



Generation Z and Millennial Perceptions of the Effectiveness of Digital Public Services: A Case Study of the Population and Civil Registration Service of Buleleng Regency

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Abstract

The digital transformation has fundamentally reshaped public service delivery in Indonesia, particularly in Buleleng Regency, where the Department of Population and Civil Registration Service conducts a digital public service by implementing the application of "AKU ONLINE NG". The current study aimed at investigating the generation Z and millennials perceptions towards the effectiveness of digital public services at the Department of Population and Civil Registration Service in Buleleng Regency. The mix-method approach was employed in the form of an explanatory sequential design. There were 40 users selected by using purposive sampling in which they were 12 millennials and 28 gen Z. The qualitative data were collected through interview with the interview guide as research instrument. Meanwhile, the quantitative data were obtained through survey by distributing close-ended questionnaires. The qualitative data were analysed by using Qualitative Data Analysis, meanwhile the quantitative data were analysed by using descriptive statistic and inferential statistic (independent sample t-test). The findings showed that the application was perceived as highly effective by gen Z and millennials indicated by the mean score that was greater than 4.4. It was also found out that there was no significant difference between the preference of gen Z and millennials in using the digital public services. These implicate the sustainability of digital public service as a digital transformation in public sector.

Keywords: Digital, Generation Z, Millennials, Public service

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INTRODUCTION

Public service concerns the government's provision of services to meet the community's needs and basic rights (Alam & Purnamasari, 2024; Hikmawati et al., 2026; Putri et al., 2025). It is essential because citizens need access to healthcare, education, and administrative services. The citizen will be assisted in updating and completing the administration (Carvalho et al., 2025; Sari, 2017). Public service becomes an essential component in improving the community's quality of life (Rivai, 2025). It is because, through the public service, the community can live healthily and safely and improve its skills and knowledge (Lobonç et al., 2024). Besides, public service promotes fairness in the community, providing equal opportunities for everyone. Even though some members of the community can't afford private services, they can still access them through the state (Bauhr et al., 2024; Lobonç et al., 2024). Therefore, public service can maintain stability in the community.

The acceleration of digital transformation has fundamentally reshaped public service delivery. The digitalization of public services addresses the weaknesses of conventional public

services, which were complicated, slow, and lacked transparency (Alfidyah, 2025). Moreover, digitalization enhances public satisfaction by maintaining high-quality service standards (Alam & Purnamasari, 2024). Furthermore, the use of information technology plays a crucial part in enhancing the transparency, efficiency, and accountability of public service delivery (Familiawati et al., 2025; Rivai, 2025). Apart from that, the digitalization also strengthens the security of population information and data integration (Salsabila, 2025). In summary, digital public services offer enhanced service delivery, making it more efficient and effective.

One of the most critical sectors affected by this transformation is population administration, particularly services provided by the Department of Population and Civil Registration. At the regional level, the Department of Population and Civil Registration of Buleleng Regency, located in North Bali, is currently developing several digital-based public service platforms and applications. The government provides optimal service to its citizens. By 2025, 94 platforms and applications will have been developed and used to provide services in Buleleng Regency. The department is tasked with assisting the Regent in carrying out government affairs in the areas of population administration and civil registration. Since 2024, the department has implemented e-services in the form of an application called *AKU ONLINE NG* (Online Population Administration New Generation). This application covers all the main services of the Buleleng Regency Population and Civil Registration Department, such as issuing birth certificates, family cards, and other population documents. Using this application, residents of Buleleng Regency can obtain their population documents without having to visit the department in person. All services provided through the application are free of charge. After the application is submitted, the department team will verify the data provided by the user through their internal system. If all requirements are met and the data is verified, the document will be automatically generated and can be downloaded directly from the *AKU ONLINE NG* application.

