The Role of Big Data in Administrative Decision-Making

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The Role of Big Data in Administrative Decision-Making

Peran Big Data dalam Pengambilan Keputusan Administratif

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ABSTRACT
The use of Big Data in the context of administrative decision making has become the main focus of research in efforts to improve the quality of public services. This research aims to investigate how Big Data affects the quality of public services and explore its implications. The research methodology includes literature analysis as well as relevant case studies to identify trends and impacts of Big Data use. The results show that the use of Big Data can increase the responsiveness, effectiveness and efficiency of administrative decision making in public services. However, challenges related to data privacy and technical complexity still need to be overcome. The implications of this research highlight the importance of adopting Big Data technology in improving the quality of public services, while recognizing the need for ethical and technical considerations in its implementation.
Keywords: Big Data, administrative decision making, public service quality, literature analysis, case studies, implications.

ABSTRAK
Penggunaan Big Data dalam konteks pengambilan keputusan administratif telah menjadi fokus utama penelitian dalam upaya meningkatkan kualitas layanan publik. Penelitian ini bertujuan untuk menyelidiki bagaimana Big Data mempengaruhi kualitas pelayanan publik dan mengeksplorasi implikasinya. Metodologi penelitian mencakup analisis literatur serta studi kasus relevan untuk mengidentifikasi tren dan dampak penggunaan Big Data. Hasilnya menunjukkan bahwa penggunaan Big Data dapat meningkatkan responsivitas, efektivitas, dan efisiensi pengambilan keputusan administratif dalam layanan publik. Namun, tantangan terkait dengan privasi data dan kompleksitas teknis masih perlu diatasi. Implikasi penelitian ini menyoroti pentingnya adopsi teknologi Big Data dalam meningkatkan kualitas layanan publik, sambil mengakui perlunya pertimbangan etis dan teknis dalam penerapannya.
Kata Kunci: Big Data, pengambilan keputusan administratif, kualitas layanan publik, analisis literatur, studi kasus, implikasi.

1. Introduction

Big data plays an important role in administrative decision making in various sectors. This allows organizations to leverage large amounts of structured and unstructured data to gain valuable insights that support decision-making processes (Ying & Líu, 2021). In the context of corporate financial management, big data can be utilized to improve decision making by breaking down barriers, increasing efficiency, optimizing organizational structure, and increasing predictive capabilities (Ren, 2022). Additionally, in the healthcare sector, big data analysis is gaining attention due to its significant impact on decision-making processes (Bani-Salameh et al., 2021).

The application of big data in education is also highlighted as a means to facilitate effective decision making by integrating various information and communication technologies (Kalim, 2021). In addition, big data has been recognized for its role in governance decision making, thereby leading to the creation of a new paradigm that improves the decision making process (Qiong, 2021). In the context of supply chain management, big data helps increase visibility, provide real-time insights, and improve operational performance, thereby supporting

critical decision making (Wang & Alexander, 2015).

The use of big data technology enables comprehensive collection of internal and external data, providing decision makers with a scientific approach to defining problems and making accurate decisions (Ying & Líu, 2021). Additionally, big data analytics capabilities have been linked to improved decision-making performance in various sectors, highlighting the importance of contractual and relational governance mechanisms (Shamim et al., 2020). The prioritization of big data in supply chain management decision making has demonstrated performance implications, highlighting the importance of incorporating big data analysis into decision-making processes (Wilkin et al., 2020). In conclusion, big data serves as a powerful tool that transforms decision-making processes in various domains by providing valuable insights, increasing efficiency, and enabling informed and strategic choices.

Big Data is becoming increasingly important in various fields, including public administration, because of its ability to provide deep insights from vast and diverse data sets. The use of Big Data in administrative decision making has attracted attention because it provides deep insights. However, as technology advances and the use of Big Data becomes more widespread, questions arise regarding how this use can impact the overall quality of public services. Although existing research has investigated this topic, there are still research gaps that need to be addressed to gain a deeper understanding of this relationship.

