

## EVALUATION OF THE QUALITY OF LICENSING SERVICES AT THE INVESTMENT SERVICES AND ONE DOOR INTEGRATED LICENSING SERVICES IN NORTH SUMATRA PROVINCE

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### Abstract

Licensing services at the Investment Service and One-Stop Integrated Licensing Services of North Sumatra Province are still experiencing problems and problems related to Information and Technology systems, the absence of Regional Regulations regarding guidelines for licensing or regulations, facilities and infrastructure that are less supportive and the number of public complaints regarding licensing services which can be seen through television and internet media. This study aims to determine the quality of licensing services at the Office of Investment and One-Stop Integrated Licensing Services in North Sumatra Province. This research is descriptive research with a qualitative approach. Data collection techniques using the method of observation, interviews and documentation. The theory used is SERVQUAL Theory by Zeithaml, Parasuraman and Berry mention five dimensions in determining service quality, namely Tangibles (physical evidence), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee) and Empathy (empathy). The results showed that the quality of service at the Investment Service and One-Stop Integrated Licensing Services of North Sumatra Province for the Tangibles and Assurance dimensions did not match what the community expected, while the service quality for the Reliability, Responsiveness and Empathy dimensions were in accordance with what the community expected.

**Keywords:** *Service Quality, Licensing, One Stop Services*

### 1.INTRODUCTION

Reform of public services in the field of licensing began with the issuance of Minister of Home Affairs Circular Letter No.503/125/PUOD dated 16 January 1997 concerning the Formation of One-Stop Integrated Services. This was followed by the issuance of Minister of Home Affairs Regulation No. 24 of 2006 concerning Guidelines for the Implementation of One Stop Integrated Services as a form of implementation of Presidential Instruction No. 3 of 2006 concerning Investment Policy Packages.

The government as the administrator of the state has an important and strategic role in economic development which aims to improve the quality of life and welfare of all its citizens. Investment is seen as one way that is believed to be able to improve people's welfare by increasing infrastructure development activities that absorb labor, as well as improving infrastructure such as electricity which is still lacking in various regions as well as other facilities and infrastructure that can support development.

Since the issuance of Minister of Home Affairs Regulation Number 24 of 2006 concerning Guidelines for the Implementation of the One-Stop Service (PTSP), the entire licensing process has been carried out into a One-Stop Integrated Licensing service system (PTSP) or One Stop Service, namely in the process of obtaining permits only in one place (One Stop Service). This service system was created to provide solutions to overcome problems such as bureaucracy which often provides very complicated procedures and tends to be convoluted.

In 2020 the Government has issued Law Number 11 of 2020 about Job Creation. One of the new regulations that has attracted the public's attention the most is regarding business licenses because it is one of the main points in the formulation of the Job Creation Law. The implementing

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regulations for these business licenses are contained in a government regulation (PP) No. 5 Year 2021 concerning the Implementation of Risk-Based Business Licensing (Risk-Based Approach).

This rule is a refinement of the OSS system. The Risk Base Approach (RBA) is the legality given to business actors to start and run their businesses and/or activities. Meanwhile, risk is the potential for injury or loss from a hazard or a combination of possibilities and consequences of a hazard. Meanwhile, risk-based business licensing is business licensing based on the level of risk of business activities.

Regional government authority in the field of licensing has been regulated in the provisions of Law Number 23 of 2014 concerning Regional Government, and Government Regulation Number 38 of 2007 concerning Distribution of Government, Provincial, Regency/City Affairs as an integral part of regional autonomy affairs. One stop integrated service is the activity of administering a permit and non-licensing that receives delegation or delegation of authority from an institution or agency that has licensing and non-licensing authority whose management process starts from the application stage to the document issuance stage which is carried out in one place.

Integrated licensing services are carried out by one agency that has been given/delegated authority which was originally the authority of a technical agency. Integrated licensing services are a unified process with other permits because licensing has been carried out by one agency, so with this model it is hoped that licensing services can be carried out more quickly and in an integrated manner to overcome problems in terms of licensing so that business actors only need to interact with one government representative (agency). area and do not need to visit one by one related agency.