However, in its implementation, the Department of Population and Civil Registration faced fundamental challenges such as low digital literacy and limited smartphone ownership among some members of the community. These obstacles resulted in many people still coming directly to the office to apply for population administration documents. These situations are supported by the results from the previous studies. Alam and Purnamasari (2024) and Familiawati et al. (2025) reported that the main obstacles concerned the public's digital literacy and technical constraints. The citizen is not familiar with the digital platform, that make them cannot use it. Besides, several features are not yet fully functional and are still under development, which cannot run the platform well. Moreover, Segu et al. (2026) also reported that the obstacle concerned the accuracy and speed of services, which are considered ineffective due to the network constraints. Consequently, the success of digital public services cannot run effectively, and it also needs to consider how users perceive and experience these services.

Regarding this phenomenon, user perception becomes a crucial dimension in assessing service effectiveness. The effectiveness of digital public services can be seen from four main dimensions: speed, accessibility, transparency, and cost efficiency (Alfidyah, 2025; Parasuraman et al., 1988). Firstly, it can reduce processing times from days to hours or even minutes. Secondly, users can access the platform anytime and anywhere. Thirdly, the users can monitor the status of the service in real time. Lastly, the users can reduce the expenses for transportation. The effectiveness of public service will implicate for public satisfaction (Hasibah et al., 2022). The citizen will get the advantages from the digital public service.

Particularly when viewed through a socio-demographic lens, Generations Z and Millennials are the most relevant user groups in this context, since they become the primary users of technology. Although Millennials and Generation Z are technologically literate, they have different sensitivities in the digital environment (Rizkyla et al., 2024). Millennials grew up together with the advent of computers and the internet, which made them familiar with digitalization (Rizkyla et al., 2024). On the other hand, Gen Z has grown up with the rapid development of technological advances. They are more experienced in using social media and other platforms. (Ramadhani & Khoirunisa, 2025). This divergent view from both generations may significantly influence how digital public services in Buleleng Regency are perceived and evaluated

Many previous studies mainly focus on the service, quality, or implementation of digital platforms. It leads to limited attention being given to different generations as a key determinant of perceived effectiveness, particularly in population registration. It shows a clear research gap that understanding perception from different generations becomes crucial for designing digital public

service, especially in Buleleng Regency. Furthermore, the Department of Population and Civil Registration of Buleleng Regency also has challenges due to the implementation of the digital public service. Therefore, the present study is urgent to be conducted since it gives a view on digital governance from a different generation perspective, as well as provides evidence for designing digital public services. Based on these considerations, the present study aims to analyze the perceptions of Generation Z and Millennials regarding the effectiveness of digital public services in the Department of Population and Civil Registration of Buleleng Regency.

METHOD

Research Design

The present study employed a mixed-methods approach, particularly an explanatory sequential design. The quantitative data were analyzed in the first phase to measure the perception of Generation Z and Millennials regarding the effectiveness and preference of digital public services. Then, the qualitative data were examined in the second phase to elaborate on the quantitative findings.

Research Setting

The present study was conducted at the Department of Population and Civil Registration of Buleleng Regency, which had implemented *AKU ONLINE NG* as a platform to deliver the digital public service.

Research Instruments

There were two instruments in the present study, namely the questionnaire and interview guide. The questionnaire on the effectiveness of digital public service was adapted from Parasuraman et al. (1988), covering five dimensions, namely 1) Tangible, which is related to the ease of access and appearance of digital platforms; 2) Reliability, which is related to accuracy of service; 3) Responsiveness, which is related to speed and responsiveness of user response; 4) Assurance, which is related to assurance of security and service competence; and 5) Empathy, which is related to attention and concern for user needs. The second questionnaire of preference was adapted from Perry (1996) and Venkatesh et al. (2003). The questionnaire covered 1) commitment to public interest (orientation to the public interest and the value of public services), 2) civic duty (citizen responsibility), 3) compassion (social concern regarding access to public services), 4) performance expectancy (level of efficiency and productivity), 5) effort expectancy (level of ease of use of digital services), 6) social influence (level of influence of the social environment), and 7) facilitating conditions (level of confidence in the availability of adequate infrastructure and support). Furthermore, the interview guide was also adapted from Parasuraman et al. (1988), covering the same dimensions above.

