

## **ANALYSIS OF PROVIDER SATISFACTION TOWARD THE PERFORMANCE OF GOVERNMENT PROCUREMENT SERVICES IN GORONTALO PROVINCE USING IMPORTANCE PERFORMANCE ANALYSIS (IPA)**

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### **ABSTRACT**

This study aims to analyze provider satisfaction with the performance of government goods and services procurement services in Gorontalo Province using a qualitative Importance Performance Analysis (IPA) approach. The study is motivated by the critical role of procurement service quality in supporting the principles of good governance, particularly transparency, accountability, and efficiency. The research employs a descriptive qualitative approach, with data collected through in-depth interviews involving informants who have direct experience in procurement processes. Data were analyzed thematically using the IPA framework to identify key dimensions of importance, performance, service gaps, and priority areas for improvement. The findings indicate that transparency and accountability are the most critical factors influencing provider satisfaction, followed by service responsiveness, timeliness, and the competence of human resources. Although the overall performance of procurement services is perceived as satisfactory, gaps remain in responsiveness, timeliness, and human resource capacity. These gaps are primarily influenced by limitations in human resources, regulatory complexity, and suboptimal system support. This study emphasizes that improving provider satisfaction is not solely dependent on system digitalization, but also on the quality of service implementation and procurement governance. Therefore, improvement efforts should focus on service attributes that are highly important yet underperforming, particularly through enhancing human resource capacity, strengthening transparency and accountability, and improving service interaction quality. This study contributes empirically to the development of procurement policies that are oriented toward service quality and user needs.

Keywords: provider satisfaction, public procurement, Importance Performance Analysis, public service, e-procurement

## INTRODUCTION

Government procurement of goods and services (public procurement) represents a strategic instrument in supporting effective, efficient, and accountable governance at the local level. From a good governance perspective, public procurement does not merely function as a mechanism for fulfilling public goods and services needs, but also as a means to ensure transparency, accountability, and integrity in the use of public funds. Digital transformation through the implementation of e-procurement, facilitated by LPSE/UKPBJ, has become a key driver in improving the quality of governance, particularly by enhancing information accessibility and procurement process efficiency [1], [2], [3].

A number of empirical studies have demonstrated that the implementation of e-procurement significantly contributes to improving transparency, efficiency, and accountability in procurement practices across various regions, although challenges related to human resource capacity and information technology infrastructure remain [1], [2], [3]. In this context, the quality of procurement services is not only measured by compliance with regulations, but also by the perceptions and experiences of service users, including providers as key actors within the procurement ecosystem.

However, a major issue that persists is the suboptimal performance of procurement services in meeting providers' expectations. The mismatch between expectations and actual service performance often leads to dissatisfaction, which may ultimately affect provider participation and the overall quality of procurement outcomes. Factors such as information transparency, system usability, clarity of procedures, and payment certainty are critical determinants in shaping provider satisfaction within e-procurement systems [4], [5], [6].

In response to these challenges, an evaluation approach is required that not only describes service performance but also systematically identifies priority areas for improvement. One widely used approach in service quality evaluation is Importance Performance Analysis (IPA), which enables the mapping of service attributes based on their level of importance and performance.

Previous studies have shown that the application of IPA in the public sector provides a more comprehensive understanding of the gap between expectations and service performance, while also assisting in determining priorities for service quality improvement. In the context of procurement, IPA can be utilized to identify key service attributes requiring improvement, such as transparency, responsiveness, and system accessibility [4], [5], [6].

Furthermore, other studies emphasize the importance of integrating service quality dimensions, user satisfaction, and e-procurement system performance to achieve effective procurement services. However, most existing studies tend to focus on the internal perspective of government institutions or policy aspects, with limited attention given to provider satisfaction as external users of procurement services.

Therefore, a significant research gap exists regarding the use of quantitative approaches such as IPA in analyzing provider satisfaction with procurement service performance at the local government level. Limitations in measurement standards and variations in indicators also pose challenges in producing comparable and generalizable findings [4], [5], [6].

Based on the above considerations, this study aims to analyze provider satisfaction with the performance of government procurement services in Gorontalo Province using the Importance Performance Analysis (IPA) method. This study is expected to contribute novelty through a provider-based perspective and empirical mapping of service improvement priorities within the scope of electronic procurement systems at the local government level.

