

**THE EFFECTIVENESS OF THE SERVICE OF MAKING A TRADING BUSINESS
LICENSE AT THE INVESTMENT OFFICE OF THE ONE-STOP INTEGRATED
SERVICE OF SURABAYA CITY****Sudjai, Mohamad Farid, Wakid Evendi, Dudit Darmawan, Agung Satryo Wibowo****University of Sunan Giri Surabaya**

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Abstract - One-stop integrated service is an activity of implementing a permit and non-licensing that receives delegation or delegation of authority from institutions or agencies that have licensing and non-licensing authority starting from the application stage process to the stage of issuing documents carried out in one place. This study aims to determine how the effectiveness of SIUP making services and how the role of DPMPTSP Surabaya City in conducting socialization. This research is expected to broaden horizons for the community in improving business license management. The research methodology used in this study is a qualitative method that is qualitative descriptive, namely data in the form of words in accordance with the characteristics of the qualitative approach. This study collected primary and secondary data through observation, interviews and documentation. The results showed that the factor that can cause the ease of SIUP is because people who want to take care of business licenses have prepared complete files and seen the procedures or procedures for making SIUP and understand the flow of services. The conclusion of this study explains that SIUP is a business legality that functions as a tool to direct, foster, supervise and issue business activities in the field of trade towards the orderly implementation of business. Then, after the Job Creation Law was passed, business licensing changed from permit-based to risk-based business licensing.

Keywords: effectiveness, service, permit, SIUP, risk-based business licensing, licensing authority, one-stop integrated service.

INTRODUCTION

Every State certainly has an obligation to protect and serve its citizens without distinction of ethnicity, language, customs and culture and so on. Where this aims to achieve all basic rights and needs for citizens, especially in public services, namely for the achievement of national goals as stated in the preamble to the 1945 Constitution. In essence, the government is a service to the community and cannot serve itself, but to serve the community and can create conditions that allow each member of society to develop their abilities and creativity to achieve common goals (Dwiyanto, 2002). One-stop integrated service is the implementation of a permit and non-licensing that receives delegation or delegation of authority from institutions or agencies that have licensing and non-licensing authority starting from the application stage process to the document issuance stage carried out in one place. Where the implementation of services electronically as a manifestation of good and excellent service to investors to get information about licensing services without having to come to the office of the Investment Office and One-Stop Integrated Services. The Surabaya City One-Stop Integrated Services Investment Agency (DPMPTSP) has types of licenses such as SIUP (trading business license) to be able to carry out trading business activities. This is included in the Regulation of the Minister of Trade of the Republic of Indonesia Number 77/M-DAG/PER/12/2013 concerning the Issuance of Trading Business License and Company Registration Certificate Simultaneously for Trading Companies, which explains that in order to provide convenience for trading companies to start a business, it is necessary to shorten the issuance service of Trading Business License and Company Registration Certificate. The purpose of a trading business license is the protection of companies that run their business honestly and openly, the development of the business world and companies, both small, medium and large companies so as to create a healthy and orderly business climate in order to improve community services in the field of licensing (Rahim, 2018). PermenPANRB Number 25 of 2020 explains that improving the quality of public services cannot be separated from the measurement of the public service index as a tool for evaluating the implementation of public services carried out. The Ministry of State Apparatus Empowerment and Bureaucratic Reform also encourages public participation in improving public service delivery. Through the National Public Service Complaint Management System (SP4N-L4POR!), the public can provide complaints, input or appreciation for public services. Public service providers are obliged to conduct a Community Satisfaction Survey (SKM) periodically at least 1 time a year with the aim of obtaining a Community Satisfaction Index (IKM).

The existence of one-stop integrated services is one of the efforts made by the government in terms of improving the quality of public services, especially related to licensing services. One-stop service is a manifestation of the government's concern for the business world on entrepreneurs' dissatisfaction with the licensing process and services in investing (Andayani, 2011). Dissatisfaction occurs because the licensing process is convoluted and the time needed is

long enough and not transparent, so that it can cause the burden of costs incurred is very expensive and burdensome for entrepreneurs. Public service providers are required to publish the results of the public satisfaction survey, as well as reports on the results of the public satisfaction survey reported to the minister of state apparatus empowerment and bureaucratic reform (Sjamsi, 2004; Djazilan, 2022). The report on the results of the public satisfaction survey is used as the basis for the preparation of the national community satisfaction index by the minister of state apparatus empowerment and bureaucratic reform. Every implementation or provision of public services must have one standard as a reference and guide in services. Public service standards need to be socialized or published so that the public or the public can know the process and form of public services provided. Public service standards refer to a measure that has been determined by public service providers so that their implementation must be obeyed by service providers or recipients (Surjadi, 2012). Public service is basically a synergy between service providers or service organizations with the community as customers who want to be given maximum public services (Wahyudi et al., 2006).