Research Participants

The present study employed purposive sampling techniques to select the respondents with the following criteria: 1) respondents had used *AKU ONLINE NG* application, and 2) respondents belonged to either Generation Z or Millennials. As a result, there were 40 survey respondents as presented in Table 1.

Generation	Gender	Numbers	Total
Millennials (1980 - 1997)	Female	9	12
	Male	3	
Z Generation (1997 - 2013)	Female	18	28
	Male	10	
			40

Table 1 shows that 12 respondents were selected as representatives of Millennials, as they were born between 1980 and 1997. There were 9 females and 3 males. Additionally, the respondents were predominantly from the Z generation, with a total of 28 people, including 18 females and 10 males. They were representatives of the Buleleng community who used the digital public service application "*AKU ONLINE NG*".

Data Analysis

The questionnaire results were analyzed using descriptive statistics to assess perceptions of the digital public service, and inferential statistics in the form of an independent sample t-test was also conducted to find out whether there was a significant difference between Gen Z's and millennials' preferences. On the other hand, the interview results were analyzed qualitatively using the data analysis framework proposed by Miles et al. (2014). The following three steps, namely data

reduction (selecting data related to perception of *AKU ONLINE NG* application), data display (presenting the selected data in the form of tables and description), and conclusion (making meaning from the displayed data)

RESULT AND DISCUSSION

The Effectiveness of Public Digital Service between Gen Z and Millennials at The Department of Population and Civil Registration Service in Buleleng Regency

The current study revealed that the public digital “AKU ONLINE NG” was an effective application to assist the public in processing their administrative matters with the Department of Population and Civil Registration Service. This result was presented in Table 2.

Table 2. The Questionnaire Result about The Application’s Effectiveness between Gen Z and Millennials

Components	Indicators	Mean-Score	Percentage	Category
Tangible	Ease of access and user interface of the digital platform	4.42	88.4%	Very High
Reliability	Service accuracy	4.42	88.4%	Very High
Responsiveness	Responsiveness and promptness in addressing users	4.40	88.0%	Very High
Assurance	Assurance of security and service competence	4.39	87.8%	Very High
Empathy	Attention and concern for users’ needs	4.33	86.6%	Very High

It was found that five components were used to assess the application’s effectiveness in assisting the public service. Tangible indicated how users could access the process through the application, particularly regarding the interface’s clarity on the digital platform. It was found that 88.4% of users rated it very high, with a mean score of 4.42. It meant that the application made it easier for users to access the service, as supported by the interview results, in which one participant stated, “*the display was quite unique, but I can understand the information provided in the application, and it was relatively effortless to use.*” It indicated that its tangibility was very effective, showing that the application was user-friendly.

The second component was reliability, referring to the service’s accuracy. The questionnaire showed that 88.4% of the respondents agreed that the service accuracy was very effective, with a mean score of 4.42. It indicated that the application could deliver the service accurately, dependably, consistently, and as promised. Major responses during the interview showed that “*the application consistently provides stable and accurate service with minimal technical issues*”. It indicated that the application effectively provided high-quality service to the users. It enabled them to perceive consistent service performance.

Responsiveness was a component that determined how the application responded to users. The general result indicated that the users perceived positive responses as very effective, with a mean score of 4.40 and a percentage of 88.0%. It was strengthened by the interview results, in which respondents frequently mentioned that the document was processed completely on time, with fewer internal and external disruptions. Another respondent stated, “*The application is helpful and solution-oriented, although the response times vary*”, indicating that the application was reliable with a very high effectiveness in providing the public service. There was no disruption in processing the document through the digital application due to its responsiveness.

