

ABSTRACT

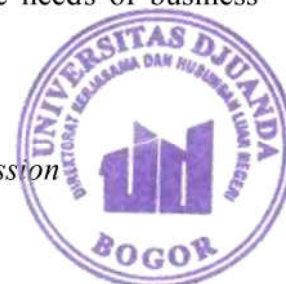
Amalia Salsabila, Public Administration Department, Faculty of Social and Political Sciences, Universitas Djuanda, 2021, Effectiveness of Business License Services through *Online single submission* at the Bogor Investment and One Stop Integrated Service Office, 1st Supervisor: Irma Purnamasari, S.Sos., M.Si. 2nd Supervisor: M. Yusuf GG seran, Drs., M.Si.

The Bogor City DPMPTSP has the authority to provide business license services through the *online single submission (OSS)* system in accordance with government regulation number 24 of 2018 concerning electronically integrated business licensing services to improve bureaucratic performance and facilitate business legality. The recapitulation of business licenses for the 2018-2020 period shows that in 2018 the number of business license registrations was 2,867 (100%), permits were rejected 2,057 (72%), and permits were completed 808 (28%); In 2019 business license registrations were 756 (100%), 440 (58%), and permits were completed 314 (42%); and in 2020 the data shows 784 (100%) permit registrations, 440 (56%) rejected permits and 344 (44%). with the problem of many business licenses being rejected due to delays in *standard operating procedures (SOPs)* and verification procedures.

This study aims to determine the effectiveness of business license services through *online single submission* at DPMPTSP Bogor city. This study was analyzed using the theory of effectiveness Sondang P. Siagian 1996 regarding effectiveness measurement. This study uses a quantitative approach and descriptive research methods. Data collection techniques through questionnaires/questionnaires, documentation, and observation. The data analysis technique is using the weight mean score (WMS) formula and making questionnaires referring to 3 dimensions, namely the time dimension, the accuracy dimension, and the service provider style dimension.

The results of this study indicate that business license services through *online single submission (OSS)* are considered effective, this is evidenced by the acquisition of an average score of 3.92 with good interpretation criteria according to employee respondents and an average score of 3.28 with adequate interpretation criteria. good according to business actors, although in real practice the time and accuracy dimensions still have many shortcomings which should be a solution to problems related to rejected permits, but overall the Bogor City DPMPTSP is able to carry out these activities and meet the needs of business actors.

Keywords: Effectiveness, Public Service, *Online single submission*



ABSTRAK

Amalia Salsabila, Program Studi Administrasi Publik, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Djuanda, 2021, Efektivitas Pelayanan Izin Usaha melalui *Online single submission* di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Bogor, Pembimbing I: Irma Purnamasari, S.Sos., M.Si. Pembimbing II: M. Yusuf G.G seran, Drs., M.Si.

DPMPTSP kota Bogor berwenang melakukan pelayanan izin usaha melalui sistem *online single submission (oss)* sesuai peraturan pemerintah nomor 24 tahun 2018 tentang pelayanan perizinan berusaha terintegrasi secara elektronik untuk perbaikan kinerja birokrasi dan kemudahan mengurus legalitas usaha. Rekapitulasi izin usaha periode 2018-2020 menunjukkan bahwa pada tahun 2018 jumlah pendaftaran izin usaha 2.867 (100%), izin ditolak 2.057 (72%), dan izin selesai 808 (28%); Tahun 2019 pendaftaran izin usaha 756 (100%), izin ditolak 440 (58%), dan izin selesai 314 (42%); dan pada tahun 2020 data menunjukkan pendaftaran izin 784 (100%), izin ditolak 440 (56%) dan izin selesai 344 (44%). dengan permasalahan banyaknya izin usaha ditolak dikarenakan terlambat *standard operating procedure (SOP)* dan prosedur verifikasi.

Penelitian ini bertujuan untuk mengetahui efektivitas pelayanan izin usaha melalui *online single submission* di DPMPTSP kota Bogor. penelitian ini dianalisis menggunakan teori efektivitas Sondang P. Siagian 1996 mengenai pengukuran efektivitas. Penelitian ini menggunakan pendekatan kuantitatif dan metode penelitian deskriptif. Teknik pengumpulan data melalui angket/kuisisioner, dokumentasi, dan observasi. Teknik analisis data melalui rumus weight mean score (wms) dan pembuatan kuisisioner merujuk pada 3 dimensi yaitu dimensi waktu, dimensi kecermatan, dan dimensi gaya penyedia pelayanan.

Hasil penelitian ini menunjukkan pelayanan izin usaha melalui *online single submission (OSS)* dinilai efektif, hal ini dibuktikan dengan perolehan rata-rata skor sebesar 3,92 dengan kriteria penafsiran baik menurut responden pegawai dan rata-rata skor sebesar 3,28 dengan kriteria penafsiran cukup baik menurut responden pelaku usaha meskipun dalam praktik nyata menunjukkan dimensi waktu dan dimensi kecermatan masih memiliki banyak kekurangan yang mana seharusnya menjadi solusi permasalahan terkait izin yang ditolak akan tetapi secara keseluruhan pihak DPMPTSP Kota Bogor mampu melakukan kegiatan tersebut dan memenuhi kebutuhan pelaku usaha.

Kata Kunci: Efektivitas, Pelayanan Publik, *Online single submission*