The Provincial Government of North Sumatra in implementing the mandate of Law Number 25 of 2007 concerning Investment and Law Number 25 of 2009 concerning Public Services, and referring to Government Regulation Number 18 of 2016 concerning Regional Apparatuses and Regional Regulation of North Sumatra Province Number 6 of 2016 2016 concerning the formation and composition of regional apparatus, the North Sumatra Provincial Investment and One-Stop Licensing Services Service was formed which is a work unit that has the task and function of serving the community in the field of licensing which is expected to foster a conducive business climate in North Sumatra Province, namely by serving easy, fast and transparent licensing and non-licensing.

Duties, Functions, Job Descriptions and Work Procedures of the North Sumatra Province Investment and One-Stop Licensing Service are regulated in North Sumatra Governor Regulation No. 44 of 2017 that the One-Stop Integrated Investment and Licensing Service Service carries out the functions of implementing climate development administration, promotion, service, implementation control, investment data and information, administering one-stop licensing in accordance with the scope of its duties.

Following up on the mandate in the Job Creation Law (Ciptaker Law) and Government Regulation Number 6 of 2021 concerning the Implementation of Business Licensing in the Regions, the Minister of Home Affairs Regulation Number 25 of 2021 concerning the One-Stop Service Investment Service was issued. This regulation has the objective of simplifying licensing procedures for a number of business sectors in the regions for the welfare of the people by spurring economic growth and distributing their income.

In this Regulation of the Minister of Home Affairs Number 25 of 2021, it is also detailed regarding the institutional structure and duties of the Investment Service One Stop Integrated Service. Including, related to changing structural positions to functional positions in managing investment and structuring licensing, synchronizing all permits in Indonesia. The One Stop Investment and Services Agency will stand alone. There is no interference from the Regional Head in signing the permit issuance. Everything will be electronic based. Thus, it can break the convoluted and long bureaucratic chain.

Based on North Sumatra Governor Regulation No. 66 of 2017 concerning the delegation of authority for licensing and non-licensing services to the Investment and One-Stop Licensing Service of North Sumatra Province, the number of permits under the authority of the North Sumatra Province Investment and One-Stop Licensing Service is 164 permits and non-permits.

However, the actual conditions that occurred, the implementation of the aforementioned policies still spawned a number of problems. According to the Monitoring Committee for the Implementation of Regional Autonomy (KPPOD), until now the regulatory frameworks from the center have overlapped. Problems with business licensing in the regions through the PTSP system are caused by bureaucratic procedures that are still prone to corruption and brokering. In addition, the PTSP system has not been able to reduce investment costs and the length of time it takes to obtain permits. In fact, the implementation of PTSP in 100 districts/cities was not running effectively. Of these, 77 of them have not met the cost regulations required in Permendagri No. 24 of 2006. Another finding is that there is a practice of stealth fees that must be paid by entrepreneurs when applying for a number of permits, including levies for Trading Business Permits (SIUP) and Company Registration Certificates (TDP). The SIUP and TDP fees should be free, but they are still being charged (Halik, 2021).

In the implementation of licensing services at the DMPPTSP of North Sumatra Province, obstacles were still found, including computer systems between Ministries and Institutions that were not properly connected and there were still very few Regencies/Cities that had Detailed Spatial Plans (RDTR) as the basis for granting location permits, of course business actors also complained about the difficult access to the OSS system. Many people do not know how to apply for permits online (OSS) as a result of a lack of information published to the public or consumers about licensing service procedures. Ignorance and lack of understanding of the OSS licensing system has impacted on the difficulty of obtaining business licenses to run a business, especially during this pandemic.

In addition to the obstacles above, the Regional Regulation (Perda) concerning Guidelines and Procedures for Licensing and Non-Licensing in North Sumatra has not been enacted, of course this is of particular concern to the North Sumatra Province DMPPTSP. There are business actors who do not have awareness in submitting and applying for business licenses and do not have adequate facilities for the development of domestic and foreign investment.

