

Accessibility And Clarity In Public Communication: The Relationship Between TRE-MG And Its Citizen Stakeholders Through The Website

Lucas Valdir Queiróz Dos Santos¹, Gilmara Aparecida De Freitas Dias¹,
Ailana Fernanda Silva Dutra Santos¹, Agnaldo Gonçalves Reis Júnior²,
Ramon Alves De Oliveira¹, João Guilherme Magalhaes Timotio¹

¹(Department Of Administrative Sciences / Universidade Estadual De Montes Claros- Unimontes / Brazil)

²(Department of Accounting Sciences/ Universidade Estadual De Montes Claros- Unimontes / Brazil)

Abstract:

Background: In the administration field, organizations, whether private or public, need to maintain relationships with their stakeholder groups through communication. Among the various channels available today, a website serves as a strategic option, functioning both as a communication tool and a self-service platform for users. Within this context, it is necessary to investigate the perception of citizen stakeholders regarding the Regional Electoral Court of Minas Gerais – Brazil (TRE-MG) service portal.

Materials and Methods: This study uses a quantitative approach, utilizing a web survey with a snowball sampling strategy. Although the research universe is unknown, the goal is to gather 200 responses. From the results, it was found that, out of 215 participants, 175 (81.4%) were satisfied with using the site to access electoral services, 176 (81.9%) were pleased with the website experience, 174 (81%) found the site easy to use, and 154 (71.6%) intend to use the site again. Based on the results and the information gathered through the literature review, it is understood that TRE-MG offers an adequate website as a communication channel for providing information and services to its stakeholders.

Results: In this sense, understanding how communication is conducted by TRE-MG through its website, based on citizen perception and satisfaction, can help the institution improve its practices, leading to more effective communication and service provision. This could improve information clarity, strengthen citizen education on the electoral process, and help prevent misinformation, thus supporting the organization's ongoing improvement.

Key Word: Public Communication; Stakeholders; Citizen; Accessibility; User Satisfaction.

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I. Introduction

Public and private organizations must maintain effective communication with their stakeholders, conveying essential information about products, services, and processes. In the organizational context, appropriate communication is fundamental for relationships with stakeholder groups, influencing value addition and facilitating the achievement of goals^{2,3}. Stakeholder Theory guides the identification and management of these groups, fostering targeted communication that meets each group's specific needs.

In public organizations, such as the Regional Electoral Court of Minas Gerais-Brazil (TRE-MG), communication goes beyond merely sharing information about services, encompassing transparency and educating citizens on the electoral process. Using various channels, such as its website, TV, and social media, TRE-MG seeks to engage its "citizen stakeholders," ensuring the dissemination of information and promoting democratic engagement. This study, therefore, is justified by investigating how TRE-MG, through its Service Portal, communicates with its stakeholders by assessing citizen usability and satisfaction. This analysis aims to contribute to the effective management of the portal, strengthening transparency and trust in electoral administration, thereby fostering a more informed and democratic society.

To this end, the study is defined by the general objective of investigating citizen stakeholders' perception of TRE-MG service portal. To achieve the desired outcomes, the specific objectives are divided into three: (A) analyzing the TRE-MG service portal and its "Service Charter"; (B) identifying usability aspects (content organization, search availability, ease of use) on the TRE-MG service portal; and (C) verifying the

satisfaction (citizen satisfaction, intention to use, and user experience) of “citizen stakeholders” with TRE-MG’s service portal.

II. Material And Methods

The Regional Electoral Court of Minas Gerais (TRE-MG) is an institution within the sphere of Direct Public Administration, operating under the jurisdiction of the Federal Judiciary. Its primary mission is to ensure the structuring and full realization of political rights, especially those about suffrage and eligibility. The organization uses electoral offices to offer specific services to citizens, including issuing voter registration cards, providing certificates, reviewing and transferring electoral records, managing electoral processes, among others. In 2022, the TRE-MG recorded 16,290,870 voters in the state of Minas Gerais, which citizens has being the stakeholders described in this research.

This study investigated the perception of use of citizen stakeholders concerning the TRE-MG service portal available at <https://www.tre-mg.jus.br/#/>, from the perspective of organizational communication. The research was divided into three parts for better results, in alignment with the specific objectives outlined. Initially, a bibliographic study was conducted on the TRE-MG, presented in the theoretical framework section on stakeholders and organizational communication, specifically communication with stakeholders, to gather information and references to support the study. To better understand the study theme, bibliographic research on the TRE-MG Service Portal and its Service Charter was carried out using keywords: usability, satisfaction, communication, and relationship with stakeholders, public organizations, and citizens.

In the second step, a comprehensive analysis of the TRE-MG Service Portal was performed to gather relevant data that would aid in achieving the research outcomes and to present its Service Charter. Finally, in the third step, the usability aspects (content organization, search availability, ease of use) of the TRE-MG service portal were identified, and citizen satisfaction (citizen satisfaction, intention to use, and user experience) regarding the TRE-MG service portal was also assessed.

This research is considered quantitative in approach. The quantitative approach was used to analyze citizen stakeholders’ responses regarding communication through the TRE-MG Service Portal. The quantitative approach is suitable for analyzing quantified data, particularly when the problem is clearly defined and supplemented by relevant information and theories related to the research subject. The research subject must represent the study’s focus and objective ¹⁶.

The research population is classified as unknown since it was not possible to ascertain the number of registered voters in TRE-MG's system who utilize the Service Portal. Consequently, a convenience sampling strategy was implemented. The sample comprised citizens from the state of Minas Gerais, aged 18 and older, who uses or have used the TRE-MG Service Portal. Commonly used non-probabilistic sampling techniques include, among others, convenience sampling, which, as the name implies, aims to obtain a sample of convenient elements for the research, allowing the interviewer to select the sample units ¹⁷.

A web survey was used to collect data, employing a snowball strategy to reach a goal of 200 responses due to the unknown research population. Although the TRE-MG has the total number of registered voters, there is no record of the exact number of website users. The choice of web survey and snowball strategy was due to the practicality of using digital resources and the internet to reach more people in a shorter period, compensating for time. The web survey, combined with convenience sampling and the snowball strategy, can help reach the target audience more quickly, allowing respondents to complete and share the survey with others within the research profile through their digital devices.

