

# Implementation of One Top Service in Improving Service Quality in Capital Investment Services, Integrated Service of One Door of Banggai District

Kisman Karinda <sup>1</sup>

Government Science Study Program  
Faculty of Social Sciences, Political Sciences  
Muhammadiyah University of Luwuk

La Ode Sabirila Jayalangi <sup>2</sup>

Government Science Study Program  
Faculty of Social and Political Sciences  
Muhammadiyah University of Luwuk

**Abstract:- Improving the quality of public services is one of the most important issues. This happens because on the one hand the demands of the community for service quality are getting bigger while the practice of service providers does not experience significant changes. One of the government's efforts to improve service delivery is to implement a One Stop Service that is expected to be able to cut the time and costs needed to arrange permits. The purpose of this study was to find out the Application of One Top Service in Increasing Service Quality at the Investment Office, One Door Integrated Service in Banggai Regency by using seven service indicators by Boediono. The results of this study indicate that the Application of One Top Service in Increasing Service Quality at the Investment Office, the One Stop Integrated Service in Banggai Regency is very good.**

**Keywords:- One Top Service, Service Quality.**

## I. INTRODUCTION

Demands for change are often directed at government officials regarding public services in the licensing sector given to the public. One thing that until now is often still a problem in the relationship between the people and the government in the region is in the field of licensing services, especially in terms of quality or quality of government apparatus services to the public. The government as a *service provider* (service provider) for the community is required to provide increasingly quality services. Especially in the face of competition in the era of globalization, the quality of service of government apparatus will be increasingly challenged to be more optimal and able to answer the increasingly high demands of the community, both in terms of quality and in terms of service. Public services are basically related to the relationship between service provider institutions and people in need. This is because the Government has an important role to provide excellent public services for all its residents according to what has been mandated in the Law.

In article 1 of Law Number 25 of 2009 concerning public services. But in reality the implementation of public services in the field of licensing carried out by the government is still faced with services that have not been effective and efficient and the quality of human resources

that have not been adequate. This can be seen from the fact that there are still many complaints from the public both directly and indirectly, such as through mass media that demand an increase in the quality of public services. Improving the quality of public services is one of the most important issues. This happens because on the one hand the demands of the community for service quality are getting bigger while the practice of service providers does not experience significant changes. The community demands quality public services at all times, even though the demands are often not in line with expectations because the public services that have been happening are still complicated, slow, expensive and tiring. Therefore, efforts to improve the quality of service to the community are activities that are carried out continuously and sustainably by all levels of state apparatus at all levels of service to the community by government apparatus that need to be continuously improved.

One of the government's efforts to improve service delivery is the issuance of Minister of Home Affairs Regulation No. 24 of 2006 concerning the Guidelines for Implementing One-Stop Integrated Services (PTSP), the type of institution being submitted to the regions to choose the appropriate type of institution, office or agency adjusted to the capabilities and needs of the region in managing it. With the establishment of this One-Stop Integrated Licensing Service Office / Office as an institution specifically tasked with providing licensing services to the community, in the case of community licensing management, it is only enough to visit one office / Agency / Service only. The Minister of Home Affairs regulation basically requires local governments to carry out activities including:

- Simplification of Business Licensing Systems and Procedures;
- Establishment of one-stop integrated licensing service institutions in the regions;
- Trimming licensing time and fees;
- Service system improvement;
- Information system improvement, and;
- Implementation of monitoring and evaluation of licensing service processes.

The implementation of the One Stop Integrated Service is the implementation of licensing and non-licensing activities which the management process starts

from the application stage up to the issuance stage of the document carried out in one place. One-Stop Integrated Services, Head of PTSP is given the authority to sign the entry permit, this means simplification of services. Simplification of services is an effort to minimize the time, procedures, and costs of granting permits and non-licensing. Licensing is the provision of legality to a particular person or business actor / activity, both in the form of a permit and a business registration sign. Enforcement of One Stop Services (PTSP) or *One Stop*

*Service* this is expected to be able to cut the time and costs needed to manage permits.

