



ONE STOP INTEGRATED SERVICE QUALITY AT THE INVESTMENT SERVICE AND ONE STOP INVESTMENT SERVICE SELUMA DISTRICT (Study at Investment Service and One-Stop Services)

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ABSTRACT

This study aims to analyze the quality of one-stop Integrated services provided by the Investment and One- Stop Services Office of Seluma Regency. One-door integrated service is an innovation in the delivery of public services that aims to simplify and speed up the process of service to the community. This study uses a qualitative method with a case study approach. Data was collected through direct observation, interviews with service officers, as well as documentation related to the one-stop integrated service process. Service quality is analyzed based on dimensions which include speed of service, accuracy of information, effective communication, clarity of procedures, as well as responsiveness and community satisfaction. The results of this study are expected to provide an overview of the quality of integrated one-stop services in DPMPSTP Seluma Regency, as well as identification of problems that may exist in the service process. In addition, this research is also expected to provide constructive recommendations to improve the quality of one-stop integrated services and improve the community's experience in obtaining services at these agencies.

INTRODUCTION

The Seluma Regency Government established a One-Stop Integrated Service Agency (PTSP) with the nomenclature of the Seluma Regency Investment and One-Stop Integrated Services Agency. The establishment of the Seluma Regency One-Stop Investment and Integrated Services Service as a form of implementation of Minister of Home Affairs Regulation Number 24 of 2006 concerning Guidelines for the Implementation of One-Stop Integrated Services.

Subsequent developments, Regulation of the Minister of Home Affairs Number 24 of 2006 concerning Guidelines for the Implementation of One Stop Integrated Services is considered to be no longer in accordance with the dynamics of the development of laws and regulations so it needs to be replaced. Therefore, the Ministry of Home Affairs re-issued Minister of Home Affairs Regulation No. 138 of 2017 concerning the Implementation of Regional One-Stop Integrated Services as a reference in the implementation of One-Stop Integrated Services in the field of Licensing (Muslim, 2022). The Integrated Licensing Service was formed with the hope of creating a climate that encourages the creation of uniform patterns and steps for the implementation and service by government officials to the public as well as the existence of integrated coordination in the process of granting licensing documents. It is hoped that the establishment of the Investment Services and One Stop Integrated Service (DPMPTSP) will allow licensing services to be carried out in accordance with the principles of transparency, accountability, participation, equality of rights, effectiveness, efficiency, balance between rights and obligations, and professionalism.

The hope is that the administration of licensing can provide services with simple procedures so as to make it easy for the public to obtain the requested licensing services. However, even though there is a strong intention to implement it, it turns out that the establishment of the Seluma Regency DPMPTSP which should be able to improve the quality of

licensing and non-licensing services in Seluma Regency is still unable to function and carry out its duties properly (Siswi, 2018).

One of the areas that is currently under the spotlight of the public is public service in the field of government administration, especially investment administration as well as licensing and non-licensing. This field has an important meaning in economic activity and has an impact on other service areas (Mohammad, 2020).

The government as a public service must realize this service task in the performance of local government and is expected to provide satisfaction for the community as a whole and be able to provide comfort and safety. The people served must experience optimal service in the form of excellent service with the principle of prioritizing customers, an effective system, serving with conscience, continuous improvement and empowering customers. Excellent service must also reflect.

The characteristics of public services are simple, clarity and certainty, security, openness, efficiency, economy, fairness and timeliness. So it is quite clear, that services must be able to be carried out either by Government Agencies to increase people's satisfaction. One way that can be taken to answer this challenge is to reform public administration (Nurdin, 2019).

Public administration reform is carried out in various aspects that complement it. One of the most important aspects to be considered in the process of public administration reform is the aspect of service to the public or known as the quality of service by government agencies to increase public satisfaction.

The One-Stop Licensing Service model, which began in 2006 based on Permendagri Number: 24 of 2006 Permendagri Number 20 of 2008, is expected to be the answer to this licensing problem. The government also created a One-Stop Integrated Service for investment in the regions based on Presidential Regulation Number: 27 of 2009 and BKPM Head Regulations numbers 11 to 14 of 2009.