The snowball strategy enables the researcher to reach the target audience with less effort, as each participant refers other members of the desired population with the predetermined research profile, forming a network and reaching more people in less time and with fewer resources ⁴. The web survey refers to the administration of a questionnaire via the internet, allowing for the collection of responses from a large number of participants in a short timeframe.

Therefore, to respond to the objective (A), a bibliographic review of academic articles and websites of the Electoral Justice on the researched topics and the TRE-MG organization was conducted. For objectives (B) and (C), a questionnaire was administered to TRE-MG citizen stakeholders to understand their perspectives on the portal's usability, as well as their satisfaction and perception regarding usability aspects (content organization, search availability, ease of use) on the TRE-MG service portal.

The research instrument was based on a validated scale from the study by Venkatesh, V., Hoehle, H., and Aljafari, R., titled “A Usability Evaluation of the Obamacare Website,” published in 2014 by Government Information Quarterly ²⁰. The original instrument contained 187 constructs, but only a subset of 15 constructs was used for this study. These constructs were selected due to their relevance to the research objectives, such as user perception and satisfaction with the TRE-MG website. This selection also aimed to conduct an objective study addressing the four objectives (one general and three specific) outlined for the study. Therefore, 15 constructs were selected to help answer the research questions, such as understanding the communication

between citizen stakeholders and the TRE-MG through its communication channel, the website or Service Portal, and their perceptions and satisfaction with the chosen communication and service channel.

Data was collected through the questionnaire, which included constructs on participants' experience with the TRE-MG website. The questionnaire was available from April 30 to May 21, 2024, for 21 days, resulting in 215 valid responses. The questionnaire was generated using Google Forms, and the link was shared via social media apps such as WhatsApp, Instagram, and LinkedIn, with requests for further sharing, which contributed to an increased number of participants. QR Codes directing to the survey link were also printed and distributed in commercial and public establishments in the city of Brasília de Minas, MG. Before administering the research questionnaire to the selected sample, a pre-test was conducted to validate the survey, assess its difficulty level, identify and address possible misunderstandings, and ensure the questionnaire objectives were being met.

After collecting the questionnaire responses, the data was tabulated, with all collected data organized and grouped in a spreadsheet. The results are presented and analyzed in the following sections.

III. Result And Discussion

To understand the socioeconomic identity of the participants, the questionnaire included questions on gender, age, education level, and region of residence. A total of 215 people participated in the survey, of which 143 were female (66.5%) and 72 were male (33.5%). The age distribution was as follows: 82 people (38.1%) were aged 18 to 30, 59 (21.4%) were aged 31 to 40, 36 people (16.7%) were aged 41 to 50, 24 people (11.2%) were aged 51 to 60, and 13 people (6%) were over 61.

Regarding education level, 15 people reported having completed primary education, representing 7% of the participants, 62 (28.8%) had completed secondary education, and 79 (36.7%) had a higher education degree, representing the majority of the participants. Additionally, 47 (21.9%) were specialists, 6 (2.8%) held a master's degree, and 5 were doctorate holders, representing 2.3% of the sample.

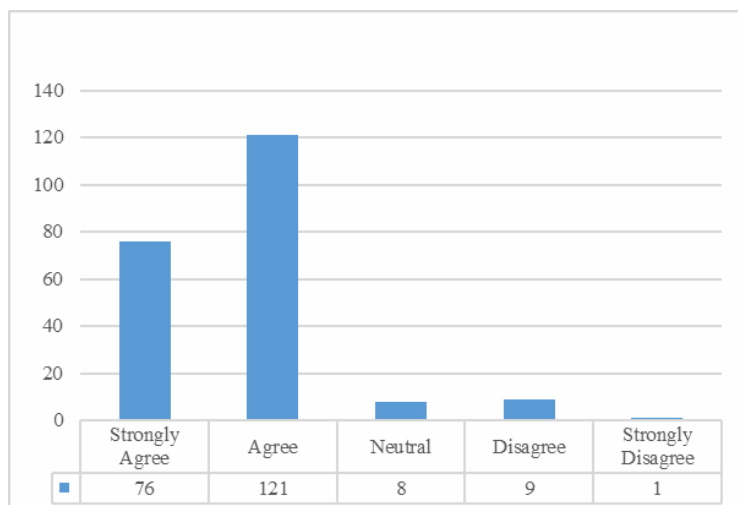
Considering that the TRE-MG operates throughout the state of Minas Gerais, Brazil, and that the survey link was distributed via social media, potentially reaching individuals from various locations, it was important to identify the regions of the state to which the participants belonged. Eight options were provided for participants to select from. The results, from highest to lowest, are as follows: of the 215 participants, 131 (60.9%) were from the North of Minas, 34 (15.8%) belonged to another region or could not specify, 14 (6.5%) were from the Center-West of Minas, 13 (6%) from the Triângulo Mineiro, 10 (4.7%) from Northwest Minas, 7 (3.3%) from Zona da Mata, 4 (1.9%) from Vale do Rio Doce, and 2 (0.95%) from the Vale do Jequitinhonha/Mucuri region.

Regarding the clarity of the information presented on the website, as shown in Graph 1, most participants, 121 (56%), agree that (the TRE-MG website describes the tasks in a clear sequence), followed by 76 responses (35.3%) that 'strongly' agree, totaling 197 (89.3%). Those who opted for a neutral option total 8 responses (3.7%), those who disagree with the statement total 9 (4.2%) and 1 (0.5%) participant 'strongly' disagrees with the statement.

The clarity of information on a website is an important aspect to consider, as the website acts as a communication channel between organizations and their stakeholders. It also serves as a platform where users can access essential services. Effective information is linked to the sender's dedication to the message, requiring that the sender ensures the content is clear, coherent, and structured¹.

Based on the survey results, it is evident that the TRE-MG website describes tasks in an easy-to-understand manner. This indicates that communication through the website is straightforward and that citizens clearly understand the message, which contributes to a good relationship between the organization and stakeholders.

Graph 1: Clarity of information on the TRE-MG website.