Regarding reassurance, respondents were asked about their sense of security and trust when using the digital public service “AKU ONLINE NG”. The survey showed that 87.8% of respondents reported very high effectiveness, with a mean score of 4.39. The interview results indicated that respondents felt secure while using the application, as stated by respondents 22 and 9: “*We relatively feel secure, but we still need to exercise caution to ensure the use of the official channel.*” Additionally, they also trusted the system of digital public service, where they stated that “*Overall, we trust the system and personnel, as long as they ensure the process based on the standard operational procedure*”. These indicated that the digital application had perceived the users’ security and trustworthiness.

Empathy referred to how the system provides the service based on users’ needs, feelings, and conditions, including the supporting features within the application. It was found that the application was also categorized as very effective, with a mean score of 4.33 and a percentage of

86.6%. It indicated that the digital service was useful in facilitating users' needs. It was supported by the interview result, which stated, "The application well addresses my needs, but it still needs to provide additional guidance to use it smoothly." It indicated that the service had fulfilled the users' needs, but to enhance its quality, clearer guidance was required to enable faster access. It also maintains its user-friendly interface for all segments of society. Overall, in terms of empathy, the application has proven effective among users.

The findings demonstrated that the digital public service application "AKU ONLINE NG" was perceived as highly effective across five service quality dimensions. Tangibility and reliability were perceived as the strongest dimensions, with users finding the application easy to access, clearly designed, and consistently accurate in its service delivery. The application was also perceived as a responsive application, whose system was able to process requests in a timely and solution-oriented manner despite minor variations in response time. Users expressed a strong sense of trust and security, citing reassurance, while still emphasizing the importance of using official channels and adhering to standard procedures. In addition, the application was considered successful in fulfilling the users' needs, though improvements in user guidance and accessibility could further enhance the experience. Collectively, these results indicated that the application effectively delivered user-friendly, reliable, and trustworthy digital public services while maintaining room for refinement in user support features.

The Preferences of Gen Z and Millennials towards Public Services at The Department of Population and Civil Registration in Buleleng Regency

The questionnaire was also distributed to obtain the preferences of Gen Z and Millennials as users of digital applications. used for public services at the Department of Population Civil Registration of Buleleng Regency. The results were presented in Table 3.

Table 3. The Descriptive Statistic Analysis Result

		Statistics							
		Respondents	Commitment to Public Interest	Civic Duty	Compassion	Performance Expectancy	Effort Expectancy	Social Influence	Facilitating Condition
N	Valid	40	40	40	40	40	40	40	40
	Missing	0	0	0	0	0	0	0	0
Mean		1.7000	4.7000	4.6438	4.6875	4.5188	4.4688	4.5500	4.5625
Median		2.0000	5.0000	4.8750	4.7500	4.6250	4.5000	4.6250	4.8750
Std. Deviation		.46410	.40510	.42700	.38293	.41752	.47430	.46410	.48619
Skewness		-.907	-.953	-.655	-.997	-.125	-.072	-.308	-.372
Std. Error of Skewness		.374	.374	.374	.374	.374	.374	.374	.374
Kurtosis		-1.242	-.820	-1.366	-.514	-1.708	-1.725	-1.628	-1.732
Std. Error of Kurtosis		.733	.733	.733	.733	.733	.733	.733	.733
Range		1.00	1.00	1.00	1.00	1.00	1.25	1.25	1.25
Minimum		1.00	4.00	4.00	4.00	4.00	3.75	3.75	3.75
Maximum		2.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00

Based on the descriptive statistical analysis, from the 40 respondents that consisted of 12 Millennials and 28 Gen Z, it was found that all the dimensions had a mean score > 4.4, indicating that respondents had a positive preference towards the public services, particularly digital public services at the Department of Population Civil Registration of Buleleng Regency. In terms of commitment to the public interest, it received a mean score of 4.70, indicating that respondents had a strong orientation toward the importance of public service, meaning they perceived public services as the guarantor of community welfare. Another finding revealed that compassion (mean =

4.64), and civic duty (mean = 4.64) reflected that the respondents had responsibility and social awareness towards the usage of the public services. These results showed that the respondents had a high level of awareness of the importance of public services.