The problem faced by DMPPTSP in providing services is that there are still licensing regulations that are out of sync or overlapping with relevant technical Ministry regulations which result in confusion for business actors to apply for business licenses, as well as a Licensing Technical Team that has been established based on a Decree of the Governor of North Sumatra who is authorized issued a recommendation for issuing permits that should have an office at the Provincial DMPPTSP, did not want to have an office or standby at the North Sumatra Province DMPPTSP due to inadequate facilities and infrastructure, for example space and work desks were not available. This is one of the causes of the length of time permits are issued.

The number of employees who handle permits is not balanced with the large number of permit applications that must be processed, which also causes permits to be issued for a long time. In one day there are ten to fifteen applications for permits that enter the DMPPTSP of North Sumatra Province. While the number of officers who handle permits as many as 15 people. In conducting field surveys for one type of permit application takes two to three days. Of course this has an impact on permit applications that come in later and will be processed after the employee in charge of the permit returns from the field survey.

With regard to facilities and infrastructure, for other physical facilities, namely the parking area which is very limited so that many permit applicants use the shoulder of the road as a place to park their vehicles. In addition to parking for guests and permit applicants, the parking area for PMPPTSP Office employees of the North Sumatra Province itself also uses the shoulder of the road which is located outside the office location, to be precise behind the outside. Of course this can cause inconvenience to public road users crossing the road. This also raises concerns for employees about the safety of their four-wheeled vehicles because the security cannot be monitored by a security guard or security post because the security post is only at the front entrance.

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### 2. RESEARCH METHOD

Research methods and research techniques are the most important components of research. The method is the entire scientific step used to find a solution to a problem (Ulber Silalahi: 2009: 13). This study uses a qualitative research approach where qualitative research is a scientific method that is often used and carried out by a group of researchers in the field of social sciences. In conducting research, the first thing to pay attention to is the research object to be studied. Where the research object contains problems that will be used as research material or research focus to find a solution. According to Husein Umar (2013: 18) the object of research is to explain what and or who is the object of research as well as where and when the research is carried out. The research object is the focus of the problem or an overview of scientific objectives that will be explained in order to obtain information and data with specific purposes and uses. The object of research in this study is the quality of licensing services at the DPMPTSP of North Sumatra Province. Data collection techniques are observation, interviews, and documentation. In this study, data analysis was carried out continuously from the beginning to the end of the study, both in the field and outside the field, using techniques such as those proposed by Miles and Huberman, namely Data collection techniques are observation, interviews, and documentation. In this study, data analysis was carried out continuously from the beginning to the end of the study, both in the field and outside the field, using techniques such as those proposed by Miles and Huberman, namely Data collection techniques are observation, interviews, and documentation. In this study, data analysis was carried out continuously from the beginning to the end of the study, both in the field and outside the field, using techniques such as those proposed by Miles and Huberman, namely Data reduction, namely data presentation, and verification.

### 3. RESULTS AND DISCUSSION

#### 3.1. Physical Evidence (Tangibles)

Tangibles or physical evidence is an important indicator of several indicators that affect the realization of excellent service. Physical evidence is a concrete form in the form of facilities and infrastructure used by a regional apparatus to support the implementation of services that can be seen and used by the apparatus itself as well as the community as the permit applicant. Physical evidence is a factor that can be assessed by the community where physical factors are the initial factor in supporting the convenience of the community in applying for permits as well as the apparatus that will provide services.

To see how far the physical evidence exists at the Provincial Investment and One-Stop Services Office in providing licensing services to the community, the researchers describe the indicators of tangibles below:

##### a. Appearance of service personnel

Officer appearance is one of the indicators assessed in service quality. Appearance of officers related to the use of attributes or uniforms. Cleanliness and tidiness of the uniform is something that deserves attention. The DPMPTSP of North Sumatra Province employs Contract Workers as Front Office (FO) officers to provide services for permit applications and issues related to OSS. The service staff has a clean and tidy appearance.