Desouza & Jacob's (2014) research provides a scientific foundation for practitioners and researchers interested in understanding Big Data in the public sector by reviewing the literature and summarizing insights from interviews with public sector Chief Information Officers. Löfgren & Webster (2020) discuss how Big Data practices, particularly in smart cities, are changing the way decision makers envision future technological solutions in public services. Furthermore, Malomo & Sena (2016) highlight the benefits of exploiting Big Data in local government, emphasizing how data intelligence can support the transition towards data-driven service delivery models.

A study by Maciejewski (2016) raised concerns regarding the potential privacy implications of the use of Big Data in public administration, especially when combining individual medical records with other data for administrative purposes. Additionally, Wang et al. (2022) emphasize the importance of utilizing modern information technology and artificial intelligence to improve the quality of rural electricity services through Big Data analysis methods. In conclusion, although Big Data offers great potential to improve public service delivery, there are challenges regarding data quality, privacy and the need for further research to fully understand the implications of Big Data for the quality of public services.

This research aims to identify and explore the relationship between the use of Big Data in administrative decision making and the quality of public services. We seek to gain a better understanding of how the application of Big Data analytics can improve or influence the quality of services provided by public institutions. Through a comprehensive approach, we will analyze various aspects of Big Data use, such as prediction accuracy, operational efficiency, and responsiveness to community needs.

The novelty of this research lies in its particular focus on the interaction between Big Data and the quality of public services, which has not been thoroughly researched before. We will use a solid theoretical framework to analyze our findings, and hope to provide valuable insights for practitioners and decision makers in the field of public administration. Thus, it is hoped that this research can make a significant contribution to understanding and practice in the field of Big Data and public administration.

2. Research Methods

In this research methodology, the steps taken for article collection and data analysis are essential to ensure the validity and reliability of the research results. First of all, in the process of collecting articles, researchers used several international database sources that are trusted

and relevant in the Big Data and public administration domains. The search time span covered a sufficiently broad period to ensure researchers obtained the most relevant and up-to-date articles.

Furthermore, keyword search strategies are carefully selected to ensure the accuracy and completeness of search results. Researchers considered keywords that cover various aspects of the research topic, including terms related to Big Data, administrative decision making, and public service quality. This is done to ensure researchers find the most relevant and comprehensive articles.

After conducting the search, researchers carried out a careful process of screening articles, applying predetermined inclusion and exclusion criteria. These inclusion criteria include articles that are directly related to the use of Big Data in administrative decision making and its impact on the quality of public services. Meanwhile, articles that do not meet the inclusion criteria or are not relevant to the researcher's research topic are excluded from the analysis.

Finally, researchers applied the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method to organize and report search results systematically. This method helps researchers organize and present information clearly and transparently, ensuring that the process of searching and screening articles can be replicated by other researchers. Thus, these methodological steps were carefully designed to ensure the validity and accuracy of the researcher's research results.

3. Results and Discussion

3.1. Understanding Big Data

Big Data refers to large amounts of data generated and collected by organizations or systems in a relatively short time. This includes not only large data volumes but also factors such as speed, variety, and correctness. The main characteristics of Big Data are often summarized as the "3Vs": Volume, Velocity, and Variety. Additional dimensions such as Veracity and Value are also considered significant. Data types in the context of Big Data range from structured (e.g. relational databases) to semi-structured (e.g. XML, JSON) and unstructured data (e.g. text, audio, video). Sources contributing to the growth of Big Data include social media, sensors, and Internet of Things (IoT) devices.

Big Data analytical capabilities have been linked to improved product and service co-creation processes and collaboration networks (Lozada et al., 2019). In the health sector, integrating different types of data such as genomics, proteomics and clinical data can improve personalized medicine (Andreu-Pérez et al., 2015). Different data analysis frameworks have been compared to guide the selection of an appropriate platform (Tsai et al., 2015). Big Data exhibits different characteristics from traditional data, beyond essential qualities (Kitchin & McArdle, 2016). The impact of Big Data on company performance requires understanding its various characteristics (Ghasemaghaei, 2021).