On another hand, the results also indicated the technological acceptance between Millennials and Gen Z. From the performance expectancy (mean = 4.52), effort expectancy (mean = 4.47), social influence (mean = 4.55), and facilitating conditions (mean = 4.56) indicated that respondents perceived the digital services provided by the Department of Population and Civil Registration as highly beneficial, easy to use, and well supported by both the social environment and adequate infrastructure. This suggested that the digital services had been very well accepted by users. The median values, which mostly range from 4.5 to 5.0, further confirmed that the majority of respondents rated the items within the categories of “agree” to “strongly agree.” In addition, the relatively small standard deviation values (< 0.5) indicated that the responses were fairly homogeneous and not widely dispersed from the mean. Additionally, the negative skewness values across all variables indicated that the data were skewed toward higher scores (left-skewed), meaning that most respondents provided positive evaluations. Meanwhile, the negative kurtosis values suggested a relatively flat (platykurtic) distribution, indicating that responses were fairly evenly spread, although still concentrated at higher values. The current findings indicated that both Millennials and Gen Z had a strong preference for the public digital service, and further analysis was conducted to determine whether there were differences in preference between the two groups, as presented in Table 4.

Table 4. The Independent-T Test Result

		Levene's Test for Equality of Variances		t-test for Equality of Means		Significance		Std. Error	95% Confidence Interval of the Difference		
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Lower	Upper	
Commitment to Public Interest	Equal variances assumed	.577	.452	.719	38	.238	.476	.10119	.14064	-.18353	.38591
	Equal variances not assumed			.737	22.043	.235	.469	.10119	.13737	-.18367	.38605
Civic Duty	Equal variances assumed	.658	.422	.420	38	.339	.677	.06250	.14891	-.23896	.36396
	Equal variances not assumed			.401	18.918	.347	.693	.06250	.15592	-.26394	.38894
Compassion	Equal variances assumed	.007	.933	.899	38	.187	.374	.11905	.13245	-.14908	.38718
	Equal variances not assumed			.889	20.390	.192	.384	.11905	.13389	-.15990	.39799
Performance Expectation	Equal variances assumed	.556	.460	.844	38	.202	.404	.12202	.14459	-.17069	.41473

cy	Equal variances not assumed	.80	18.6	.217	.434	.12202	.15249	-.19757	.44162		
		0	41								
Effort Expectancy	Equal variances assumed	.49	.485	1.3	38	.088	.176	.22321	.16179	-.10430	.55073
		7	80								
	Equal variances not assumed			1.4	22.2	.085	.170	.22321	.15726	-.10267	.54910
				19	95						
Social Influence	Equal variances assumed	.25	.618	.29	38	.385	.770	.04762	.16204	-.28041	.37565
		3	4								
	Equal variances not assumed			.28	19.0	.391	.781	.04762	.16894	-.30588	.40112
				2	85						
Facilitating Condition	Equal variances assumed	.18	.671	.70	38	.243	.485	.11905	.16884	-.22276	.46085
		4	5								
	Equal variances not assumed			.70	20.6	.245	.491	.11905	.16973	-.23430	.47240
				1	42						

Based on the independent-samples t-test, all dimensions had p-values greater than 0.05, indicating no significant differences between Millennials and Generation Z in commitment to public interest, civic duty, compassion, performance expectancy, effort expectancy, social influence, and facilitating conditions. These findings clearly showed that both generations shared similar preferences towards digital public services provided by the Department of Population and Civil Registration in Buleleng Regency.