This is also in line with the results of observations, namely that every officer who performs services looks clean and tidy but has not yet worn a service uniform. Appearance can affect the service process. The community will feel happy when service workers look neat and attractive. If the officer's appearance is good, it will create a good impression, and vice versa. Service officers are expected to maximize their appearance for the sake of quality service.

##### b. Convenience of service places (facilities and infrastructure)

Physical facilities are everything in the form of objects that can be seen and used in carrying out a business process, in this case in the form of services to the community. Physical

facilities are absolutely necessary with adequate equipment. The characteristics of various physical facilities such as buildings and rooms. Facility is an object or tool that is used to facilitate or support a job in achieving the goals that have been planned. The availability of adequate facilities will contribute to providing services, with adequate facilities the service will be even better and more effective.

The convenience of service places greatly influences the assessment of service users on the quality of public services. Service providers must provide sufficient space so that service users do not feel cramped in the room. In addition to the area of service space, air conditioning (AC) should also be provided to increase the comfort of service users.

During the day the condition of the room will feel hotter. Based on the results of observations made, in the service waiting room and service room there are indeed air conditioners, televisions, tables and chairs. The comfort of the place of service also affects the quality of service. Therefore, service providers must pay more attention to the convenience of service users. If there is a good service place available, service users will also feel comfortable.

The availability of facilities and infrastructure to carry out licensing services online is a supporting facility in realizing the implementation of government. According to researchers based on field observations, the condition of the physical facilities used to support service activities at the Investment and One-Stop Services Office of North Sumatra Province can be said to be good. The facilities available to support services include computers, printers, scanners, service desks, brochures, chairs, queuing machines and so on. While the infrastructure available at DPMPTSP is in the form of a building equipped with toilets, lactation rooms, children's playgrounds and complaint rooms.

The waiting room is used by the public or applicants in waiting in line. This waiting room is made for people who come to look for information related to permits that will be handled, where in online registration, there are still people who do not understand and understand the registration methods, therefore there are still many people who come to the Sumatra Provincial DPMPTSP to ask questions straight to the officer.

c. Ease of service process

In this indicator, ease of service is needed for service users so that the service process can run well. Based on the results of the research conducted, it has not maximized convenience for service users. There are still people who don't know the ready-to-serve.sumutprov.go.id online link which contains types of permits, requirements, complaints and assessments of services, so people have to go back and forth to fulfill the necessary requirements.

From the results of interviews with the informants above, it can be seen that it is not only the general public who do not know information about online links related to permits that are the authority of the North Sumatra Provincial DPMPTSP, but the Regency/City DPMPTSP also do not know the address or link.

Based on the results of the interview above, it can be seen that the DPMPTSP of North Sumatra Province is still not massive enough in socializing and informing the public about licensing which is the authority of the North Sumatra Provincial Government. Socialization can be done through communication and information media. Therefore, convenience in the service process is very necessary so that service users do not feel difficulty and confusion in service. The licensing service mechanism in the North Sumatra Province DPMPTSP can be seen in the image below:

d. Discipline of officers in carrying out the service process

In carrying out their duties service officers need work discipline so that the service process can run smoothly. Officer discipline will form officers who are full of responsibility at work, so that it will create a conducive working atmosphere and support efforts to achieve goals, especially in the service process. Officers must prioritize service interests above their personal interests, because service work is work that prioritizes the public interest, in other words the interests of service users must be prioritized by service officers.

In accordance with Law Number 25 of 2009 article 15 (d) that public service providers are obliged to provide facilities, infrastructure and/or public service facilities that support the



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creation of an adequate service climate. In line with the Decree of the Minister for Administrative Reform and Bureaucratic Reform Number 63 of 2003 that "the service environment must be orderly, orderly, provided a comfortable, clean, tidy waiting room, beautiful and healthy environment and equipped with service support facilities, such as parking, toilets, places of worship and others.

The physical condition of the North Sumatra Province DPMPTSP still has a number of deficiencies, including a lack of parking space. The existing parking lot uses the shoulder of the road in front of the office and behind the office. DPMPTSP North Sumatra Province also provides toilet facilities in good and clean conditions. Other supporting facilities for service activities include a service room that uses air conditioning and has a television and reading materials in the form of daily newspapers, a children's playground and a lactation room.

