

# Effectiveness of Online Based Licensing Services at One Stop Integrated Investment and Licensing Service of Sumatera Utara Province

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**Abstract.** The purpose of this study was to analyze the Community Satisfaction Index (IKM) and the effectiveness on online-based licensing services in the One Stop Integrated Investment and Licensing Service of Sumatera Utara Province. The analytical method used in this study was descriptive quantitative analysis. The results of the study obtained that the Index of Community Satisfaction with online-based licensing services obtained a value of 86.29. Based on KepMenPAN Number: KEP/25/M.PAN/2/2004 on General Guidelines for the Preparation of Community Satisfaction Index of Government Agency Service Units included in the quality of service "A" with the performance of service units "Very Good" because it was at the IKM Conversion Interval Value between 81.26 - 100.00. The effectiveness obtained a value of 86.02% with a very effective category because it was on interpretation of 81-100%.

**Keyword:** Community satisfaction index, effectiveness, online based licensing services

**Abstrak.** Tujuan penelitian ini untuk menganalisis Indeks Kepuasan Masyarakat (IKM) dan menganalisis efektivitas pelayanan perizinan berbasis online pada Dinas Penanaman Modal dan Pelayanan Perizinan Terpadu Satu Pintu Provinsi Sumatera Utara. Metode analisis yang digunakan dalam penelitian ini adalah analisis kuantitatif deskriptif. Hasil penelitian diperoleh bahwa Indeks Kepuasan Masyarakat terhadap pelayanan perizinan berbasis online diperoleh nilai 86,29. Berdasarkan KepMenPAN Nomor : KEP/25/M.PAN/2/2004 tentang Pedoman Umum Penyusunan Indeks Kepuasan Masyarakat Unit Pelayanan Instansi Pemerintah termasuk dalam mutu pelayanan "A" dengan kinerja unit pelayanan "Sangat Baik" karena berada pada nilai interval konversi IKM antara 81,26 – 100,00. Efektivitas pelayanan perizinan diperoleh nilai 86,02% dengan kategori sangat efektif karena berada pada interpretasi 81-100%.

**Kata Kunci:** Efektivitas, indeks kepuasan masyarakat, pelayanan perizinan berbasis online

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## 1. Introduction

Public service can be defined as any form of service, both in the form of public goods and public services that are in principle responsible and implemented by government agencies. To improve public services, the Government of the Republic of Indonesia began to develop the use

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of government electronics in the form of Presidential Instruction No. 3 of 2003 on the Development of e-Government. The form of local government support in using information technology is seen through the development of computer based local government or website one of which is the application of online based licensing services at the one stop integrated investment and licensing service of Sumatera Utara Province.

Public services or public conducted by government agencies and state owned and private enterprises are expected to provide satisfaction for the community as a whole and be able to provide comfort and security. Therefore, it is necessary to improve the quality of service continuously for the realization of excellent public services. Improvements in the quality of public services are carried out thoroughly and integrately, both internally and externally need to be revamped and require proper management [1].

The one stop integrated investment and licensing services of Sumatera Utara Province consist of: a) the field of planning and development; b) promotions; c) supervision and control; d) natural resources licensing services; and e) infrastructure, economic and social licensing services. One door integrated licensing service is a licensing and non-licensing implementation activity whose management process starts from the application stage until the issuance of documents is carried out in one and one place.

The purpose of this study was to analyze the community satisfaction index (IKM) on online based licensing services and to analyze the effectiveness of online based licensing services at the the one stop integrated investment and licensing service of Sumatera Utara Province.

## **2. Methodology**

The study used correlational methods with quantitative approaches. The location of this research was conducted at the One Stop Integrated Investment and Licensing Service of Sumatera Utara Province, [dpmptsp.sumutprov.go.id](http://dpmptsp.sumutprov.go.id) Website and various social media such as instagram [dpmptspsumutprov](https://www.instagram.com/dpmptspsumutprov), facebook [Dispmptsp Provsu](https://www.facebook.com/DispmptspProvSU). The sample number was 96 respondents. The variables studied in this study are:

1. Clarity of goals to be achieved
2. Clarity of goal achievement strategy
3. A steady process of policy analysis and formulation
4. Careful planning
5. The preparation of the right program
6. Availability of work facilities and infrastructure
7. Effective and efficient implementation
8. Surveillance and control system

Based on KEP/25/PAN/2/2004 to obtain the value of IKM for services used the weighted average value approach with the following formula:

Total of perception values per element

$$IKM = \frac{\text{Total filled items}}{\text{Total possible items}} \times \text{Balancer value} \quad (1)$$

Measurement of effectiveness is measured by:

a. Data organizing

The organization of data is carried out on the data that has been presented:

$$P = f/N \times 100\% \quad (2)$$

Information :

P = Percentage of respondents

f = Number of respondents answers

N = Number of respondents

b. Score Achievement Criteria

Interval classes serve to determine the level of value of the result of the variable measured. The value of the interval class is expressed in percentage, the following assigns values specified using the likert scale:

**Table 1** Score achievement criteria

Class	Criteria	Category	Score
1	81% - 100%	Very Effective	5
2	61% - 80%	Effective	4
3	41% - 60%	Enough Effective	3
4	21% - 40%	Less Effective	2
5	0% - 20%	Ineffective	1

### 3. Result and Discussion

#### 3.1 Effectiveness of Online Based Licensing Services at One Stop Integrated Investment and Licensing Service of Sumatera Utara Province

In addition to the instrument indicators of the effectiveness of online based licensing services which was studied showing the percentage value as seen in the Table 3.