For Banggai District, the development and implementation of One Stop Service is implemented with the establishment of the One Stop Investment Service and Service Office (DPMPTSP). based on the Banggai District Regional Regulation Number 4 of 2016 concerning the Formation and Composition of the Regional Apparatus of Banggai Regency.

No.	Types of Permits Implemented	Before Delegated Still Managed Agencies
1	SITU / HO (Disturbance Permit)	Economic administration section of the regional secretariat of Banggai Regency
2	Fisheries and Marine Business Permits	Fisheries & marine service
3	Building Construction Permit (IMB)	Cipta Karya & Spatial Planning Service
4	Film Business Permit	Transportation, communication & information service
5	Business Permit for Bridal Makeup, Beauty Salons, and Hair Trimmers	Office of Tourism & culture
6	Post and Telecommunication Service Business License	Transportation, communication & information service
7	Permit for Rice Milling, Huller, Shrinking Rice and use of agricultural machinery tools	Department of Agriculture
8	Restaurant Business License	Office of Tourism & culture
9	Hotel / Lodge Business Permit	Office of Tourism & culture
10.	Location Permit / Location of Goal Materials Gol. C	Department of mining & energy
11	Deposit / Storage Permit Gas Oil & Lubricants	Department of mining & energy
12	Business License for Medicines and medical devices	public health Office
13	Trading Business License	Industry & trade service
14	Warehouse Registration (TDG)	Industry & trade service
15	Construction Services Business License	Bina marga and irrigation services

Table 1:- Types of Permits issued by DPMPTSP  
Source: Minimum Service Standards (SPM) in Banggai District DPMPTSP 2016

With the enactment of Law Number 28 of 2009 concerning Regional Taxes and Regional Levies, the licenses managed by the one-stop Integrated Investment and Services Service of Banggai Regency experienced a total of 14 permits, starting from 2011 the authorities managed by Dadan Investment and Integrated Services (DPMPTSP) is reduced to 3 types of permits that are still

subject to their retribution rates. For the 11 other types of permits, the retribution tariff is not collected, but in issuing licenses it is still the responsibility of the Banggai Regency's one-door Integrated Services and Investment Service. Permits that are subject to the levy tariff according to the Regional Regulation (PERDA) are as follows;

No.	Types of Managed Permits	Legal Foundation
1	Fisheries and marine business licenses	Regional Regulation (PERDA) No.14 of 2011 concerning retribution for fisheries business licenses Decree of Banggai Regent No. 65 of 2001 concerning the implementation of the regional regulation No. Banggai Regency. 14 of 2001 concerning Fisheries Business License Levies
2	Building Construction Permit (IMB)	Regional Regulation (PERDA) No. 23 of 2006 concerning Building Permit Levy (IMB)
3	SITU / HO (Permission to interrupt)	Regional Regulation (PERDA) No. 15 of 2009

Table 2:- Types of licenses managed

Source: Minimum Service Standards (SPM) of DPMPTSP in Banggai District in 2016

But in its journey, the investment climate and investment movements were not supported by the implementation of licensing services in Banggai District which were considered to still encounter several obstacles. The first problem was the lack of quantity of human resources in Banggai District DPMPTSP, while the number of applicants permits from year to year have increased. The second problem, with the number of HR (functional groups) available at DPMPTSP in Banggai Regency which is in the *Front Office* (FO) and *Back Office* (BO). This of course can cause problems for licensing applicants as expressed by a *front-office* staff of the Sub-Division of Investment Promotion, Registration, Data and Development Division of DPMPTSP in Banggai Regency who states that late completion of licensing files can occur if there is a buildup of permit application files that have not processed due to lack of human resources in DPMPTSP of Banggai Regency, moreover there are several types of permits that require field visits.

By looking at the issues and background above, the author is encouraged to know "*The Application of One Top Service in Improving Service Quality at the Investment Office, the One Stop Integrated Service in Banggai Regency*".