The Investment and One-Stop Integrated Services Agency has so far implemented a one-stop service pattern that is considered more effective and efficient in terms of time and cost. However, there are still some problems that the implementation of the service process carried out by the Investment Office and One-Stop Integrated Services in serving existing licenses is still beyond the predetermined time limit. The implementation of a one-stop integrated service system is an effort made by the government to improve the quality of licensing services to the community (Paath et al., 2019). DPMPTSP City in improving public service efforts is by providing information to the public through websites, billboards and brochures carried out by the city government and DPMPTSP itself which aims to take care of its own permits without intermediaries so as to increase the effectiveness of public services. However, there are still many obstacles and problems faced by DPMPTSP in providing services to the community. This is due to the lack of communication between service providers to the community so that many people do not understand the flow of services and the function of SIUP in running a business so that the effectiveness of SIUP making services is needed.

Effectiveness is basically aimed at the level of achieving results, often or always associated with the notion of efficiency, although there are actually differences between the two. Coordinate implementation, direct its activities towards achieving the objectives of the implementation and reduce inefficiencies and destructive conflicts. This is done to harmonize the various implementations of development activities so that there is no chaos, disputes, void activities, by connecting, unifying and harmonizing implementation activities from the bottom level to the top level, so that there is directed cooperation in an effort to achieve implementation goals. Coordinating the implementation in making SIUP directs its activities towards achieving implementation objectives in order to be more efficient in terms of financing and effective in terms of results so that the community feels satisfied with the service of making SIUP at DPMPTSP Surabaya City. Therefore, socialization is needed to the community in obtaining licensing management services so that the community understands the procedures for managing permits properly and correctly. This is based on the facts found that only 1-2 people per month register through online methods. This condition will cause the people of Surabaya to doubt the renewal of public services carried out by DPMPTSP. This is because the city DPMPTSP does not carry out socialization optimally and even tends to be discriminatory because it only invites entrepreneurs who are responsive to technology while other entrepreneurs or other communities are ignored so. Such conditions can trigger pessimistic attitudes among city people. Some evidence of previous research also found that the importance of the effectiveness of SIUP making services, the research came from Suwignya et al. (2018); Fitriyansyah &; Djaenuri (2020); Fazil &; Thamrin (2022). Based on the description of the problem related to services at the DPMPTSP Office of Surabaya City, this is what can be the author's attention to make the title "The Effectiveness of Business License Making Services at the One-Stop Integrated Service Investment Office (SIUP) of Surabaya City.

RESEARCH METHODS

Qualitative research aims to measure attitudes, social pressures, intelligence and the like. This study uses a type of qualitative descriptive research to describe the Effectiveness of Business License Making Services (SIUP) at the Investment Office and One-Stop Integrated Services of Surabaya City. The results of observations in qualitative research are not presented in numerical form, but in the form of words in accordance with the characteristics of the qualitative approach until deeper and broader understandings are obtained about the observations behind the information during interactions in the field. The focus of research on the effectiveness of services on trading business licenses (SIUP) at the one-stop integrated service investment office of Surabaya City. The focus of the problem in this study is: (1) the effectiveness of SIUP making services at DPMPTSP Surabaya City; (2) the impact of the effectiveness of SIUP making services on DPMPTSP Surabaya City. The effectiveness of making SIUP indicators are: concrete, easy to measure, open, affordable, accountable, have a period of completion. Impact of Service Effectiveness SIUP Making indicators are: adaptability, job performance, job satisfaction, quality, assessment by external parties.

This research was conducted at the Investment Office and One-Stop Integrated Services of the City with the reason for choosing the location of this research so that there is cooperation between researchers and institutions to provide information or data to obtain data related to problems in this study. The location of this research was carried out at the

Investment and One-Stop Integrated Services Office (DPMPTSP) of Surabaya City. There are two sources of data used in this study, namely: (1) primary data, that is, data directly collected by researchers from the first source at the research location or research object. To obtain primary data, researchers conducted observations, interviews and taking documentation obtained by the Investment Office and One-Stop Integrated Services of Surabaya City; (2) Secondary data, namely data obtained by researchers indirectly through intermediary media, some evidence, records, or historical reports compiled in archives. Data collection techniques in this study are carried out in several stages, as follows, namely observation or observation, interview, documentation. The informant technique in this study uses purposive sampling techniques, namely sampling techniques based on certain objectives. Data analysis techniques used interactive models with the following steps data reduction, data presentation, conclusion drawing or verification.

RESULTS AND DISCUSSIONS

The existence of DPMPTSP in Surabaya City has many benefits for business actors in the city because, the nature of DPMPTSP provides one-stop integrated public services for the community in managing business permits. This is explained in accordance with Presidential Regulation No. 97 of 2014 concerning the Implementation of One-Stop Integrated Services in article 2 that PTSP aims: (a) to provide legal protection and certainty to the community; (b) shorten the service process; (c) realizing a service process that is fast, easy, cheap, transparent, certain, and affordable; (d) bring closer and provide wider services to the community.