The One-Stop Integrated Service in the field of investment aims to assist investors in

obtaining ease of investment licensing and non-licensing services, fiscal and non-fiscal facilities, information regarding investment, by accelerating, simplifying services, facilitating and alleviating or eliminating licensing processing costs. and non-licensed. The government is simplifying the implementation of the One-Stop Integrated Service to create public services that are fast, cheap, easy, transparent, certain and affordable.

Meanwhile, based on data regarding the types of licensing services at the Investment Service and Integrated Licensing Services for Seluma Regency, they are available, but in practice, the processing of several permits still requires the public to obtain a letter of introduction from each OPD so that regulations and administration are still not effective and efficient.

According to Article 3 of the Se Regency Regional Regulation luma Number 8 of 2016 concerning the Formation and Composition of the Seluma Regency Regional Apparatus, as amended by the Seluma Regency Regional Regulation Number 2 of 2021 concerning Amendments to the Seluma Regency Regional Regulation Number 8 of 2016 concerning the Formation and Composition of the Seluma Regency Regional Apparatus, duties and functions of the Seluma Regency Apparatus Regions need to be regulated in a district head regulation, as last amended by Seluma Regent Regulation Number 17 of 2022 concerning the Fifth Amendment to Seluma Regent Regulation Number 31 of 2016 concerning Position, Organizational Structure and Work Procedures of the Seluma Regency Regional Office

In this study, researchers will examine the quality of service provided by the Seluma Regency DPMPTSP office to the community in obtaining permits. Until later by improving the quality of service to meet the expectations of service recipients or applicants for trade business licenses, because the measure of the success of service delivery is determined by the level of satisfaction of service recipients. That way service recipient satisfaction can be achieved if service recipients get services

according to what is needed and expected Based on data on the issuance of Trading Business Permits) in Seluma Regency issued by DPMPTSP for the past 1 year it is known that the issuance of Micro Business Trading Permits with a validity period of 5 years, issued by DPMPTSP Seluma Regency continues to increase every year d on the processing of Trading Business License . However, there are still many people who have not arranged for a trading business license which will have an impact on the occurrence of problems in the future, which SIUP should be useful for obtaining legality from related parties. The service procedure for making SIUP at the DPMPTSP Office of Seluma Regency is still not optimal or in other words applicants have to go through many channels or have not been integrated so that many applicants neglect the requirements that should be needed.

The government, especially service officers at DPMPTSP to socialize and provide knowledge about what a Trading Business License is and what is the use of this Permit, if the public knows what a SIUP is for there are still several phenomena in the management of Trading Business Permit licensing in DPMPTSP Seluma Regency, among others:

1. The services provided have not been maximized because the supporting aspects have not met the expectations of the SIUP permit management,
2. Judging from business actors, there are still those who do not understand how the Online Single Submission / OSS (E-Tais) system works, it happens that many applicants do not have an email, so the service officer has to make it first and have to double-check the applicant's data from the start which has been entered by the previous applicant, because this email serves to receive notifications and conditions for managing the permit.
3. The internet network is not evenly distributed in several regions in Seluma Regency, so that some people still manage permits manually.

4. Service officers, who are owned are also still a problem, where the timely completion of permits is not in accordance with the standard operating procedures (SOP) for services which states that the maximum period for making a SIUP is 3 working days from receipt of the required documents completely and correctly, p. what caused the delay was due to the lack of the required number of officers in accordance with their respective authorities so that the community had to go back and forth to take care of recommendations from related parties. The results of the researcher's initial observations with Mr. Sugito who manages the SIUP for the retail trade business he manages, said:

"I came to the DPMPTSP office to take care of the SIUP for my trading business, at first I thought the fee was quite expensive but when I was about to take the permit it turned out that there was no fee for SIUP, only the cost of buying a stamp duty, no other fees were requested by the officers, however the files that I have to take care of recommendations from other parties in different agencies and are quite far away, for the completion time I was not promised within 2-3 days of completion, the service will call when the SIUP files are complete." (interview with DH's brother, October 6, 2022)

MATERIALS AND METHODS

This type of research is field research, namely in-depth research covering everything that occurs in the field, with the aim of studying in depth the background of the current state of affairs. Sugiyono, 2018:2).

