

**EFEKTIVITAS WEBSITE LAYANAN PENGADAAN SECARA  
ELEKTRONIK SEBAGAI MEDIA INFORMASI DALAM KONTEKS  
RELASI *GOVERNMENT TO BUSINESS* (Studi Kasus Pada Bagian  
Pengadaan Barang/Jasa Sekretariat Daerah Kota Tanjungpinang)**

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**ABSTRAK**

LPSE (Layanan Pengadaan Secara Elektronik) Kota Tanjungpinang mengelola website pengadaan barang/jasa namun terdapat beberapa masalah lelang yang gagal. Tujuan penelitian adalah untuk mengetahui efektivitas website layanan pengadaan secara elektronik sebagai media informasi dalam konteks hubungan pemerintah-bisnis (studi kasus di Bagian Pengadaan Barang/Jasa Sekretariat Daerah Kota Tanjungpinang). Penelitian ini menggunakan pendekatan kualitatif deskriptif dan teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Penelitian menggunakan 8 indikator konsep efektivitas website. Hasil penelitian didasarkan pada 8 indikator yaitu; Peran website, melakukan proses pengadaan barang dan jasa. Peran pemerintah, LPSE Kota Tanjungpinang menjalankan perannya. Tujuannya agar website LPSE Kota Tanjungpinang mencapai tujuan tersebut. Jangkauan akses, keberadaan website belum maksimal, penyedia tahu dari pihak ketiga. Konten, isi website tidak maksimal, kurang informasi. Interaksi, website memiliki komunikasi dua arah. Faktor penghambat yaitu pemeliharaan server, kecepatan internet, dan listrik. Faktor pendukung yaitu sumber daya manusia, bandwidth yang besar, sarana dan prasarana. Kesimpulan kajian belum efektif berdasarkan temuan penelitian mengenai jumlah penyedia barang/jasa yang tidak mengikuti tender dalam indikator cakupan akses dan jumlah penyedia yang masih harus pergi ke kantor untuk mengikuti pengadaan barang/jasa dalam indikator isi.

**Kata Kunci: Efektivitas Website, E-government, E-procurement**

***EFFECTIVENESS OF ELECTRONIC PROCUREMENT SERVICES  
WEBSITE AS INFORMATION MEDIA IN THE CONTEXT OF  
GOVERNMENT TO BUSINESS RELATIONS (Case Study in the Procurement  
of Goods/Services Section of the Tanjungpinang City Regional Secretariat)***

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**ABSTRACT**

*LPSE (Electronic Procurement Service) of Tanjungpinang City manages the goods/services procurement website but there are several minutes of failed auctions. The research objective was to determine the effectiveness of the electronic procurement service website as an information medium in the context of government-business relations (a case study in the Goods/Services Procurement Section of the Tanjungpinang City Regional Secretariat). The research is a descriptive qualitative approach and data collection techniques are carried out through observation, interviews, and documentation. The study uses 8 indicators of the concept of website effectiveness. The research results are based on 8 indicators namely; The role of the website, carried out the process of procurement of goods and services. The role of the government, Tanjungpinang City LPSE carries out its role. The goal is that the Tanjungpinang City LPSE website will achieve the goal. The range of access, the existence of the website is not maximized, the provider knows from third parties. Content, website content is not optimal, lack of information. Interaction, the website has two-way communication. Inhibiting factors, namely server maintenance, internet speed, and electricity. Supporting factors, namely human resources, large bandwidth, facilities and infrastructure. The conclusion of the study is not yet effective based on research findings regarding the number of goods/services providers who do not participate in tenders in the indicator of access coverage and the number of providers who still have to go to the office to following the procurement of goods/services in content indicators.*

***Keywords: Website Effectiveness, E-government, E-procurement***