The description is described based on the predetermined research focus and in accordance with the formulation of the problem to be answered. Therefore, the results of research and discussion in this study can be presented as follows: (1) effectiveness as an indicator in this study states that a goal is carried out to provide good results in accordance with the goals to be achieved. A trading business license (SIUP) is a business legality that functions as a tool to direct, foster, supervise and issue business activities in the field of trade towards the orderly implementation of business. In managing business permits at DPMPTSP Surabaya City through Online Single Submission (OSS) which is assisted by the SIMPADU independent application (integrated service management information system) can facilitate services, shorten time and can increase public trust. DPMPTSP has improved public services through verbal and non-verbal forms of socialization such as banners and billboards in the office environment and brochures distributed when organizing socialization activities in the City environment which are carried out 2 times 1 year. DPMPTSP in carrying out business licensing has provided good facilities in the form of services such as the availability of comfortable rooms, service flows in accordance with procedures, the existence of information technology such as computers and simpadu systems that can help the community in teaching business licensing. Even in carrying out business permits, it can be done online with fast time standards; (2) based on interviews with micro business owners, it can be seen that the services at the City DPMPTSP can be said to be effective because it has implemented an OSS system that can facilitate the management of permits so that licensing can be done at home without having to come to the office; (3) Initially, people who want to take care of a business license must come to the DPMPTSP office with complete files. Then after the release of the OSS system in 2018, it can make it easier for the community to carry out business licensing management. Especially in low-risk business licensing, people can still do it at home because in low-risk business fields only need a Business Identification Number (NIB) in accordance with the business field or KBLI (Indonesian Standard Classification of Business Fields) which can be made online from home through the OSS system.

Investment Office One-Stop Integrated Services of Surabaya City Based on the results of researchers, researchers use six indicators in regulating business license making services based on Surabaya Mayor Regulation Number 8 of 2017 article 3, namely: concrete, easy to measure, open, affordable, accountable, has a period of completion. Concrete as an indicator used to see the role in the correct use of business licenses. In applying for business licenses such as low-risk-based, medium-low, medium-high, and high-risk-based, it must be done concretely. This is very important because in every process of making a business license has rights and responsibilities. Every community that issues a business license can be accommodated by DPMPTSP so that there are no errors in the permit issuance process. Easily measured in service, it can be said as the success or failure of a service in improving the quality of service as an obligation and organizer to the community. Open can be said to be transparency, that is, openness and honesty to the public based on the consideration that the public has the right to know openly and thoroughly the accountability of the government in the resources entrusted to it and its compliance with the law. In DPMPTSP, the city can see that the agency can be said to be affordable because of the place and location as well as adequate service facilities so that it is easily accessible to the community. In addition, all forms of information related to public services are also easily accessible to the public through telecommunication and information technology (telematics). Public accountability is an obligation for trustees to provide accountability, present and disclose all their activities and activities that are their responsibility to the trustee who has the right and authority to accept such accountability (Mardiasmo, 2021). Having a completion period on this indicator shows that the City DPMPTSP already has a completion period on business permit management carried out by the community.

SIUP is a trading business license which is a business legality that functions as a tool to direct, foster, supervise and issue business activities in the field of trade towards the orderly implementation of business. The purpose of a trading

business license is the protection of companies that run their businesses honestly and openly, the development of the business world and companies, both small, medium and large companies so as to create a healthy and orderly business climate to improve community services in the field of licensing (Rahim, 2018). The licensing process carried out must also be maintained in quality in the delivery of services, by looking at the extent of the effectiveness of the services carried out. In this case, the effectiveness of providing business license services carried out by DPMPTSP City is seen from the aspects of self-adjustment ability, work performance, job satisfaction, quality, assessment by external parties,

CONCLUSIONS

Based on the results of the research conducted by the research, the following conclusions can be drawn that: (1) A trading business license (SIUP) is a business legality that functions as a tool to direct, foster, supervise and issue business activities in the field of trade towards the implementation of business order. The One-Stop Integrated Services Investment Office (DPMPTSP) of Surabaya City implements a permit registration site or online public service model through the OSS (online single submission) system. The site not only serves as a permit registration but also for complaints from the public. After the Job Creation Law was passed, business licensing changed from permit-based to risk-based business licensing. Business risk is divided into low, medium low, medium high, and high; (2) the service mechanism for making business licenses at the Investment Office of the One-Stop Integrated Service of Surabaya City is generally good. However, in the process of making letters, there are obstacles such as the loss of network which makes the process of making business permits delayed. Furthermore, the lack of public preparation for documents in carrying out the business licensing process can cause delays in the process of making business licenses; (3) The socialization carried out does not seem to be as planned, this is because it has not been carried out properly. This is shown by the community which in terms of knowledge related to socialization is still minim. Especially for remote areas. This condition certainly hinders the development of public knowledge. However, from the Government there have been efforts on how to improve the quality of public services. This can be started with improvements in the aspects of the elements of public service standards that are adjusted to written public services as in the decision of the Head of the Investment Office and One-Stop Integrated Services.

Suggestions that can be conveyed related to the conclusions of his research, namely: (1) should conduct socialization and educate the public regarding business licensing should be considered. Especially in people who live far from the city. In addition, it must provide more socialization evenly so that all people can understand the information in business licensing; (2) can conduct socialization and surveys to people who have micro-enterprises. This is so that the community knows the importance of taking care of business licensing. In fact, it must also further improve services both online and offline so that people can find information easily.

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