The informants' responses to the tangibles dimension were as expected, but there are a number of things that need attention, including the parking area for permit applicants for both two-wheeled and four-wheeled vehicles and the lack of socialization and information about websites and applications for easy access to permits. From the indicators of the appearance of service officers, both the front office and back office, based on the results of the research, they have given a good impression and response. Service quality in terms of tangibles (physical evidence) dimensions has provided satisfaction for the community.

The justification for the results of the research was carried out by interviews with the Assistant Inspector (Urban) IV who said that the supporting facilities and infrastructure in the delivery of services were good but needed additional parking space for vehicles for license applicants. Discipline and appearance of service personnel is also good. For indicators of ease of service, there are still many people who do not know information about websites and licensing links as a result of the lack of promotion and socialization carried out by the Sumatra Province DPMPTSP in informing and disseminating information on licensing administration in North Sumatra.

### 3.2. Reliability

Reliability, namely the ability of service providers to provide services in accordance with what is promised accurately and reliably so that the services provided to the community are in accordance with community expectations, which means timeliness and the same service for all people without errors. The principle of reliability is absolutely essential in providing services to the community because every community generally wants fast and accurate services. Reliability in this study is determined by the ability of the apparatus and front office staff to provide fast service to complete permit applications in accordance with a predetermined time limit. Certainty and timeliness are important elements in service delivery.

Accuracy in service is needed so that people believe that what they get is correct, both from the aspect of administrative and procedural completeness. Reliability is an important factor in the successful process of licensing services in the midst of society in order to create quality service.

Decree of the Head of the Investment Service and One-Stop Integrated Licensing Service of North Sumatra Province Number 2268 of December 16 concerning Service Standards for the Implementation of Licensing and Non-Licensing Services is a reference for the Investment Service and One-Stop Integrated Licensing Service (DPMPTSP) of North Sumatra Province in providing good services. quickly and accurately to the public.

Service will be of high quality if the officers are alert and able to provide services to the community. Satisfying service is a goal to maintain the comfort of the community, in serving the community quickly and easily. The community, of course, in taking care of everything, doesn't want to wait long, so if everything can be done quickly and easily, of course, avoid the practice of

intermediary service providers (brokers). Based on observations, there is a sign that reads "Installers are prohibited from entering" posted at the entrance to the service room.

To see the extent to which the reliability or reliability of North Sumatra Province Investment and One-Stop Services Service (DPMPTSP) service personnel in providing services to the community, researchers describe indicators of reliability which include alertness and accuracy below:

a. Service Officer Alertness.

Every apparatus and service officer of the North Sumatra Province Investment and One-Stop Services Service (DPMPTSP) has their respective duties and functions. Apparatus and service officers are expected to be able to carry out licensing services swiftly and facilitate the community, prioritizing the interests of the community. If there is an error in the alertness of the apparatus, the public can report it in the complaint application and an evaluation will be carried out.

b. Service accuracy.

Accurate service is a form of service that is carried out based on accuracy in the service process without any mistakes in all matters. Good or bad service quality can be judged by the ability of service providers to meet the expectations and needs of the community. Therefore, the apparatus must always be willing to listen to public complaints so that the community feels served properly and correctly, and by listening to complaints and opinions from the public, the apparatus can find out the quality of the services provided so far and will become input for improving the quality of services.

Service officers are required to be professional in carrying out licensing services at the Investment Service and One-Stop Integrated Services (DPMPTSP) of North Sumatra Province in accordance with the regulated Service Standards. Professional in this case is related to the accuracy of service hours. One of the professionalism of the North Sumatra Provincial DPMPTSP is completing each permit on time or what is called accurate service.

### 3.3. Responsiveness

Responsiveness is a willingness and ability of service workers to help and provide services immediately to the public. This dimension is related to the ability to provide services that are fast, precise, accurate, and in accordance with the service completion timeframe in order to provide satisfaction to the public, as well as the willingness to listen and respond to public complaints.