The challenge for organizations regarding communication is to make the message understood and generate engagement, involvement, or participation from stakeholders so the organization's objectives are achieved and stakeholders' needs are met. The TRE-MG website, considering the survey data, appears clear to users, as the majority of participants, 197 (89.33%), agree that the TRE-MG website describes tasks in a clear sequence, which indicates that users not only understand the information on the site but also have their needs met. In this context, the use of digital media is one of the ways to disseminate the message to diverse audiences, respecting language style and through various channels, and to add value, as connecting with people can foster the creation or strengthening of bonds and relationships. This allows the organization to earn the trust of stakeholders with whom it interacts by providing essential services and information while addressing their needs¹¹.

By describing tasks in a clear sequence, allowing people of various educational levels to understand the information, have their needs met, and have their questions answered, the TRE-MG website contributes to user satisfaction, which can lead to stronger bonds and increased trust between stakeholders and the organization. This, in turn, promotes a healthy relationship through communication, as successful communication requires that the content of information has meaning for those interpreting it¹.

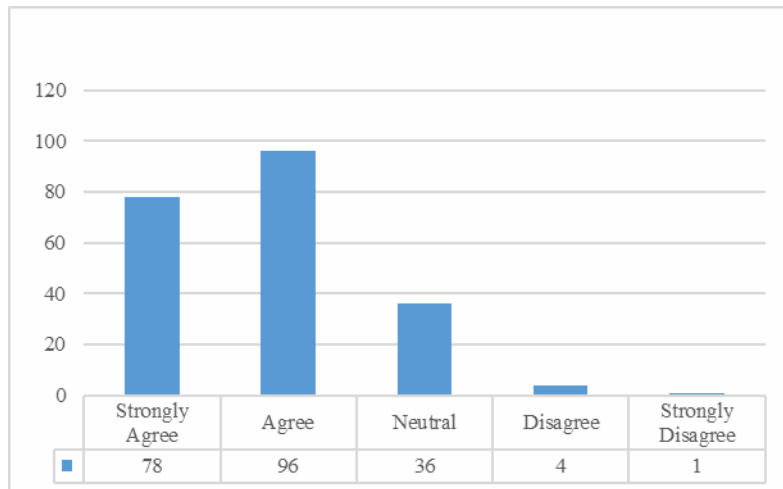
Regarding the presentation of terms on the TRE-MG website, as shown in Graph 2, 96 participants (44.7%) agree that "the TRE-MG website presents terms that are easy to understand," followed by 78 (36.6%) who strongly agree, making a total of 174 (81.3%) of participants who view this positively. Those without a clear opinion numbered 36 (16.7%), followed by 4 (1.9%) who disagreed, and 1 (0.5%) who strongly disagreed.

Websites are important tools for organizations to provide relevant information and serve as an indispensable communication channel to maintain and strengthen the relationship between the organization and its stakeholders¹³. However, for communication to be effective, the content of the information must have meaning for the recipient¹.

Given that websites are a communication channel used by organizations to interact with their stakeholders and that user satisfaction is crucial for maintaining this relationship, the website must be user-friendly and present information in an easily understandable manner to ensure that users do not encounter difficulties in interpretation, thereby facilitating effective communication.

Communication between two parties requires clarity to ensure understanding by both sides. When it comes to communication between an organization and stakeholders through a website, the terms used on the site must be understood by users. Communication can be defined as the transmission of information, using words, symbols, figures, and graphics¹⁵. In this way, organizations can engage stakeholders in their processes using communication tools, which can be understood as the process of disseminating information by authorities to be properly understood by all stakeholders. Therefore, all elements employed by the organization to convey information, including the terminology used on the TRE-MG website, must be clear and understandable to stakeholders; otherwise, communication will be ineffective.

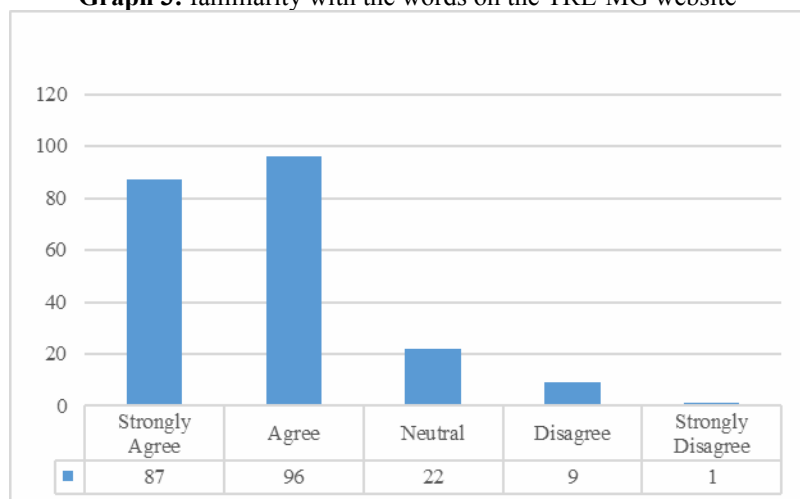
Graph 2: Understanding of the TRE-MG website terms



Considering that most of the survey participants, 174 (81.3%), agree that the TRE-MG website presents terms that are easy to understand, it is evident that the TRE-MG is committed to communicating clearly with its stakeholders by conveying information in a way that is adequately comprehended. This indicates that communication between the TRE-MG organization and citizen stakeholders is effective, as users do not struggle to interpret the information, which is easy to understand and the site is user-friendly.

Regarding familiarity with the words on the TRE-MG website, as shown in Graph 3, 183 (85.4%) participants are favorable about this information. Among them, 96 participants, about (44.7%), agree that "the words on the TRE-MG website are familiar," followed by 87 (40.7%) who fully agree with the statement ("the words on the TRE-MG website are familiar to me"). Those who neither agree nor disagree total 22 (10.2%), followed by 9 (4.2%) who disagree and 1 (0.5%) who strongly disagrees.