**Table 3** Effectiveness of online based licensing services

No	Variable	Percent Effectiveness (%)	Program Effectiveness
1	Clarity of goals to be achieved	87.71	<b>86.02</b>
2	Clarity of goal achievement strategy	84.58	
3	A steady process of policy analysis and formulation	87.08	
4	Careful planning	88.54	
5	The preparation of the right program	83.96	
6	Availability of work facilities and infrastructure	84.17	
7	Effective and efficient implementation	84.38	
8	Surveillance and control system	87.71	

The results above show that the average effectiveness value of Online-Based Licensing Services in the One Stop Integrated Investment and Licensing Service of Sumatera Utara Province. is 86.02% which is in the category of very effective, where the highest effectiveness value is clarity of goals to be achieved and a system of supervision and control of 87.71%, respectively, while the lowest effectiveness value is the preparation of the right program with a value of 83.96%.

Cross tabulation results showed that there were 12 business respondents who had a good satisfaction assessment with the level of effectiveness being in the effective category of business fields that have excellent satisfaction assessments as many as 84 respondents. Business fields that have excellent satisfaction assessments with effectiveness levels are in the category of very effective as many as 83 respondents.

### **3.2 Community Satisfaction Index for Licensing Based Services Online at One Stop Integrated Investment And Licensing Service of Sumatera Utara Province**

The results of the community satisfaction index for online based licensing services at one stop integrated investment and licensing service of Sumatera Utara Province have obtained a value of 86.29. This shows that online based implementation provides a good role for licensing services. The quality of service has a significant influence on community satisfaction in the one stop integrated investment service unit of the ministry of manpower [2]. Community satisfaction in Bayongbong Subdistrict related to population administration is influenced by the quality of existing services [3].

Quality of service is a condition where dynamic relationships are created between users and service providers, both service and human. If the service provided is in accordance with what is expected by service users, it can be said that the service is a quality service. Community Satisfaction at the Kerinci Regency National Land Agency shows that the variables of service quality and employee performance of the Kerinci Regency National Land Agency simultaneously have a significant effect on community satisfaction [4].

To improve employee performance in terms of quality of work, there needs to be training and technical guidance on understanding and mastery of things related to job obligations such as the use of IT applications, it is expected that the quality of work owned by employees will increase and affect the increasing performance of employees.

### **3.2 Effectiveness of Online Based Licensing Services at One Stop Integrated Investment and Licensing Service of Sumatera Utara Province**

The average effectiveness of online based licensing services at one stop integrated investment and licensing service of Sumatera Utara Province showed that 86.02 was included in the category of very effective based on the criteria of achievement score. The indicator of clarity of the goal to be achieved obtained a result of 87.71%. This result was based on the criteria of achievement score included in the criteria of 81-100% which shows that the clarity of goals that the online based licensing service wants to achieve falls into the category was very effective.

Indicator clarity of goal achievement strategy obtained results of 84.58%, including in the category of very effective. Indicators of the process of analysis and policy formulation that steadily obtained results of 87.08% fall into the category of very effective. The mature planning indicator obtained a result of 88.54%, including in the category of very effective. The proper program preparation indicator obtained a result of 83.96% included in the category of very effective.

Indicators of the availability of facilities and infrastructure obtained results of 84.17% included in the category of very effective. Effective and efficient implementation indicators obtained results of 84.38% included in the category of very effective. The indicator of surveillance and control system obtained results of 87.71% included in the category of very effective. The results of this study was in line with [5] which shows that the services provided by the One Stop Integrated Investment and Licensing Service of Sumatera Utara Province of Kampar Regency have been effective.

Efforts to evaluate the course of a program, can be done through the concept of effectiveness. This concept is one of the factors to determine whether or not significant changes are needed to the form and management of the organization. In this case effectiveness is the achievement of organizational goals through the efficient utilization of owned resources, in terms of inputs, processes and outputs.

Criteria or measures regarding the effectiveness of achieving objectives or not, as stated by [6] namely: clarity of objectives to be achieved, clarity of strategy of achieving goals, process of analysis and formulation of a solid policy, careful planning, preparation of appropriate programs, availability of work facilities and infrastructure, effective and efficient implementation and system of supervision and control.

#### 4. Conclusion

Community satisfaction index (IKM) for online based licensing services at one stop integrated investment and licensing service of Sumatera Utara Province obtained result 86.29. based on KepMenPAN Number: KEP/25/M.PAN/2/2004 on General Guidelines for The Preparation of Community Satisfaction Index of Government Agency Services Units included in the quality of service "A" with the performance of service units "Very Good" because it is at the IKM conversion interval value between 81.26 – 100.00. Effectiveness of online based licensing services received a value of 86.02% with a very effective category because it is on interpretation of 81-100%.

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