## II. METHOD

This research is a descriptive study with a qualitative approach. This research was chosen because it was to present data systematically, factually, and accurately about the facts in the field. This research was carried out at the Investment Office, the One Stop Integrated Service in Banggai Regency. The research was conducted on September 15 to November 26, 2018. Informants are sources of data needed by researchers in a study. The informant was chosen to get information that was in accordance with the researcher's problem, where the researcher first set the target to be the resource person namely the community, the Banggai District DMPTSP, and related stakeholders as informants and then delegated assignments in the field according to the research theme. The informants will be asked to exchange ideas with researchers, speak or compare an event found by another subject (Moleong, 2002: 40).

In this study, the technique of collecting data was done in 3 (three) ways as follows;

- Observation Technique (*observation*). Make direct observations.
- Questionnaire Technique. A questionnaire is a number of written questions that are used to obtain information from respondents in the sense of personal reports or things he knows.
- Documentation study. Documentation activities are carried out by recording and documenting various data from informants available from various institutions related to research needs.

In this study the author uses data analysis techniques that are data processing and analyzing data that has been collected and then analyzed with systematic explanation. To be more efficient, relevant and accurate, the analysis of this data is based on the type of source of data collected. For the data from the questionnaire results are processed in the form of tabulations to get a percentage and get an overview of conclusions. According to Sugiono (2012, 93) Determination of percentages to facilitate conclusion drawing using the formula:

$$P = \frac{f}{n} \times 100\%$$

Information:

- P = Percentage  
F = Number of responses that choose an answer  
n = Total number of respondents  
100% = Fixed number

If the data is interpreted as a percentage, the classification of respondents' answers is as follows:

- 1% - 20% = Very not good  
21% - 40% = Not good  
41% - 60% = Pretty good  
61% - 80% = Well  
81% - 100% = Very good

Each answer from the respondent is determined by its value and score, which are determined as follows:

Determining the score (X) of the answer using the formula:

$$\text{Skor} = \frac{\sum(\text{frekuensi jawaban} \times \text{bobot})}{\text{banyaknya responden}} = \frac{\sum(f \cdot b)}{n}$$

Determination

$$\text{Interval} = \frac{\text{Jarak Pengukuran (R)}}{\text{Jarak Kelas (K)}} = \frac{5 - 1}{5} = 0,8$$

### III. RESULTS AND DISCUSSION

Public service is a part that can not be separated from the life of the nation and state. This service must be given as mandated in the 1945 Constitution that the state is obliged to serve every citizen and population to fulfill their basic needs in the context of public services and improve the welfare of the community.

The government is an actor who acts as a provider and service provider. Organizing public services is a function of the government in addition to distribution, regulation, and protection, which is the real actualization of social contracts with the community. The most important thing then is the extent to which the government can manage these functions in order to produce goods, services (services) that are economical, effective, efficient and accountable to all the people who need them. In carrying out the service function, for example, the regional government has taken steps to simplify the implementation of licensing services by establishing an integrated service unit (UPT). One of the prime service patterns that has been implemented by the regional government is *one stop service*.

This one-stop / *one-stop service* or *one stop service* pattern is carried out in one place which includes various types of services that do not have a related process and are served through various doors. The pattern of one-stop integrated services is more aimed at providing services to the community. The implementation of *One Stop Service* (OSS) in integrated licensing services can also be said to have been successfully implemented when viewed from the implementation of OSS that is in accordance with the Minimum Service Standards (SPM). The measure is indeed used as a reference for how licensing services have been carried out. The assessment indicators for the implementation of *one stop service* using the Minimum Service Sandart (SPM) are adjusted to MENPAN Decree Number 63 of 2003. It is stated that service delivery must fulfill several principles including:

#### ➤ *Simplicity*

The meaning of simplicity includes being easy, smooth, fast, not convoluted, easy to understand and easy to implement.