Robert Bogdan & Steven J. Taylor argue that a qualitative approach is a research procedure that produces descriptive data: speech or writing and behavior that can be observed from the people (subjects) themselves. The research method is basically a scientific way to obtain data with a purpose and use certain. The research method is important in conducting research. In this study the method used is descriptive method.

According to Nair, the descriptive method is a method of researching the status of human groups or objects, situations and conditions, this type of research is field research with a qualitative descriptive method approach. In its operation, qualitative descriptive method is used as a research process that produces descriptive data in the form of written or spoken words (expressions) obtained directly from the field related to the research theme.

Informants in this study were selected based on the type of role or position being held. This is deliberately done so that the implementation of one-stop integrated public services at the Seluma Regency One-Stop Investment and One-Stop Services Service (Studies on One-Stop Investment and One-Stop Service Services) can be analyzed as a whole from the results of interviews with various parties involved and the people involved. get one stop service.

The selection of informants in the study used the purposive sampling technique, which is a non-random sampling technique in which the researcher determines the sampling by establishing special characteristics according to the research objectives so that it is expected to be able to answer research problems, then the researcher uses Snowball sampling which is used to find other informants, in other words, the research obtained other informants who were willing to be interviewed based on the recommendations of previous informants, as for the informants who were interviewed to obtain data on research results in One-Stop Integrated Public Services at the Investment and One-Stop Services Office of Seluma Regency, starting with an interview with the Head The Investment and One-Stop Services Office continued with interviews according to their respective fields.

According to Bogdan in Sugiyono (2018:206), data analysis is the process of searching and systematically compiling data obtained from interviews, field notes and research materials so that they can be easily understood and the findings can be informed to others. Data analysis is done by organizing data, describing it into units, synthesizing, compiling into

patterns, choosing which ones are important and what will be learned and making conclusions that can be told to others. Activities in data analysis are data reduction, data display and data.

This study uses the Miles and Huberman (1984) Data Analysis Technique Model in Sugiyono (2018: 246-253). Miles and Huberman suggest that activities in qualitative data analysis are carried out interactively and continuously until they are complete so that the data is saturated. Activities in data analysis are data reduction, data presentation and drawing conclusions.

RESULTS AND DISCUSSION

Service quality can be seen from how big the difference is between expectations and the reality of the service received by customers. Based on the results of the data collection carried out, the application of the five dimensions of SERVQUAL to investigate the quality of service at the Investment and One-Stop Services Office of Seluma Regency can be described as follows:

1. Tangibles (Physical Evidence)

To measure the tangibles dimension in an effort to determine the quality of service at the Investment and One-Stop Services Office, researchers used four indicators, namely the completeness of facilities and infrastructure, the convenience of the place in conducting services, the appearance of employees in providing services and the ease of access in obtaining services.

At the Investment and One-Stop Services Office of Seluma Regency, there are various infrastructure facilities that support participant services. The facilities provided include a vehicle parking area, waiting chairs, a prayer room, toilets and a sink for washing hands. In addition, there are also supporting facilities held to improve the quality of service for participants, such as a waiting room so that participants can wait in line while sitting in the waiting room, toilet/WC, nursing room, children's room, prayer room and smoking area, all of which must be in good and proper condition. , in addition to other supporting

facilities such as the existence of a place/trash box and also a place to wash hands and use hand sanitizers. There is an information board for people who want to get services, excellent building facilities and the availability of a large parking area. This is evidenced by the results of interviews with the community who took care of licensing, stating that the facilities provided increased their comfort in receiving services.