## **METHOD AND ANALYSIS**

This study employs a qualitative approach with a descriptive design to gain an in-depth understanding of provider satisfaction with the performance of government procurement services. The qualitative approach is selected as it enables the exploration of experiences, perceptions, and subjective interpretations of providers as service users within their real-world context. In public administration studies, this approach is particularly relevant for capturing the dynamic interactions among systems, policies, and actors that cannot be fully quantified.

The analytical framework of this study refers to the principles of Importance Performance Analysis (IPA) as a conceptual perspective to understand the gap between expectations and service performance. However, in this study, IPA is not applied as a quantitative measurement tool, but rather as an interpretative framework to identify service attributes considered important by providers and how the performance of these attributes is perceived in practice [7], [8], [9]. This approach allows the researcher to categorize respondents' experiences into conceptual priority areas for service improvement.

The research was conducted in Gorontalo Province, focusing on procurement services managed through LPSE/UKPBJ. The selection of this location is based on its relevance to the research context, particularly in examining the implementation of electronic procurement systems at the local government level and the interaction between providers and procurement management institutions. The unit of analysis in this study consists of providers who have direct experience in participating in procurement processes.

Research subjects were determined using purposive sampling, which involves selecting informants based on specific criteria relevant to the research objectives. The informants in this study are providers who have participated in procurement processes and have experience using procurement service systems. This technique ensures that the data obtained are in-depth, contextual, and reflective of actual user experiences.

Data collection techniques include in-depth interviews, observation, and documentation. In-depth interviews are conducted to explore providers' perceptions, experiences, and evaluations of procurement service quality, including aspects such as transparency, system usability, procedural clarity, and service responsiveness. Observation is carried out to directly understand service processes and interactions between providers and procurement systems. Documentation is used to complement the data through the analysis of policy documents, procurement guidelines, and relevant reports.

To ensure data quality, this study applies validity techniques through triangulation, including both source triangulation and method triangulation. Source triangulation is conducted by comparing information from different informants, while method triangulation involves comparing findings from interviews, observations, and documentation. This approach enhances the credibility and trustworthiness of the research findings.

Data analysis is conducted qualitatively using an interactive model that includes data reduction, data display, and conclusion drawing. Data reduction involves simplifying and categorizing data based on themes relevant to the research focus, such as service satisfaction, challenges faced by providers, and perceptions of system performance. Data display is presented in the form of systematic descriptive narratives to facilitate understanding of patterns and relationships among categories.

Subsequently, conclusions are drawn inductively by interpreting empirical findings based on the conceptual framework employed. In this context, IPA is used as an analytical tool to categorize service attributes based on perceived importance and performance from a qualitative perspective. This approach enables the identification of attributes that require priority improvement, those that perform well, and those that are less relevant to providers.

Although qualitative approaches have limitations in terms of generalizability, they offer significant advantages in producing rich and contextual insights into provider experiences. Therefore, this study is expected to provide valuable empirical contributions to understanding procurement service quality from the user perspective and to support the development of more responsive, user-oriented procurement policies.

Overall, the research methodology is designed to produce a comprehensive, contextual, and scientifically accountable analysis of provider satisfaction with the performance of government procurement services.

## **RESULT AND DISCUSSION**

### **4.1 Results**

The findings of this study were obtained through in-depth interviews with informants who have direct experience in managing and participating in government procurement processes. Data were analyzed thematically using a qualitative approach based on the Importance Performance Analysis (IPA) framework, allowing the findings

to be categorized into dimensions of importance, performance, gaps, and priority improvements.

Based on the interview results, the most important aspects (importance) of procurement services, as perceived by informants, include transparency, accountability, service responsiveness, and the integrity of human resources. Transparency, particularly in the evaluation of procurement outcomes, is considered a key factor influencing provider trust and the legitimacy of the procurement process. Accountability is also regarded as a critical element, as it ensures that every process is supported by legal justification and a clear audit trail. These findings indicate that governance dimensions are the primary concern in shaping provider perceptions.