#### ➤ *Certainty*

Clarity this means that there is clarity and certainty here are matters relating to:

- Procedures or procedures for public services
- General service requirements, both technical and administrative
- Work units and / or officials authorized and responsible for providing public services
- Details of costs / tariffs for public services;
- Schedule of completion of public services;
- Rights and obligations, both public service providers receiving public services based on evidence of receipt of applications / completeness, as a means to ensure processing of public services;
- Officers who receive community wards.

#### ➤ *Openness*

Matters relating to the public service process must be informed openly so that they are easily known and understood by the public.

#### ➤ *Efficiency*

- General service requirements are only limited to matters that are directly related to the achievement of service targets while paying attention to the integration between the requirements with the public service products provided;
- Prevented repetition of fulfillment of completeness, requirements in terms of service processes require complete requirements from other relevant work units / government agencies.

#### ➤ *Economical*

In the sense that the cost of public services must be determined fairly by paying attention to:

- The value of public goods or services and does not require high costs is out of the ordinary.
- The condition and ability of the community to pay in general.
- Provisions of applicable laws and regulations

#### ➤ *Justice*

What is meant by the joint justice here is equitable justice, in the sense that the coverage / range of public services must be carried out as widely as possible with equitable distribution and fair treatment.

#### ➤ *Punctuality*

The definition of timeliness is in the implementation of service time can be completed within a specified timeframe.

To find out the Application of One Top Service in Improving Service Quality at the Investment Office, the One Stop Integrated Service in Banggai Regency uses 7 (five) service dimensions according to Boediono 2003). The results of the study are aimed at the dimensions of the service, which can be seen in the table below:

No.	Dimension Service	Indicator	Assessment
1	Simplicity	1. Product quality has been in line with expectations. 2. Get service products / errors that are not in accordance with the submission	1. Very good category 2. Poor category
2	Clarity and certainty	1. Knowing the procedure for obtaining service at DPMPTSP in Banggai Regency 2. Complicated to fulfill the service procedures of DPMPTSP in Banggai Regency 3. Using a service bureau in obtaining DPMPTSP services in Banggai Regency 4. Request help / assistance to employees / officers to speed up service	1. Very good category 2. Good category 3. Poor category 4. Good category
3	Openness	1. DPMPTSP is committed to completing services according to the provisions	1. Very good category
4	Efficiency	1. Provide an explanation of the requirements needed to get service at DPMPTSP in Banggai Regency 2. DPMPTSP provides socialization of its services . 3. Requirements to get services are easily equipped / fulfilled	1. Very good category 2. Very good category 3. Good category
5	Economical	1. The fee is appropriate to get service at DPMPTSP in Banggai Regency 2. Fees / tariffs have been announced / socialized to the public	1. Very good category 2. Very good category
6	Justice	1. DPMPTSP employees are skilled / skilled in service 2. In serving, DPMPTSP employees are always friendly and friendly ,	1. Good Category 2. Very good category
7	Punctuality	1. Satisfied with the current service time of DPMPTSP in Banggai Regency for 5 working days (8:00 - 16:00) 2. Get service according to a predetermined time	1. Very good category 2. Good category

Table 2:- Service Quality Assessment at the Investment Office, One-Stop Integrated Services

Based on table 2 about assessing service quality can be seen that the Application of One Top Service in Improving Service Quality very good.

#### IV. CONCLUSION

The application of *One Stop Service* (OSS) in Improving Service Quality at the Investment Office, the One Stop Integrated Service in Banggai Regency can be said to have been successfully implemented according to the Minimum Service Standards (SPM). Based on seven service indicators including Simplicity, Clarity, Certainty, Security, Openness, Efficiency, economics, fairness, and timeliness . From these indicators can provide an overview of the Office of Investment, One-Stop Integrated Services, Banggai Regency, which seeks to change by forming a new image of service to the community.

In an effort to reduce the burden of service for the officers because of seeing the many permits that enter every day, it is necessary to increase the number of officers. In terms of discipline, officers also need to be improved so that when there is no rest, there is no vacancy for service personnel.

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