Graph 3: familiarity with the words on the TRE-MG website

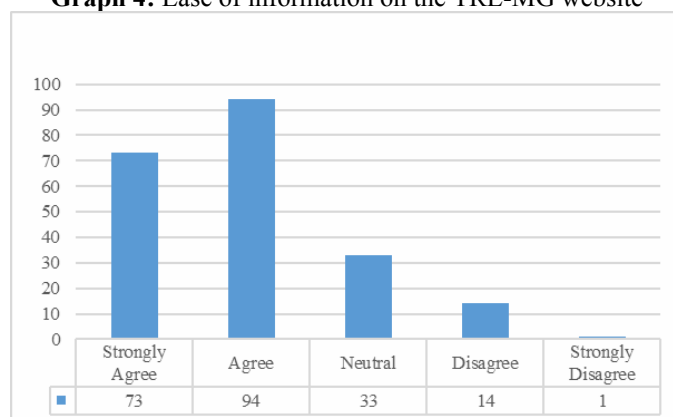


The importance of word familiarity for the TRE-MG website users is linked to the pursuit of clear communication, as for the communication to be effective, the information content must have meaning for the interpreter¹. The use of easily understandable words helps users find meaning in the message presented on the site. According to the Superior Electoral Court, the TSE's Communication and Multimedia Department (Secom) aims to enhance communication between the Electoral Court and its diverse internal and external audiences¹⁸. One way to facilitate communication, especially on a website where much content is in text form, is achieved by using simple and familiar language. Since the TRE-MG is an organization under the TSE, it must adhere to these guidelines, including in terms of communication, aligning the TRE-MG website with the mission of Secom to facilitate communication with stakeholders, considering that most respondents agree that the words on the TRE-MG website are familiar.

Regarding the ease of finding information on the TRE-MG website, as shown in Graph 4, 94 (43.7%) agree, followed by 73 (34%) who fully agree with the statement ("I can easily find the information I need on the

TRE-MG website"), totaling 167 (77.7%) favorable responses. Those with a neutral stance total 33 (15.3%). Meanwhile, 14 (6.5%) disagree and 1 (0.5%) strongly disagree.

Graph 4: Ease of information on the TRE-MG website



For communication to be considered reasonably effective, information related to or under the organization's responsibility must be available and accessible to users. Users seek the website to find the information they need, so the site must make this information easily accessible ¹⁰. Since 167 out of 215 survey participants (77.7%) found it easy to locate information on the TRE-MG website, it shows TRE-MG's commitment to providing citizens with a good experience on the site.

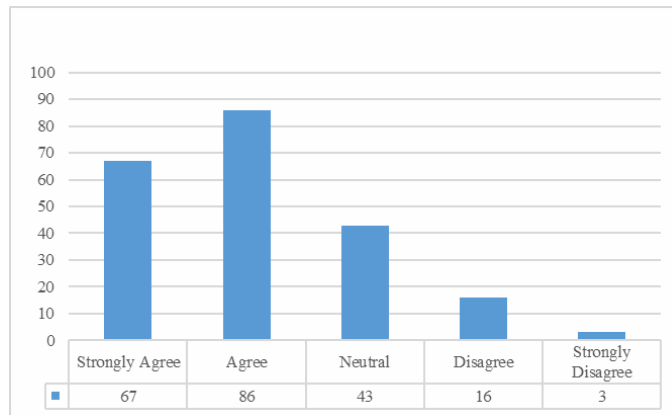
The difficulty in finding information on websites is one of the unsatisfactory experiences related to Internet navigation, which can compromise communication and relationships with stakeholders. This, however, is not the case with the TRE-MG website, according to the data obtained, which shows that users are satisfied with the ease of finding information on the site. In this context, a website has usability when users can easily find what they are looking for, eliminating the need to search for information elsewhere. Considering the survey results, it can be concluded that the TRE-MG website has usability, as most users easily find the information they seek, reinforcing TRE-MG's mission to communicate clearly and satisfactorily with citizens.

Regarding the effectiveness of the search field on the TRE-MG website, as shown in Graph 5, 86 (40%) agree with the statement ("The search field on the TRE-MG website returns accurate information"), with 67 (31.2%) fully agreeing. A total of 43 (20%) neither agree nor disagree, while 16 (7.4%) disagree, followed by 3 (1.4%) who strongly disagree. Favorable responses to the statement total 153 (77.2%).

Each command within a website has a specific functionality, returning what the user seeks. The website fulfills its role by providing users with services, information, and options to perform tasks in an accessible and organized structure, allowing users to achieve their goals successfully ¹⁰. Thus, by returning accurate information through the "search" field, the TRE-MG website fulfills its purpose, promoting communication between interested parties and facilitating information exchange that generates user satisfaction, as indicated by the survey results. This simple task is part of a set of actions contributing to the organization's successful communication with stakeholders.

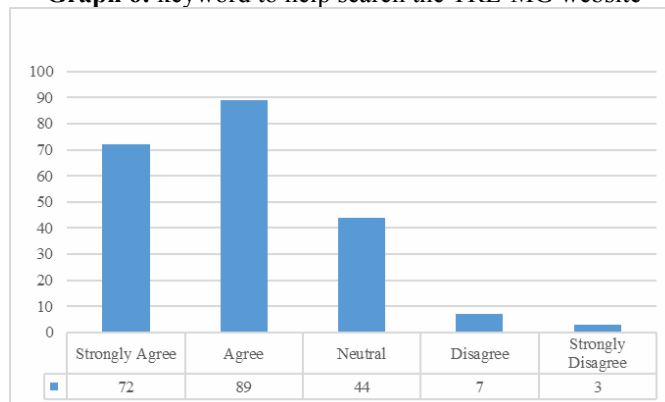
Websites may provide users with effective communication, enabled by easy navigation that helps retain visitors ⁸. Considering that most participants (77.2%) agree that the TRE-MG website returns accurate information, it is understood that communication through the TRE-MG website is effective, as it meets users' demands, with most expressing satisfaction with the information provided. This result contributes to achieving the research objective, which seeks to understand communication through the TRE-MG website.

Graph 5: Busca de informações precisas no site do TRE-MG



Regarding participants' perception of the keyword option when searching on the TRE-MG website, as shown in Graph 6, 89 people (41.4%) agree with the statement (The TRE-MG website offers a keyword option to help me with the search.), followed by 72 (33.5%) who strongly agree, totaling 161 (74.9%) participants in favor of the statement. Forty-four (20.5%) neither agree nor disagree with the information. Those who disagree make up 7 (3.3%), and those who strongly disagree account for 3 (1.4%).