DISCUSSION

The current finding indicates that the digital public service application “AKU ONLINE NG” is highly effective, as perceived by Generation Z and millennials. Their perceptions are assessed across all five dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy. This finding aligns with the statement showing that obtaining gen Z's preference in a public service context is essential to gain direct impact for the social community (Chairunisa, 2025). The finding supports a previous study that found that the perceptions of both millennials and Gen Z contribute to work motivation in the public sector, thereby optimizing their performance in delivering high-quality public service (Balqis et al., 2025). The high scores in tangibility and reliability indicate that users prioritize a system with easy, accurate access. This finding supports the use of technology in public services, resulting in significant progress in access and faster service delivery, leading to more efficient administrative processes (Hasanah & Assyahri, 2024). In terms of empathy, both Gen Z and millennials perceive the digital application is highly effective, indicating that the application puts high attention and concern for users' needs. It indicates that the digital public service applied at the Department of Population and Civil Registration in Buleleng Regency has met the community needs, as mentioned in the previous study, where the application of digital public service needs coordination among several parties to ensure its application is in accordance with the community needs (Yulanda & Adnan, 2023). In addition, the current finding indicates that the digital application is perceived as highly effective in responsiveness and assurance. It aligns with a study showing that a user-friendly digital platform with efficient management of technological resources, including infrastructure and data security, is key to successful digital transformation in the public sector (Irfan & Anirwan, 2025; Sopyan et al., 2025).

Despite the common assumption that gen Z has more technological adaptation than millennials, the current study discovers that there is no significant difference between gen Z and

millennials related to their preference in using digital public services. This finding contradicts several previous studies that highlight the generational gaps in digital behaviors. Studies reveal differences in behavior between millennials and Gen Z regarding digitalization (Sari & Dwiridotjahtjono, 2025; Syahwildan & Hidayah, 2024). In contrast to the current finding, it demonstrates that both generations have similar levels of acceptance, commitment to public interest, civic responsibility, and compassion, suggesting that digital public services are now broadly normalized across age groups. As a result, the effectiveness of digital applications such as “AKU ONLINE NG” is clear, reaching across generations and showing that these systems are well designed for diverse user groups. It supports earlier findings indicating that user satisfaction tends to increase when digital services are perceived as reliable, efficient, and aligned with users’ needs (Demirel, 2022; Nurholiza et al., 2025). In addition, the slight variation in responsiveness requires improvement by providing professional guidance for continuous system refinement. It aligns with the concept of e-government services, which require users’ feedback for continuous improvement and gradual enhancement of service quality (Rahmatullah et al., 2025).

Practically, the current findings suggest prioritizing “AKU ONLINE NG” as a digital public service application to improve the quality of service of the Department of Population and Civil Registration Service in Buleleng Regency, using quality dimensions as determinants to maintain satisfaction across generational user groups. The absence of a significant difference between Generation Z and millennials in their perceptions or preferences regarding the digital application’s effectiveness suggests that policymakers and stakeholders should adopt a more universal design for digital public services. From a policy perspective, the findings prompt local governments to improve system responsiveness and strengthen digital infrastructure by continuously evaluating users’ experiences, thereby ensuring the sustainability of digital transformation in the public sector. Academically, the findings also contribute to the growth of e-government and public service literature by indicating that digital service acceptance is not determined by generational differences among digital natives. Additionally, the current study provides empirical evidence for future researchers investigating digital public services across broader demographic variables, such as digital literacy, rural-urban differences, and educational backgrounds, as these factors influence public perceptions. A longitudinal design and larger sample sizes are also suggested to examine long-term outcomes and the sustainability of implementing digital public services across different governmental contexts.

CONCLUSION

In conclusion, the current study has demonstrated that “AKU ONLINE NG” has been perceived as highly effective application in providing digital public service at the Department of Population and Civil Registration in Buleleng Regency. It is added that there is no significant difference between the preference of gen Z and millennials as the application users. A longitudinal study is suggested to obtain the long-terms outcome of the implementation of digital public service with a larger sample size to ensure the sustainability of digital transformation in public sector.

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