As for other supporting facilities such as computers and laptops at the Investment Service and One Stop Service, the current condition is not good and not maintained, this is because the facility is a facility from an old building and there has been no device update, besides that the internet network is still interruptions often occur, as well as frequent power outages so that it interferes with the performance of employees in providing services, then for several permit service counters from other agencies currently there are still many that are empty so that in accessing permits the community still does not feel ease because for some permits they still require the community to come to other agencies to get a letter of introduction.

2. Reliability (reliability).

The reliability dimension is measured by how the Investment and One-Stop Services Office of Seluma Regency helps participants provide accurate services and convey clear information. The application of the reliability dimension is also shown by the existence of service operational standards that are applied in all forms of activities at the Investment and One-Stop Services Office of Seluma Regency.

In accordance with established operational standards, participants can get services at the Seluma District Investment and One-Stop Services Office according to office operating hours, from 08.00 to 17.00 every Monday to Friday (except National Holidays). In addition, the fulfillment of the reliability dimension can also be seen from the ability of employees of the Seluma Regency One-Stop Investment and Integrated Services Service who can handle participant problems and the ability to provide clear and easy-to-understand

information. From the results of observations and interviews, the researchers saw that when there were participants who had difficulty obtaining permits, employees of the Investment and One-Stop Services Office of Seluma Regency were able to explain the procedures and stages for handling participant problems properly and clearly. This shows that the employees of the Seluma Regency One-Stop Investment and One-Stop Service Office in the service process are going well. Based on the results of observations and interviews, it is known that fulfillment of the reliability dimension at the Investment and One-Stop Services Office of Seluma Regency is good.

3. Responsiveness (Responsiveness).

The responsiveness dimension is measured by how the response of the Seluma District Investment and One-Stop Services Service helps participants in providing optimal service, namely careful, fast and precise service. The results of the study revealed that the application of the responsiveness dimension in the Investment and One-Stop Services Office of Seluma Regency still had deficiencies. This is supported by the results of participant interviews and observations in the field where, from several customer service counter tables, there were still some that were not filled in by the customer duties of the relevant agencies.

However, in terms of responsiveness when providing services, according to interviews with informants, it was stated that the response of employees when providing services was quite good because when verifying data employees were able to provide the information needed by participants quickly and clearly. In addition, other participants also mentioned that the solutions provided by employees of the Seluma District Investment and One-Stop Services Service were provided with accurate and fast responses.

In this case, accurate means that the information provided is in accordance with existing service procedures and is easily understood by participants. As for some other licensing services. In addition, the researcher also saw that employees of the Investment and

One-Stop Services Office of Seluma Regency were able to serve participants decisively, in the sense that there were participants who wanted to make payments in cash because they felt that it was easier than making payments through the channels provided. , an official from the Seluma Regency Investment and One-Stop Integrated Service Office firmly refused to comply with the customer's demands because this violated the established rules.

In the field of public services, acts of discrimination are also not justified in providing services to the community. Because people have the same right to get a service, both in the health sector, civil registration and services in other fields. The community has the right to receive equal treatment in service without discriminating against status such as rich, poor, ordinary people or officials.

The results of the research and gathering of information conducted by the researchers found information that the conditions that occurred in the Licensing Service at DPMPTSP Seluma Regency were that there were no or no acts of discrimination in providing services to the community.

4. Assurance

The assurance dimension is measured by how the response of the Investment Service and One Stop Integrated Service assists participants in providing guarantees of legality, certainty, and timely guarantees for services.

In accordance with statements from officers at the Investment Service and One Stop Integrated Services and information from the community receiving services, based on statements in the service for making permits, at the Investment Services and One Stop Integrated Services in charge of providing services to the community, the community treated politely and, for permits made by the DPMPTSP can be used and accounted for.

5. Empathy (Empathy)

The empathy dimension is measured by how the Investment and One-Stop Services Office of Seluma Regency performs services by creating good communication relationships and understanding community needs such as

providing services in a friendly, courteous manner, respecting customers and not being discriminatory in providing services, assisting participants in solving all problems and the constraints are the priorities of the Investment and One Stop Service Office employees.