Graph 6: keyword to help search the TRE-MG website

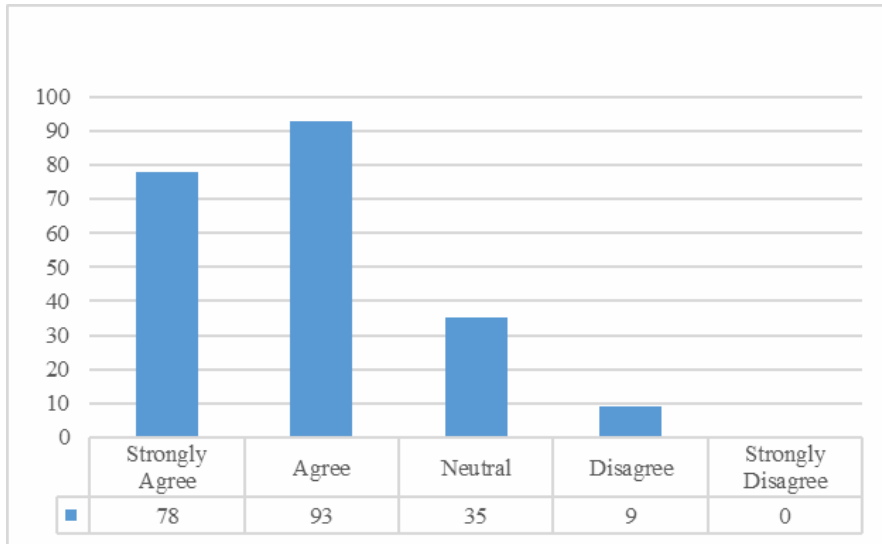


Keywords are tools that help users find relevant information available on the website. Therefore, when evaluating websites, one of the most important attributes to consider is usability, which relates to how well the site is understood by users and whether they can learn how to use it. Usability is thus understood as the ability of a website or software to provide all types of support to help users find the information they are looking for ¹⁹. Keywords, therefore, are part of website usability evaluation criteria. Consequently, the site must have clear information and easy-to-use navigational aids to ensure a satisfactory user experience ¹².

In this context, considering that 74.9% of participants agree that the TRE-MG website offers keyword options to assist with searches, it is understood that the TRE-MG website provides usability, as it offers, among many other things, tools, navigational aids, and assistance to help users in their searches and navigation, providing relevant information. For communication to be effective, the information content must have meaning for those interpreting it. Thus, it is evident that TRE-MG, through its website, demonstrates a commitment to clear communication and relationships with its stakeholders.

Regarding the availability of document printing on the TRE-MG website, as shown in Graph 7, 93 (43.3%) agree that the site offers a document printing option, followed by 78 (36.3%) who strongly agree, totaling 171 (79.6%) respondents in favor of the statement. Thirty-five (16.3%) neither agree nor disagree. Nine (4.2%) disagree with the statement (I have the option to download and print documents on the TRE-MG website).

Graph 7: Download and print documents on the TRE-MG website



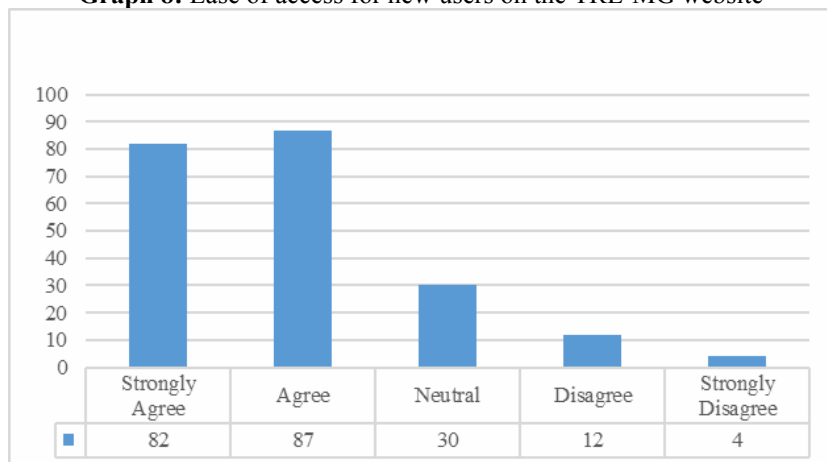
A website fulfills its purpose when it offers users effective services, information, and options to complete tasks in an accessible and organized structure, allowing users to achieve their goals successfully ¹⁰. According to the survey data, the majority of participants, 171 (79.6%), agree that the TRE-MG website offers document printing availability easily, suggesting that the TRE-MG website meets this purpose, ensuring citizens' satisfaction by offering services that meet their needs, with some services being user-executed.

Websites can process information and provide it to users as self-service options, where users can search, choose, use, and perform tasks ⁵. The TRE-MG website's user service charter presents various available services accessible to citizens, including options users can carry out independently, such as downloading a second copy of the Voter's Title or requesting a revision or transfer if they are biometrically registered, as listed in the TRE-MG Service Charter in the year 2024.

In public organizations with no profit motive, to attract and retain stakeholders, the organization must provide information, services, and effective communication. This is essential for fostering relationships between citizens and public organizations, which necessitates careful attention to the presentation of services or interface layout ⁵. In this regard, TRE-MG aligns with the author's idea by striving to offer effective communication and necessary services and information to citizens, considering good relationships with them.

Regarding access to information by new users on the TRE-MG website, as shown in Graph 8, most are favorable, with 169 (78.6%), 87 of the participants (40.5%) agreeing they could easily access information, followed by 82 (38.1%) who strongly agree with the statement (As a new user of the TRE-MG website, I was able to easily access the site's information). Thirty respondents (14%) were neutral, neither agreeing nor disagreeing, and those who disagreed and strongly disagreed total of 12 (5.6%) and 4 (1.9%).