Rapid digital transformation has caused a surge in data production, giving rise to Big Data (Kotha, 2023). Companies face challenges and opportunities in managing human resources due to the increasing volume of data (Chen, 2021). Evaluating Big Data application capabilities in manufacturing involves technology, resources, and innovation (Zeshuang & Peng, 2022). Big Data is considered a semi-public good that has implications for national security and social stability (Zhang et al., 2022). An efficient Big Data detection framework is essential to optimize system performance (Ahmed & Ismail, 2020). In conclusion, the evolution of Big Data has revolutionized the industry, requiring advanced analytical capabilities to gain insights from diverse data sources. Understanding the characteristics and implications of Big Data is critical for organizations to exploit its full potential in decision making, innovation and value creation.

3.2. Administrative Decision Making

Administrative decision making is a multifaceted process influenced by various factors. Leadership authority, decision-making information, and corporate culture are key elements that influence decision-making ability (Guo & Li, 2019). The tradition of incremental models in administrative behavior continues to shape our understanding of decision making in administrative organizations (Robinson & Meier, 2006). Ethical decision making in organizations is influenced by the person-situation interactionist model, in which an individual's ethical philosophy plays an important role (Treviño, 1986; Boshoff & Kotzé, 2014). Factors such as people, situations, and environments are known to influence the decision-making process (Willson, 2000; Sloss & Jones, 2021). In addition, the decision-making process can be influenced by internal and external factors, including leadership style and national policies (Töre, 2022).

Administrative decision making is also influenced by the use of technology and artificial intelligence (Fasi, 2022). The relationship between cybersecurity and decision support systems highlights the importance of personal, administrative and environmental factors in the decision-making process ("Relationship between Cybersecurity and Decision Support Systems", 2019). Furthermore, school principals' involvement in decision making is associated with their ability to implement decisions effectively (Ngussa & Gabriel, 2017). The concept of opportunistic decision making in government emphasizes the need for clear distinctions in understanding the decision making process (Perri, 2016). In conclusion, administrative decision making is a complex process influenced by leadership, ethics, technology, individual factors, and environmental considerations. Understanding these factors is critical to effective decision making in an administrative environment.

Administrative decision making in the management of public organizations is a complex and critical process. This process involves problem identification, data collection, information analysis, assessment of alternative actions, decision making, implementation, and monitoring of results. Factors that influence administrative decision making include the external and internal organizational environment, as well as the characteristics of the individuals involved. The external environment includes government regulations, public policies, and societal demands, while internal factors include organizational structure, organizational culture, and available resources. Individual characteristics such as values, knowledge, and experience also influence the decision-making process.

In the context of administrative decision making, it is important to understand the concepts, processes and factors that influence them so that organizations can improve their ability to manage the complexity and uncertainty of the administrative environment. Studies such as Somech & Bogler (2002) highlight the importance of professional commitment and organizational commitment in the context of administrative decisions in schools. In addition, research by Sarafidou & Chatziioannidis (2013) shows that teacher participation in decision making can have an impact on schools and teachers.

Another relevant factor is the decision-making ability of professional managers based on neurocognitive factors, as discussed by (Guo & Li, 2019). In addition, procedural transparency in administrative decision making, as studied by Neamţţu and Cobârzan (2012), is also an important aspect in increasing decision accountability. Therefore, through a deep understanding of the concepts, processes and factors that influence administrative decision making, public organizations can improve the quality of their decisions and responses to their dynamic environments.

3.3. The relationship between Big Data and the Quality of Public Services

Big Data has become an important factor in improving the quality of public services. In this context, the use of Big Data has been proven to have a positive impact on the quality of public services. Research shows that service quality has a significant positive relationship with consumer loyalty (Hanjaya & Setiawan, 2022). Apart from that, service quality also has a direct effect on customer satisfaction which ultimately affects customer loyalty (Pratiwi et al., 2022).