Based on the research conducted, the quality of service at the DPMPTSP of North Sumatra Province in terms of responsiveness dimensions with indicators responding to each customer/applicant and public complaints is in the good category. When people come to the DPMPTSP of North Sumatra Province, service officers are always in the service room. Officers are always ready to welcome and provide services to the public. They are also able to listen well to complaints and complaints from the public, and quickly try to respond to public complaints. For example, complaints and grievances by the public related to the huge number of permit requirements and having to upload documents, officials immediately helped the community to upload the required documents for permit applications.

This is in line with the opinion of the Chairman of Commission C DPRD North Sumatra Province who argues that the quality of service for dimensionsresponsivenessalready well. Service officers are responsive and quickly understand what the permit applicant needs. If the service staff at the front office encounters a problem, they can call the back office, in this case the apparatus or official who is authorized and understands the problem, to provide further explanation.

### 3.4. Assurance

Assurance, namely knowledge, ability, courtesy and trustworthiness of employees, free from risk and doubt. Guarantees are efforts to provide protection for the community for its citizens against risks which, if the risks occur, can cause disturbances in the normal structure of life. This

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guarantee is very important for services that require a fairly high level of trust where people will feel comfortable and guaranteed. Assurance referred to in this study is the timeliness in providing services and cost guarantees in providing services to determine service quality.

Based on the results of the interviews above, it can be seen that the apparatus and service officers still have not provided a timeline for providing licensing services because they are not in accordance with the timeframe set by the DPMPTSP of North Sumatra Province.

Based on the results of the interviews above, it can be seen that services at DPMPTSP have not provided a stipulation in providing services to the community, even though there has been a timeframe set by DPMPTSP Provsu.

According to the results of observations and interview results, it can be concluded that the punctuality in providing services greatly determines the quality of licensing services at the DPMPTSP of North Sumatra Province because of the punctuality of service, the quality of service is getting better, but conversely there is no punctuality of employees in providing services to the community, so the level of quality Getting lower.

The timeliness of completing permit applications at the DPMPTSP of North Sumatra Province can be said to be good according to the results of previous interviews that the issuance of permits is in accordance with a predetermined time period and some are not in accordance with a predetermined time period.

### 3.5. Empathy

Empathy includes good communication and understanding the needs of service users. Empathy is attention that is carried out personally or individually to service users by placing themselves in situations that are carried out by service users. To provide services, maximum empathy is needed so that people can experience the services provided directly. The empathy in question is fair, friendly and polite or non-discriminatory services and the understanding of service officers for the wishes of service users.

Based on the results of the interview above, it can be seen that officers are fair in providing services to the community. Employees in serving the community must be friendly and speak polite words to the public. By speaking good words and being respectful in serving, people will feel valued. Based on the results of the interview above, it can be seen that the employees in providing services have been friendly and polite to the permit applicant. Service officers are also quick to understand and understand the issues submitted by permit applicants. According to the results of observations and interview results above, it can be stated that friendliness,

Based on the research conducted, the quality of service at the DPMPTSP of North Sumatra Province in terms of the dimensions of empathy is included in the satisfying category. DPMPTSP North Sumatra Province has provided special facilities for people with special needs according to their needs. This attitude shows that service officers are able to respect each community and are able to act fairly according to the needs of the community.

### 3.6. Driving Factors in Improving the Quality of Licensing Services Qualified Human Resources

In Management Science, the term The Right Man In The Right Place is known, which means the right person does the right job. What is meant by the right person is a person who has certain expertise, so he should be placed in a field that matches his expertise. Thus the employee will be able to carry out their duties to the fullest.

It is possible that the employee will find a better and more appropriate work method because he already has sufficient basic knowledge about the field he is handling. In short, it can be said that employees who are placed according to the educational background they have obtained have a greater possibility of achieving at their jobs.



In improving services to the community, the thing that becomes the main basis is the mindset of the implementer of the service. With this mindset, service officers with full awareness carry out their duties to provide the best service and be able to satisfy the community.