Graph 8: Ease of access for new users on the TRE-MG website

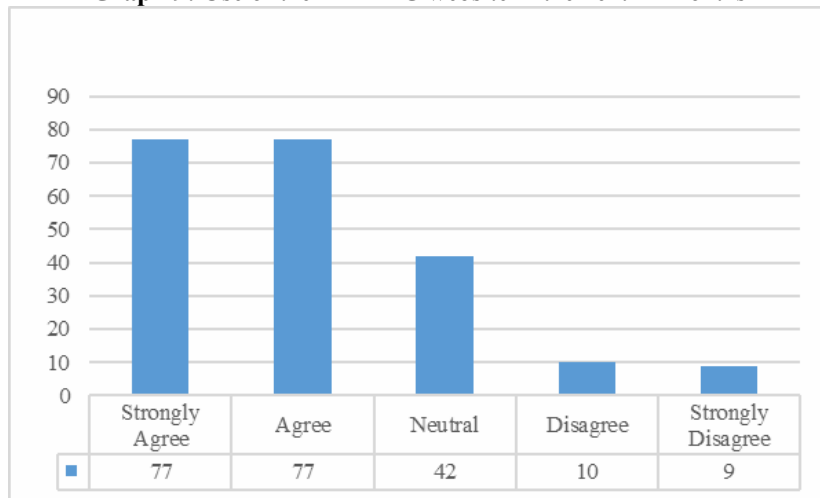


Considering the results obtained from the survey, it is understood that the TRE-MG website is useful according to participants' perceptions. The statement ('As a new user of the TRE-MG website, I was able to easily access the information on the site') relates to the citizen's first experience using the TRE-MG website, with most responses being favorable (78%). In this regard, user experience can be understood as the satisfaction and quality of an individual's interaction with a given product or service ⁹. This user experience is also understood as a methodological approach that investigates an individual's perception after using a particular product ¹⁹. Thus, considering the survey results, in which most participants agree that they had an easy first-time use experience, it is understood that these users' experience regarding their first-time use of the TRE-MG website can be considered positive and satisfactory.

The exercise of citizenship is connected to the exchange of information clearly and transparently, which is essential for its development, especially when a public organization's website is easy to navigate, uses simple language, and is trustworthy ⁷. Therefore, it is understood that TRE-MG seeks to promote the exercise of citizenship through communication on its website by clearly providing information and maintaining a user-friendly website, even for new users, thereby enhancing citizens' user experience.

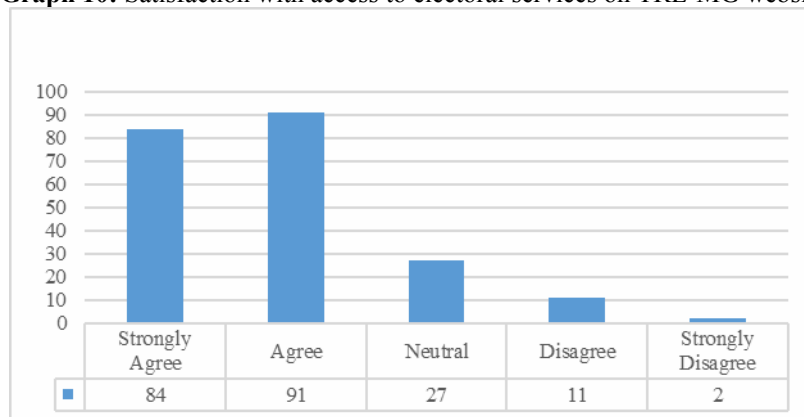
Regarding the likelihood of revisiting the TRE-MG website over the next 12 months, as shown in Graph 9, 77 (35.8%) people strongly agree, with the same number of participants, 77 (35.8%), agreeing with the statement (I intend to use the TRE-MG website in the next 12 months), totaling 154 (71.6%) favorable responses. Those who neither agree nor disagree number 42 (19.5%), while those who disagree and strongly disagree number 10 (4.7%) and 9 (4.2%), respectively.

Graph 9: Use of the TRE-MG website in the next 12 months



Regarding satisfaction with access to electoral services, as shown in Graph 10, 175 (81.4%) participants expressed favorable opinions. Of these, 91 (42.3%) agreed they were satisfied with using the TRE-MG website for accessing electoral services, while 84 (39.1%) strongly agreed. Another 27 (12.6%) were neutral (neither agreeing nor disagreeing), while 11 (5.1%) disagreed, and approximately 2 people (0.9%) strongly disagreed.

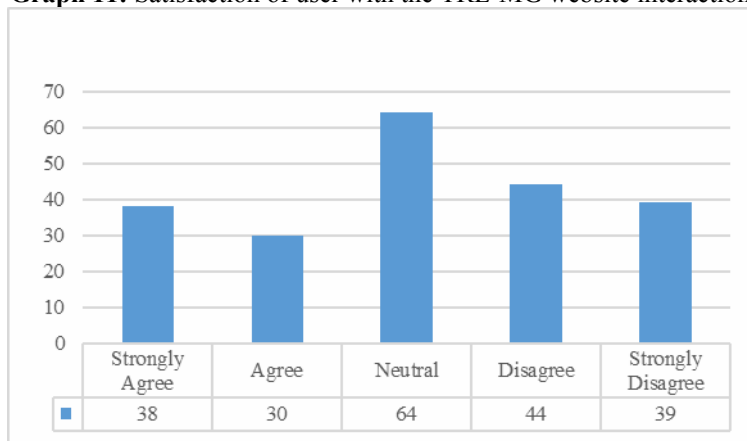
Graph 10: Satisfaction with access to electoral services on TRE-MG website



The usefulness of a website is related to its ability to enable users to successfully complete the tasks they wish to accomplish ¹⁰. Therefore, website quality is linked to its usability; in other words, the higher the quality of a website, the easier and faster it responds to commands, the greater its productivity, and the more intuitive and flexible it can be, in addition to being useful, reliable, and efficient ¹². Thus, considering that most users agree with the statement ('I am satisfied with using the TRE-MG website to access electoral services'), it is understood that TRE-MG communicates satisfactorily with its stakeholders through its website. Furthermore, the level of user satisfaction may be related to the quality and usability of the TRE-MG website.