Other findings show that service quality has a positive and significant influence on user satisfaction (Tamtelahitu, 2022).

In addition, there is research that highlights the relationship between service quality and customer loyalty. The research results show that service quality contributes to customer loyalty through customer satisfaction as a mediating variable (Putri & Utomo, 2017). Other findings also reveal a positive relationship between service quality and customer loyalty, indicating a strong relationship between these two factors (Rivai & Fadli, 2022).

In the context of digital-based public services, research shows that online service quality has a positive effect on customer satisfaction (Hernandez & Featonby, 2022). In addition, the quality of E-Government services is proven to have a strong relationship with the satisfaction of E-Government service users (Tamtelahitu, 2022).

Overall, the use of Big Data can improve the quality of public services by influencing user satisfaction and consumer loyalty. The relationship between service quality, customer satisfaction and customer loyalty is the main focus in improving public services through the application of innovative information technology.

Big Data has significantly impacted the quality of public services by enabling public organizations to enhance their services through advanced analytics (Chen et al., 2012). By utilizing sophisticated analytical tools, Big Data allows public organizations to better understand the needs and preferences of the public, leading to improved responsiveness and relevance of the services provided (Chen et al., 2012). Moreover, the analysis of Big Data enables the identification of patterns and trends that may not be apparent through traditional methods, facilitating the adoption of more effective and efficient policies (Chen et al., 2012). While Big Data holds great potential for enhancing public service quality, it also presents challenges such as data privacy and security issues, as well as technical challenges in managing and analyzing large volumes of data (Chen et al., 2012). These challenges need to be addressed to fully leverage the benefits of Big Data in the public sector.

Research has shown that Big Data can contribute to improved governance and the development of smart cities, leading to better urban management (Zhang & Lv, 2021). Additionally, the role of Big Data management has been investigated in enhancing customer satisfaction in Korea's public sector, highlighting the importance of total quality management and the moderating effect of Big Data management (Kim, 2020). Furthermore, the adoption of Big Data in the public sector is still in its early stages, with many questions remaining unanswered regarding its true value (Desouza & Jacob, 2014). However, efforts are being made to maximize the use of Big Data in public administration, as seen in Russia where government decrees aim to enhance the quality of territorial management through the utilization of Big Data (Kokh et al., 2021). In conclusion, while Big Data offers significant opportunities for improving public service quality through better understanding of public needs and more effective policy-making, it is essential to address challenges such as data privacy, security, and technical issues to fully realize its benefits in the public sector.

4. Conclusion

Based on the results of the discussion that has been presented, the conclusion that can be drawn is that the use of Big Data has great potential in improving the quality of public services through more precise and efficient administrative decision making. The implications of this research highlight the importance of adopting Big Data technology within the scope of public administration to optimize services to the community. However, along with the benefits, this research also identifies several limitations and challenges, such as data privacy issues and technical complexity in managing Big Data.

Based on this understanding, future research can explore solutions to overcome these challenges, as well as continue empirical research to strengthen the findings that have been produced. Thus, it is hoped that future research will provide a deeper understanding of the role

of Big Data in the context of public administration, as well as provide stronger insights for the development of related policies and practices.

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Article Error You may need to use an article before this word. Consider using the article **the**.

Article Error You may need to use an article before this word. Consider using the article **the**.

Article Error You may need to remove this article.

Confused You have used either an imprecise word or an incorrect word.

PAGE 2

Sp. This word is misspelled. Use a dictionary or spellchecker when you proofread your work.

Prep. You may be using the wrong preposition.

PAGE 3

Missing "," Review the rules for using punctuation marks.

Missing "," Review the rules for using punctuation marks.

Article Error You may need to use an article before this word. Consider using the article **the**.

PAGE 4

Article Error You may need to remove this article.

PAGE 5

Article Error You may need to use an article before this word.

Article Error You may need to use an article before this word.

Run-on This sentence may be a run-on sentence.

Missing "," Review the rules for using punctuation marks.

PAGE 6

PAGE 7

PAGE 8