### 3.7. Adequate and complete facilities and infrastructure

Availability of tools and equipment used in accordance with the level of function and their needs in providing services with speed, accuracy, ease and quality of service access. Meanwhile, it will be an inhibiting factor if the facilities and infrastructure cannot be used or are rarely used and have not even been provided. So that it is done manually which has an inefficient, effective and uneconomical impact in obtaining work output.

### 3.8. Organizational factor's organizational structure

Service organizations are basically no different from organizations in general, but there are slight differences in their application, because service targets are specifically aimed at humans who have multi-complex character and will. Therefore, the organization referred to here is not solely in the embodiment of the organizational structure, but more in the arrangements and work mechanisms that must be able to produce adequate services.

The quality of public services in the government, one of which depends on its constituent components. Complexity, formalization, and centralization. This is where formal coordination mechanisms and patterns of interaction within an organization are formed. Complexity means that the organizational structure applies the level of division of labor and position levels. The formalization component relates to Standard Operating Procedures (SOP). Centralization relates to decision-making authority.

The conditions of these three components of the organizational structure affect service quality. If the government has a division of labor as needed. Having clear SOPs for each type of service as well as implementing responsible decentralization so that decision making can be faster and more flexible. Of course it can support the quality of public services.

### 3.9. Licensing Service System Factors

To provide good licensing services for the community, an organized system is needed. Apart from impacting the speed of service, a good licensing service system can reduce extortion and acts of corruption. Clear terms of service, time limits, procedures, and transparent service rates can encourage the level of public trust in government services.

In order to provide better service. Currently licensing services have been integrated into one door. Several cities in Indonesia are starting to use itintegrated licensing management information system to support one-stop services. This information system, which is better known as e-government, can support service delivery to become clearer, easier and more transparent. When the government implements good licensing services, it is not only the people who feel helped. However, government performance will also be more effective and efficient. Processes that are usually convoluted and long become more efficient. From the government side, the incoming data is well documented so that it can be used as a reference in the future. The application of technology can be one of the efforts to improve the quality of public services.

## 4. CONCLUSION

1. The quality of licensing services in the DPMPPTSP of North Sumatra Province using five dimensions of public service quality suis good in accordance with the basis for the establishment of One-Stop Integrated Services, namely in the framework of closer, improving and shortening the service process in order to create services that are fast, easy, inexpensive, transparent, certain, and affordable. For the Tangibles dimension, the indicators for the appearance of service personnel and office building facilities are in accordance with community expectations, but for indicators of vehicle parking facilities and the ease of obtaining services, they are not in accordance with what the public expects. The Assurance dimension, the indicator for the determination of cost guarantees and the legality of permit

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- documents, is in accordance with the community's expectations, but the timeliness indicator for the issuance of permits has not met the expectations of the community. Meanwhile, the dimensions of Reliability, Responsiveness and Empathy for all indicators are in accordance with what the community expects.
2. The quality of licensing services at the DPMPPTSP of North Sumatra Province has been satisfactory. This is in accordance with the results of interviews with informants, namely the perceived service is in accordance with the expected service. However, there are several indicators that need to be prioritized for improvement as an effort to increase community satisfaction, namely vehicle parking facilities and timeliness of service starting from the application process to the issuance of permits.
  3. Factors that encourage service quality in order to provide satisfaction to the community:
    - a. Awareness of the leadership and implementing officials.
    - b. There are adequate rules.
    - c. Organization with a dynamic system mechanism.
    - d. Employee income sufficient to meet minimum living needs
    - e. Capabilities and skills in accordance with the task or job that is accounted for.
    - f. Availability of service facilities in accordance with level of function and requirements.

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EVALUATION OF THE QUALITY OF LICENSING SERVICES AT THE INVESTMENT SERVICES AND ONE DOOR INTEGRATED LICENSING SERVICES IN NORTH SUMATRA PROVINCE

Sangkot Ariani Rambe, Sakhyan Asmara, Hatta Ridho

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