Regarding user satisfaction with the TRE-MG website interaction, as shown in Graph 11, the majority, 64 (29.8%), neither agreed nor disagreed with the statement (I am frustrated with my interaction with the TRE-MG website). Those who disagreed totaled 44 (20.5%), followed by 39 (18.1%) who strongly disagreed. Those who completely agreed with the statement totaled 38 (17.7%), and those who agreed were 30 (14%).

Graph 11: Satisfaction of user with the TRE-MG website interaction

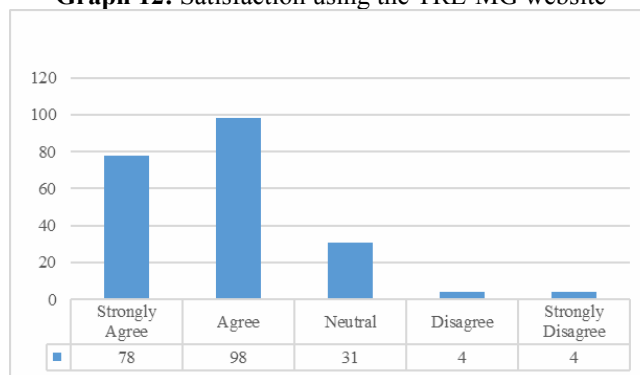


User experience is individual and depends on the user's perception when using a product or service, which can be influenced, among other factors, by their feelings during interaction with the product or service ⁹. Regardless of the challenges, investing in effective communication must be one of the main goals of organizations, and thus it should be directed toward all stakeholders or interested groups to ensure a good relationship between the organization and citizens ⁶. However, many factors can influence the user experience. For example, difficulty in finding information on websites is one of the unsatisfactory experiences associated with internet navigation, as is the inability to relocate a previously visited site ²¹.

When analyzing satisfaction with user experience, as shown in Graph 12, 98 respondents (45.6%) stated that they are satisfied with their experience using the TRE-MG website, followed by those who strongly agree, totaling 78 (36.3%), reaching a total of 176 (81.9%). Those who neither agree nor disagree make up 31 (14.4%), while those who disagreed with the statement ('I am satisfied with my experience on the TRE-MG website') were 4 (1.9%), the same number as those who strongly disagreed.

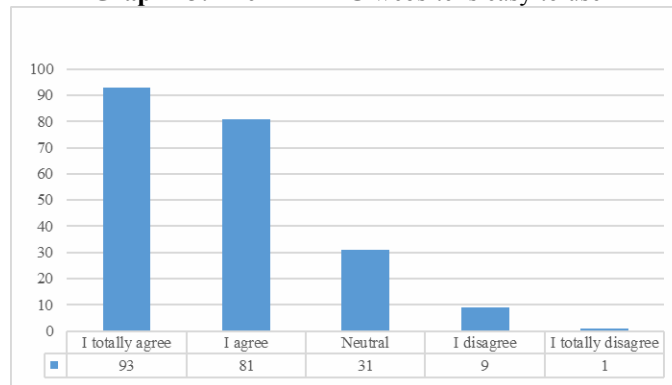
So far, the survey results demonstrate that users are satisfied with the TRE-MG website, leading to the understanding that satisfaction is due, among other reasons, to the experiences of using the website.

Graph 12: Satisfaction using the TRE-MG website



Regarding the statement (I found the TRE-MG website easy to use), concerning user perception of ease of use, as shown in Graph 13, 174 (81%) expressed favorability. Among them, 93 (43.3%) strongly agreed they found the TRE-MG website easy to use, while 81 (37.7%) agreed. Neutral responses totaled 31 (14.4%). Meanwhile, those who disagreed and strongly disagreed were 9 (4.2%) and 1 (0.5%), respectively.

Graph 13: The TRE-MG website is easy to use

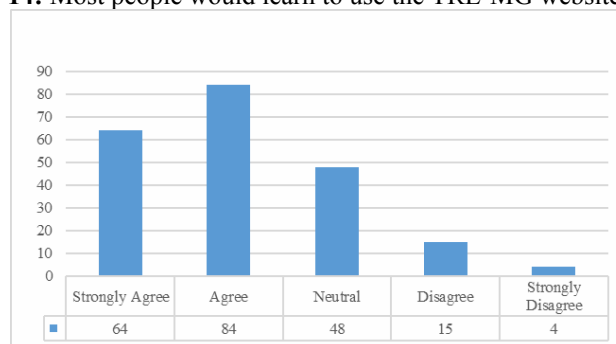


For a website to be deemed useful, it must be user-friendly, so that users can access its information and services and allow users to complete the tasks they require, as long as these are within the site's scope. Therefore, when a stakeholder is satisfied with the organization's communication channel, it can be interpreted that they are, to some extent, satisfied with the organization and the communication it offers, which can improve the relationship between stakeholders and the organization ¹⁴.

Based on this information, it is understood that the ease of user experience reported by survey participants may be related to TRE-MG's investment in its website, aiming for a healthy relationship and effective communication with its stakeholders."

Regarding the perception of other people using the site (I imagine most people would learn to use the TRE-MG website quickly), as shown in Graph 14, 84 participants (39.1%) agreed that they believe most people would learn to use the TRE-MG site quickly, followed by 64 (29.8%) who strongly agree. A total of 148 participants, representing 68.9%, supported this statement. Forty-eight participants (22.3%) neither agreed nor disagreed. Those who disagreed totaled 15 (7.0%), and those who strongly disagreed numbered 4 (1.9%).

Graph 14: Most people would learn to use the TRE-MG website quickly.



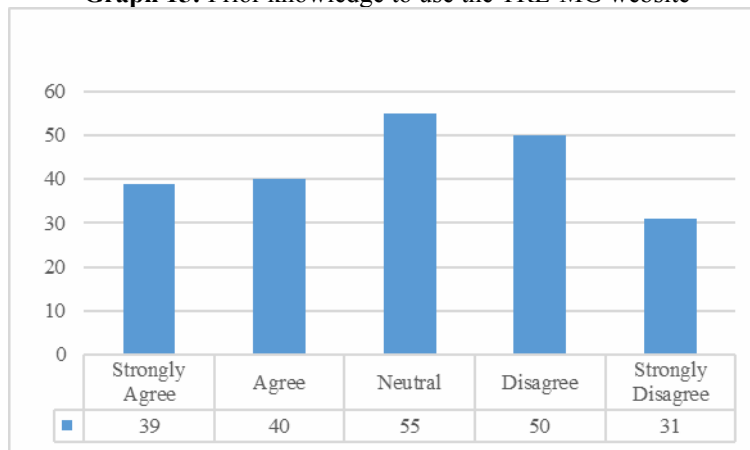
For someone to believe others can quickly learn to use the site, in this study, 148 of 215 participants likely used it without difficulty, as shown in Graph 13, which covers the ease of use of the TRE-MG site, with 174 participants agreeing with the statement (I found the TRE-MG website easy to use).

