



## QUALITY OF PUBLIC SERVICES AT THE DEPARTMENT OF INVESTMENT AND INTEGRATED LICENSING SERVICES ONE DOOR OF THE GOVERNMENT OF NORTH SUMATRA PROVINCE

Muti Sinaga<sup>1</sup>, Budi Hartono<sup>2</sup>, Rudi Salam Sinaga<sup>3</sup>

Master of Public Administration<sup>1</sup>, Universitas Medan Area, Master of Public Administration, Universitas Medan Area<sup>2</sup>, Master of Public Administration, Universitas Medan Area<sup>3</sup>

*Accepted: 26 Nov 2021*

*Published: 2 Dec 2021*

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### Abstract

Problems regarding the quality of public services have always been a concern in the study of public policy. The office of investment and licensing services is one of the agencies that is able to increase regional income. The purpose of this study was to determine the quality of public services at the One Stop Integrated Investment and Licensing Service of the North Sumatra Provincial Government. The method used is qualitative with the type of case study. Data obtained through interviews, literature study and documentation. Data analysis used descriptive analysis with data validity techniques using triangulation techniques. The results of the study found that human resources and the availability of infrastructure were the triggers for the decline in the quality of public services at the location of this study.

**Keywords:** *Service, Quality, Licensing, Capital.*

**How to Cite:** Sinaga. M, Hartono. B, Sinaga. R.S (2021). Quality Of Public Services At The Department Of Investment And Integrated Licensing Services One Door Of The Government Of North Sumatra Province. *JUPIIS: Jurnal Pendidikan Ilmu-ilmu Sosial 13 (2): 319-324*

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\*Corresponding author:  
[mutisng1967@gmail.com](mailto:mutisng1967@gmail.com)

ISSN 2085-482X (Print)  
ISSN 2407-7429 (Online)

## INTRODUCTION

North Sumatra Province is one of the provinces in Indonesia that also serves investment administration and licensing for business actors in its administrative area, which is organized by the North Sumatra Province One Stop Integrated Investment and Licensing Service. The agency has the main task of carrying out affairs in the field of investment and licensing services which are the authority of the province and the task of assisting the head of the province, by carrying out functions 1). Formulation of climate development policy, promotion, service, implementation control, investment data and information, implementation of one-stop licensing in accordance with the scope of duties. 2) Implementation of climate development policy, promotion, service, implementation control, investment data and information, implementation of one-stop licensing door in accordance with its scope of duties. 3) Implementation of climate development evaluation, promotion, service, implementation control, investment data and information, implementation of one-stop licensing in accordance with the scope of duties. 4) Implementation of climate development administration, promotion, service, implementation control, data and investment information, the implementation of one-stop licensing in accordance with the scope of its duties. 5) Implementation of other tasks assigned by the Governor related to its duties and functions.

However, according to the author's observation that the implementation of public services at the Investment Office and PTSP has not been fully implemented properly, there are still complaints from the public who express their dissatisfaction in receiving services, as can be seen from the summary of Google reviews of the Provincial Government PMDPTSP Service, such as service users "Henri K Daeli said, "Services need to be improved, less friendly, less smiling", Coco Noco also mentioned, OSS Helpdesk is not friendly in providing public services, lazy and does not understand his work. All left to the system to read the guide. What's wrong with giving a direct explanation to increase knowledge

for the community. The security guard is very arrogant, especially the old man." Complaints from service users prove that the Investment Agency and PTSP have not been able to fully facilitate services to the community. And also from the report on the implementation of the community satisfaction survey for the period November to December 2020 at the Provincial Government DPMDPTSP which was submitted to the Governor of North Sumatra through the Provincial Secretariat Organization Bureau, it shows that of the 9 elements of public services surveyed, the element of justice in getting service and speed of service is the lowest value, namely quality. service is not good (28.2 and 29). This shows that the service is still slow and has not shown justice, as a result the community becomes less satisfied and the service is of less quality in the agency.

In addition, this policy has also been in line with supporting national policies, namely the implementation of optimizing public services with a clean and free government implementation policy of KKN and the application of minimum service standards (SPM). . In carrying out government duties at the One Stop Integrated Investment and Licensing Service (DPM-PPTSP), especially those related to the authority to provide licensing and investment services, there are still obstacles and problems faced. Some of the obstacles and problems that still arise regarding the main tasks and functions of the One Stop Integrated Investment and Licensing Service (PM-PPTSP) include:

- 1) There are still technical SKPDs that are late in issuing Recommendations that have been requested by the One Stop Integrated Investment and Licensing Service (PM-PPTSP), so that the permits applied for by the public are too late to be issued. 2). There are still people asking for permission through a third party. 3) There is still a lack of socialization to the community regarding integrated licensing management.

