual needs of the public. Practical actions include providing more detailed, accessible, and interactive service information as well as enhancing digital complaint and reporting mechanisms with timely responses. Third, the significant effects of Assurance and Reliability underscore the importance of consistent information delivery, system integrity, and service professionalism in building user trust. Digital service managers must ensure the stability of the platform, regularly update content, and assign responsive personnel to handle inquiries and complaints promptly and effectively.

Fourth, while the Tangibles dimension exhibits high performance, its impact on satisfaction is relatively minimal. This indicates that while visual design and aesthetic appeal are appreciated, they should not take precedence over functional clarity, accessibility, and the overall effectiveness of the information presented. Fifth, the results advocate for a cross-functional approach within government bureaucracy to align information system development with service quality objectives. Collaboration between technical teams, public service units, and community feedback departments is essential for optimizing content delivery and digital user engagement holistically.

Considering the structural model findings and IPMA insights, local governments are encouraged to implement strategic initiatives that improve public digital service effectiveness. These managerial implications support the broader national agenda for digital governance transformation through an adaptive and citizen-responsive Electronic-Based Government System (SPBE).

CONCLUSION

This study aimed to evaluate the service quality and user acceptance of the Satpol PP website in Central Lombok Regency by integrating the SERVQUAL model with the Technology Acceptance Model (TAM) and

applying Importance Performance Map Analysis (IPMA). The results confirm that the SERVQUAL, TAM framework is highly applicable for evaluating local government digital services, particularly law enforcement and public complaint platforms, where functionality, reliability, and trust are more critical than visual or aesthetic features. The structural model analysis revealed that service quality dimensions, particularly Assurance, Reliability, and to a lesser extent, Responsiveness, have a significant influence on users' perceived usefulness and perceived ease of use. These cognitive perceptions, in turn, significantly impact user satisfaction and behavioral intention to continue using the website. The IPMA further identified Perceived Ease of Use and Assurance as key drivers with high importance but moderate performance, suggesting strategic priorities for improving the platform. The findings emphasize that beyond the aesthetic or visual appeal of the website (Tangibles), the functional, credible, and user-centric dimensions of service delivery are what truly influence citizens' adoption and continued engagement with digital government platforms. This supports a shift toward more responsive, reliable, and citizen-focused design in digital public service infrastructure. Theoretically, this study reinforces the relevance of integrating service quality and technology acceptance frameworks in e-government research. It also contributes methodologically through the use of IPMA to guide strategic policy intervention. Practically, the findings provide clear recommendations for local government agencies to enhance system usability, trustworthiness, and functional alignment with public expectations. This research demonstrates that citizen satisfaction and engagement with public digital services can be significantly strengthened through improvements in perceived ease of use, assurance, and the overall quality of digital interactions. These insights are crucial for the development of inclusive, efficient, and sustainable digital governance in Indonesia and similar regional contexts.

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