In terms of performance, informants generally perceive procurement services as functioning relatively well, with notable improvements driven by the digitalization of e-procurement systems. The LPSE system is considered capable of facilitating procurement processes in an effective, transparent, and efficient manner. However, limitations remain in technical aspects and human resource capacity. Several informants emphasized that while the system meets basic provider needs, it has not yet fully achieved optimal performance in terms of service responsiveness and implementation consistency.

The gap analysis reveals discrepancies between importance and performance across several service attributes, particularly in service responsiveness, timeliness, and human resource competence. The main factors contributing to these gaps include limited human resources, regulatory complexity, and suboptimal system support. Additionally, frequent regulatory changes pose challenges in maintaining consistent procurement service delivery.

Based on these findings, priority improvements in procurement services should focus on enhancing human resource capacity, strengthening transparency and accountability, and improving service responsiveness. Short-term feasible actions include establishing clear service standards, improving communication with providers, and strengthening supporting facilities and infrastructure for e-procurement systems.

## 4.2 Discussion

The findings of this study indicate that provider satisfaction with procurement services is strongly influenced by the alignment between expectations and actual service performance, which is consistent with service quality and customer satisfaction theories. Within this framework, IPA serves as an analytical tool to identify service attributes that are highly important but underperforming, thereby requiring priority improvement [7], [8], [9].

The prominence of transparency and accountability as key determinants highlights the strong relationship between provider satisfaction and good governance principles. This finding is consistent with previous studies suggesting that the implementation of transparency, accountability, and integrity in procurement processes enhances provider trust and encourages more competitive participation [4], [5]

(Nahuway & Tamaela, 2020; Effendi et al., 2024). Therefore, provider satisfaction not only reflects service quality but also represents the effectiveness of procurement governance.

On the other hand, the identified gaps in responsiveness, timeliness, and human resource competence indicate that the success of e-procurement implementation is not solely dependent on technological systems but also on institutional capacity and the quality of human resources. This aligns with prior research emphasizing that human resources and information technology infrastructure are key determinants of e-government service quality.

The policy implications of these findings highlight the importance of a priority-based approach to improving procurement services. Attributes with high importance but low performance should become the main focus of policy interventions, particularly through enhancing human resource capacity, simplifying regulatory frameworks, and strengthening information technology systems. In addition, improving communication mechanisms and feedback channels with providers is essential to ensure continuous service improvement.

Compared to previous studies, the results of this study demonstrate a consistent pattern, namely the presence of gaps between expectations and performance in certain service attributes, despite the overall satisfactory performance of procurement services. Studies in various e-government contexts have similarly identified information quality, transparency, and service interaction as key determinants of user satisfaction.

Therefore, this study confirms that improving provider satisfaction requires a comprehensive approach that extends beyond system enhancement to include improvements in service implementation quality and procurement governance as a whole.

## **CONCLUSSION**

This study demonstrates that provider satisfaction with the performance of government procurement services in Gorontalo Province is determined by the degree of alignment between aspects considered important by providers and the actual performance of services experienced in practice. The findings identify transparency and accountability as the most critical factors in building provider trust, followed by service responsiveness, timeliness of processes, and the integrity and competence of human resources.

Although the overall performance of procurement services is generally perceived as satisfactory, particularly in terms of the implementation of e-procurement systems that enhance efficiency and accessibility, gaps remain in several service attributes. These gaps are primarily found in service responsiveness, timeliness, and human resource capacity, indicating that current service performance has not fully met the level of importance expected by providers.

The findings emphasize that the success of procurement services is not solely determined by the existence of digital systems, but also by the quality of service implementation and the supporting institutional capacity. Therefore, improving provider satisfaction requires a comprehensive approach that includes strengthening transparency and accountability, enhancing human resource competencies, and improving the quality of service interactions.

From a practical perspective, this study recommends that local governments prioritize improvements in service attributes that are highly important but underperforming. This includes enhancing service responsiveness, strengthening standard operating procedures, and optimizing information technology infrastructure support. In addition, strengthening communication mechanisms and feedback channels with providers is essential to ensure more responsive and adaptive procurement services.

Overall, this study contributes to a deeper understanding of provider satisfaction in the context of local government procurement and provides an empirical basis for developing policies that are more oriented toward service quality and good governance principles.

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