The problems mentioned above must be addressed immediately considering that the One Stop Integrated Investment and Licensing Service (PM-PPTSP) is one of the SKPD for the development of public services. In addition, the various problems and obstacles above are

optimistic that they will be overcome considering the challenges and opportunities in the field of general government and services in the future will provide space for the One Stop Integrated Investment and Licensing Service (PM-PPTSP) to work better in order to improve service performance. . This paper will examine the quality of public services at the One Stop Integrated Licensing and Investment Service Office of the North Sumatra Provincial Government.

## **METHODOLOGY**

This study uses a qualitative descriptive method, which is a problem-solving procedure that is investigated by describing the current state of the subject/object of research based on visible facts (see Sugiyono, 2012). 1) Data collection was obtained through interviews with informants. The informants of this research are divided into key informants, namely those who know and have various basic information needed in the research, 2) the main informants are those who are directly involved in the social interactions studied, 3) additional informants are those who can provide information even though indirectly. involved in the social interactions studied. The data analysis used is descriptive.

## **DISCUSSION**

### **Quality of Public Service**

The indicators used in this study to determine the quality of service at the One Stop Integrated Investment and Licensing Service (Dinas PMPPTSP) of the North Sumatra Provincial Government are physical form, reliability, responsiveness, assurance, empathy.

#### **1. Physical Form**

Physical form is the appearance of physical facilities, equipment and the appearance of employees who provide services. In this case the service room must be arranged properly so that it is quite comfortable for the public or visitors, while the employees must be able to show a good appearance. The results of interviews regarding the arrangement of rooms for visitor services are as follows:

The results of the interview with

Hotmawaty L. Pakpahan, SE, M.Si as the Head of the Program, Accountability and Public Information Subdivision at the Investment and One Stop Integrated Licensing Service Office of the North Sumatra Provincial Government:

"The arrangement of the room has been arranged in such a way that it is neat enough so that visitors feel comfortable and feel at home to visit" (The interview was conducted on August 3, 2021 at 13.00 WIB).

The results of the interview with Mustapa Pane, S.Sos as the Head of Natural Resources Licensing Division at the Investment and One Stop Integrated Licensing Service Office of the North Sumatra Provincial Government:

"As a sign of our service to visitors, the arrangement of the room has been done well, so that it doesn't look crowded and messy so that visitors feel happy and satisfied" (Interview was conducted on August 3, 2021 at 14.00 WIB).

The results of an interview with Desni M. Saragih, S.STP as Head of Infrastructure, Economic and Social Licensing Services at the Investment and One Stop Integrated Licensing Service Office of the North Sumatra Provincial Government:

"In terms of room arrangement, it is quite well managed, because people certainly want a comfortable and beautiful atmosphere to be seen in the eyes" (Interview was conducted on August 4, 2021 at 12.00 WIB).

From the results of the interviews above, it can be explained that the arrangement of rooms at the PMPPTSP Agency has been done well so that visitors can feel comfortable while in the office. The arrangement is carried out on the layout of the room and the furniture contained in it and gives a color that gives the visitors a peaceful impression. Thus it can be concluded that the arrangement of the room has been done well to provide good service to visitors at the North Sumatra PMPPTSP Service.

#### **2. Reliability**

Reliability is the ability to provide services

in accordance with good service standards. In this case, employees must pay serious attention, services are carried out quickly, there are standard operating procedures, administrative requirements are easy to fulfill. The results of interviews regarding the sincerity of employees in the service process are as follows:

The results of the interview with Hotmawaty L. Pakpahan, SE, M.Si as the Head of the Program, Accountability and Public Information Subdivision at the Investment and One Stop Integrated Licensing Service Office of the North Sumatra Provincial Government:

"The service provided by the employees has been carried out quite well by giving serious attention in every service process to the public" (Interview was conducted on August 3, 2021 at 13.00 WIB).

The results of the interview with Mustapa Pane, S.Sos as the Head of Natural Resources Licensing Division at the Investment and One Stop Integrated Licensing Service Office of the North Sumatra Provincial Government:

"As an employee in charge of serving the public, the employee has given his attention seriously by providing good information and service" (Interview was conducted on August 3, 2021 at 14.00 WIB).

The results of an interview with Desni M. Saragih, S.STP as Head of Infrastructure, Economic and Social Licensing Services at the Investment and One Stop Integrated Licensing Service Office of the North Sumatra Provincial Government:

"The leadership always emphasizes the employees to really carry out the work. This can be seen from the seriousness of the employees in carrying out their duties by giving serious attention to the community" (Interview was conducted on August 4, 2021 at 12.00 WIB).