However, the empathetic attitude shown by employees in providing services will play an important role in supporting the quality of service received by participants. If employees serve with less empathy, of course the participants as service recipients will feel dissatisfied with the services provided, and vice versa.

Based on the results of observations and interviews with participants as service recipients, several results were obtained which stated that the services provided by officers both in the service and membership departments were good, polite, fast, and non-discriminatory. However, researchers also received several complaints about the attitude of officers who provided services that were considered less friendly.

Some participants criticized that there were several officers who explained information with unfriendly tone of voice and dirty faces and did not smile when serving participants. Thus, research on the application of the empathy dimension at the Investment and One-Stop Service Office of Seluma Regency shows unfavorable results.

In a public service, of course, the interests of customers are prioritized and take precedence over self-interests and those of agencies/institutions. The community is a top priority in a service, because the existence of services is of course for the interests and needs of the community.

The importance of prioritizing community interests also has a positive impact on community satisfaction and also the performance of the institution. If the service provided is good, then the community will feel satisfied and the assessment of the agency's service performance is also good. Vice versa, if the service provided is bad, then the negative impact will also be bad. Therefore the

importance of prioritizing the interests of the community compared to self-interest or the interests of the agency.

In the service of making permits from DPMPTSP, the service priority is of course the people who take care of making permits, of course their needs are prioritized to be served compared to doing other work that is not emergency or important to be resolved immediately.

CONCLUSION

Based on the results of the research and discussion that has been carried out and explained above, a conclusion can be drawn regarding the Quality of One-Stop Services at the Investment Service and One-Stop Integrated Services in Seluma Regency based on service quality indicators consisting of 5 indicators, namely Tangible, Reliability, Responsiveness dimensions, Assurance, and Empathy, it can be concluded as follows:

1. Tangible (Physical Evidence)

As the first benchmark in terms of service quality, service support facilities at the Investment Service and One Stop Integrated Services such as buildings are still in very good condition, but according to statements given by informants, the existing facilities and infrastructure are still not adequate and there are still many deficiencies. available parking is also wide, waiting room and children's playground are also provided, wheelchairs are available but there are no lanes for persons with disabilities, computer/laptop facilities that are not supportive also of course hinder the services provided to people who want to get a permit.

2. Reliability (reliability)

Overall, in this indicator, the services provided by officers at the Investment and One-Stop Service Office are quite good, careful and precise in providing services, have Standard Operating Procedures and are also able to control supporting equipment. However, there was a statement from the DPMPTSP itself and a statement from the community that the officers guarding the counters for the management of making permits were still empty so that administration was hampered, some people

who wanted to take care of their own permits still had to come to the relevant agency to make a letter of introduction first, officers from other agencies should also be present but in reality only the Kesbangpol and the Environment Service were present, even though letters had been sent to several agencies from the Regent.

3. Responsiveness

In this indicator, officers have carried out services carefully, precisely and thoroughly to minimize errors in service, the services provided are also relatively fast, it's just that services provided other than those related to Kesbangpol and the Environmental Service are hampered because there are no officers staying at place so that it requires the applicant to obtain a letter of introduction thus making services in other forms convoluted and ineffective and inefficient.

4. Assurance

In the Assurance indicator, officers serve the community as best they can, in accordance with regulations and flow, if the community follows the existing flow and stages, we guarantee that they will be able to help issue permits according to their needs, the permits issued are also appropriate and can be used and accounted for as supposedly, in providing services the implementing officers are required to provide comfort for the community.

5. Empathy (Empathy).

Overall in this indicator, the service for making permits by DPMPTSP Seluma Regency is in the good category. Officers always prioritize the interests of society regardless of social status. the service included being quite good, the implementing party also received criticism from the public and listened to suggestions from the community regarding employee service to always prioritize the interests of the community. The executor also provides the best service that can be given to the community.

In addition, all employees, both in administration and service, speak polite and friendly words to the public and to fellow employees. It also aims to create a good working environment and provide comfort for the community.

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