On the necessary skills to use the site (I would need to learn many things before starting to use the TRE-MG website), as shown in Graph 15, most participants, 55 (25.6%), expressed a neutral opinion. Those who disagreed totaled 50 (23.3%). Next, 40 (18.6%) agreed with the statement, followed by 39 (18.1%) who strongly agreed. Lastly, 31 (14.4%) completely disagreed with the statement. Out of 215 participants, 81 (37.7%) disagreed with the statement (I would need to learn many things before starting to use the TRE-MG website), 79 (36.7%) agreed with it, while 55 (25.6%) were neutral. This reveals a nearly even split between those in favor and those opposed to the statement.

The TRE-MG website is used to search for information or services, such as printing certificates and documents related to the Electoral Justice in Brazil. It is important that citizens, when using it, seek to learn how to perform these services on the site, as the easier it is to learn to use a site, the faster and more efficient the user experience can be, facilitating task completion and access to the desired information. Conversely, TRE-MG

should provide a site with better ease of learning for users, as the easier it is to learn to use a site, the faster and more efficient the user experience can be, facilitating task completion and access to the desired information.

Graph 15: Prior knowledge to use the TRE-MG website



IV. Conclusion

Understanding the importance of an organization’s communication with stakeholders in the field of administration, this study sought to investigate the perceptions of citizen stakeholders regarding their experience with the TRE-MG service portal.

The research results indicated that the TRE-MG website describes tasks in an accessible manner, demonstrating that communication through the site is straightforward and that citizens clearly understand the message. This contributes to a positive relationship between the organization and its stakeholders.

It was also noted that the TRE-MG is committed to communicating clearly with its stakeholders, conveying information in a way that is adequately understood. This demonstrates that communication between the TRE-MG and citizen stakeholders is effective, as users experience little difficulty interpreting the information, which is easy to navigate on the site. This simplicity supports effective communication, as most survey participants agree or strongly agree that the language used on the site is familiar.

The results also showed that TRE-MG aims to offer citizens a positive experience when using the website, which possesses strong usability features, as most users easily find the information they seek.

The TRE-MG website demonstrates usability by providing tools, guidance, and support to help users in their searches and navigation, offering relevant information. For communication to be effective, the content must be meaningful to the interpreter¹. Thus, TRE-MG demonstrates concern for clear communication and relationships with its stakeholders through its website.

The availability of easy-to-use document printing features on the TRE-MG website suggests that it fulfills its purpose in this regard, ensuring citizen satisfaction by providing services that meet their needs and help them complete their tasks, many of which can be handled independently by users.

According to the TRE-MG’s user service charter, citizens have access to various information and services, some of which they can use directly on the site. The research findings indicate that the TRE-MG website is considered useful by participants. Consequently, it is understood that TRE-MG aims to foster citizenship by making information available clearly on its website and maintaining ease of use, even for new users, thus enhancing the user experience.

By investing in its website as a communication channel and service portal for external agents, TRE-MG maintains its relationship with stakeholders, encouraging them to return to use the site and its services, and demonstrating satisfaction with the platform. Therefore, the ease of use that users experience on the TRE-MG website, combined with the satisfactory provision of necessary services and information, encourages users to return.

TRE-MG’s communication with its stakeholders through its website is deemed satisfactory, and user satisfaction levels may relate to the quality and usability of the TRE-MG website. Research results show that TRE-MG, through its site, seeks to offer effective communication and provide necessary services and information to citizens to foster good relations. User satisfaction with the TRE-MG site appears linked to their experience using it. Thus, the TRE-MG website contributes to user satisfaction, enhancing the relationship and building trust between stakeholders and the organization, fostering a healthy relationship through communication.

The research results indicate that organizations in the field of administration must invest in maintaining a positive relationship with the public, acknowledging that external stakeholders are as important as internal

ones. They must invest in actions that bring stakeholders closer to the organization by providing clear information and meeting their demands, which is one way to foster a healthy relationship with stakeholders.

The research results were achieved; the objective of analyzing the TRE-MG service portal and its “Service Charter” was met through a literature review. Objectives related to identifying usability aspects (content organization, search availability, ease of use) on the TRE-MG service portal and, finally, assessing stakeholder satisfaction (citizen satisfaction, intention to use, and user experience) with the portal were achieved through survey results. Thus, the research question—“How do citizen stakeholders perceive communication from TRE-MG through its website?”—and the objectives were answered, showing that stakeholders’ perception of TRE-MG communication through its website and their user experience is satisfactory, with TRE-MG offering services that meet citizens’ demands through an accurate and user-friendly site.

It can be concluded that TRE-MG invests in stakeholder satisfaction through its website by providing information in a clear sequence, offering services that citizens can use directly on the site, and ensuring usability, among other examined aspects.

Stakeholder satisfaction with the usability and user experience of the TRE-MG website may relate to TRE-MG’s communication with its citizen stakeholders, showing the relevance of the organization’s relationship, service offering, and communication strategy.

The main limitations of this research were time constraints for administering the survey, as a larger sample could likely have been reached. Another limitation was the low response rate from the links shared, mainly through WhatsApp.

For future studies, it is suggested to relate this topic to the field of digital competence, where the digital competence of citizen stakeholders using the TRE-MG site could be examined, focusing on their fluency with technology and digital channels and how this affects communication between organizations and stakeholders. Another suggestion is studying the digital maturity of TRE-MG, analyzing its level of digital maturity, its relevance to its operations, and how this might relate to stakeholder satisfaction.

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