From the results of the interviews above, it can be explained that the employees of the PMPPTSP Agency have served seriously to the community. This is

shown by giving serious attention to the interests of visitors at every stage of service, so that each service process can take place properly. Thus it can be concluded that the employees have shown serious attention to providing good service to the community at the North Sumatra PMPPTSP Service.

### 3. Response

Responsiveness is a willingness to provide services quickly and help resolve customer complaints. In this case, employees must be at work, assist visitors according to their interests, always ready to help overcome visitor difficulties, and immediately follow up on visitor complaints. The results of interviews regarding the presence of employees at work are as follows:

The results of the interview with Hotmawaty L. Pakpahan, SE, M.Si as the Head of the Program, Accountability and Public Information Subdivision at the Investment and One Stop Integrated Licensing Service Office of the North Sumatra Provincial Government:

"Employees are always in the workplace to carry out their activities at every set working hour. This is because visitors can come at any time so that employees are always ready to serve" (Interview was conducted on August 3, 2021 at 13.00 WIB).

The results of the interview with Mustapa Pane, S.Sos as the Head of Natural Resources Licensing Division at the Investment and One Stop Integrated Licensing Service Office of the North Sumatra Provincial Government:

"To serve visitors, employees must always be at work. But during intrahat hours, service hours are temporarily stopped" (Interview was conducted on August 3, 2021 at 14.00 WIB).

The results of an interview with Desni M.

Saragih, S.STP as Head of Infrastructure, Economic and Social Licensing Services at the Investment and One Stop Integrated Licensing Service Office of the North Sumatra Provincial Government:

“Employees have good discipline to always be at work during the set working hours. If there are employees who are unable to attend, they can be replaced by other officers temporarily” (The interview was conducted on August 4, 2021 at 12.00 WIB).

From the results of the interviews above, it can be explained that employees of the PMPPTSP Office are always at their workplace during the stipulated working hours, except during break hours. If it turns out that there are employees who are unable to attend due to certain reasons, they will immediately be replaced by other officers, so that the service process for visitors can still run well. Thus it can be concluded that agency employees are always at work at every working hour, so it is very supportive to provide good public services at the North Sumatra PMPPTSP Service.

### **Public Service Obstacles**

The implementation of public services to the community at the One Stop Integrated Investment and Licensing Service of the North Sumatra Provincial Government has not been carried out properly, as can be seen from the complaints from visitors regarding unsatisfactory services. This is due to the presence of several factors, obstacles encountered in visitor services as described below:

#### **1. Insufficient Air Conditioner**

Cooling equipment in the waiting room is available, but it is still inadequate because the waiting room is still hot so it is not comfortable for visitors to use. This is because the number of refrigeration equipment is not proportional to the size of the room, where there are too few refrigeration equipment. It is necessary to add air conditioning in order to provide a sense of comfort for the people who visit. This means

that the air conditioning equipment is not sufficient to provide good public services to the North Sumatra DPMPPSP.

If visitors must always experience stifling heat when visiting, it will certainly cause visitors not to feel at home for long, even though many visitors actually have unfinished business, but if the atmosphere of the room is hot enough then visitors will certainly not feel at home. To overcome this problem, the agency should add an air conditioner to be able to control the air temperature in the entire room.

#### **2. Employees Can't Provide Service Quickly**

Employee service to visitors is still running slowly. This is because employees prioritize accuracy in their work for fear of administrative errors. Besides, employees also often do other activities when serving visitors so that the service process runs slowly. This means that visitor services run slowly so they are less supportive in providing good public services at DPMPPSP North Sumatra.

Visitors need fast service because many of the visitors also have other activities so they expect fast and easy service. To overcome this problem, employees should be able to focus more on providing services by stopping other activities that are not related to work during working time.

### **CONCLUSION**

Based on the data and information described above, the following conclusions can be drawn:

1. One Stop Integrated Investment and Licensing Service The North Sumatra Provincial Government has tried to provide good service to the public who are visitors by paying attention to all things that play a role in the service, such as physical facilities and employee capabilities. But the service has not really been implemented properly, it can be seen from the complaints from visitors about unsatisfactory service.
2. The constraint factors faced in visitor service are inadequate air conditioning, employees cannot provide services quickly. The cooling equipment in the

waiting room is inadequate because there are too few and less able to control the air temperature in the entire waiting room which is relatively large. Employee services to visitors are still running slowly because employees prioritize accuracy in work for fear of administrative errors and there are still employees who work while doing other activities such as using cellphones.

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