

Enhancing the Quality of Local Government Public Services Through an Integrated Online Licensing Application

Betty Krisdayanti Sihombing¹, Timbul Dompok², Lubna Salsabila³, Etika Khairina⁴

pb191010026@upbatam.ac.id

^{1,2,3,4}Faculty of Social and Humanities, Universitas Putera Batam, Batam, Indonesia

Abstract

The objective of this study is to examine how the implementation of E-Government, specifically through the PTSP application in Batam City, enhances the quality of public services. The development of E-Government policies represents a significant advancement in information and communication technology within the context of globalization. In today's modern society, this development is inseparable from the increasing demands placed on governments as service providers to be more effective, efficient, and transparent in their administrative duties. Consequently, the concept of good governance has emerged, emphasizing the need for governments to meet these demands. The research design employed in this study involves a literature review using a qualitative approach. The focus is on analyzing and describing the implementation of E-Government in public services through the PTSP application at the Batam City One-Stop Investment and Licensing Service Office. Primary and secondary data sources are utilized, and data collection techniques include observation, interviews, documentation, reading, and note-taking. Content analysis is employed as the method of data analysis. The findings of this research reveal that the PTSP implementation consists of four stages: registration and login process, complaint submission process, follow-up on complaint status, and access to complaint status information. The PTSP implementation has proven to be effective and efficient due to the establishment of Standard Operations and Procedures for handling complaints. Community members can now submit complaints from anywhere and at any time, and they actively participate in improving public services. However, the lack of sufficient socialization has hindered the awareness and understanding of the PTSP application and its operational procedures.

Keywords:

Policy Implementation, E-Government, Public service, One Door Integrated Licensing

Introduction

Within the constantly changing world of public administration, local governments are consistently in search of novel approaches to augment the caliber of public services and satisfy the burgeoning demands of their citizenry (Devas & Grant, 2003). The enhancement of licensing application procedures has emerged as a prominent area of focus, given its pivotal role in overseeing commercial operations, construction undertakings, and other endeavors within regional boundaries (Al-Sai & Abualigah, 2017). The conventional manual systems frequently encounter bureaucratic intricacies, protracted processing durations, and a dearth of transparency, resulting in discontentment among both the populace and commercial entities (Bertot et al., 2014; Maulana, 2020). The integration of online technologies has become a promising avenue for transforming licensing application processes and enhancing the quality of public services offered by local governments in recent years (Indrajit, 2013; Simangunsong, 2010). The

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implementation of an integrated online licensing application has the potential to optimize processes, alleviate administrative burdens, and improve accessibility, ultimately enhancing the efficiency, effectiveness, and citizen-centricity of service delivery.

In Indonesia, PTSP which stands for "Pelayanan Terpadu Satu Pintu" or One-Stop Integrated Service (Atmanto, 2020). The PTSP is a government initiative intended at streamlining and simplifying the administrative procedures pertaining to business licenses and permits (Rochmansjah, 2021). It functions as a centralized service center where businesses can complete multiple licensing procedures in a single location, thereby promoting efficiency, transparency, and simplicity of doing business (Atmanto, 2020; Rochmansjah, 2021). As part of the Indonesian government's endeavors to improve the business climate and attract investment, the PTSP system was implemented (Ngalimun et al., 2016). Prior to its implementation, licensing procedures were fragmented and convoluted, posing significant challenges. The primary objective of PTSP is to streamline and expedite the process of procuring licenses and permits, thereby reducing bureaucratic red tape and minimizing the time and effort required of businesses (Atmanto, 2020; Malisan & Tresnawati, 2019).

PTSP facilities are typically established in local government offices, such as provincial or municipal offices, and occasionally in industrial zones (Prasetyo et al., 2023). These centers provide businesses with access to a variety of services relating to licensing, permits, and regulatory conformance at a single location. The PTSP centers facilitate streamlined coordination and collaboration by bringing together representatives from various government agencies involved in the licensing process (Prasetyo et al., 2023). Companies can visit the PTSP center to initiate and conclude the licensing process. The center provides information and direction regarding the necessary paperwork, fees, and procedures for various licenses and permits. Through PTSP, businesses can submit their applications, monitor the status of their applications, receive approvals, and acquire the required licenses and permits in a centralized location.

PTSP (Pelayanan Terpadu Satu Pintu) serves a vital role in facilitating business licensing and permit processes in Batam City. Batam City, located in the Indonesian province of the Riau Islands, has been a center of industrial and economic activity, attracting both domestic and international investments. The implementation of PTSP in Batam City has facilitated the simplification of procedures, the enhancement of service delivery, and the promotion of a favorable business environment (Nilamsuri, 2018). The PTSP in Batam City is a centralized service facility where businesses can obtain the necessary licenses and permits to operate (Lenny Husna, 2018). The Batam City PTSP center draws together representatives from various government agencies involved in the licensing process, including the local government, regional planning agency, tax office, and environmental agency, among others (Ngalimun et al., 2016). This consolidation enables effective coordination and collaboration between the agencies, thereby streamlining the licensing procedure.

The commitment of PTSP in Batam City to providing a single service point for enterprises is one of its defining characteristics. Businesses can access exhaustive information regarding required licenses, permits, and regulatory compliance at the PTSP center (Yuningsih et al., 2020). The center provides direction on required documents, fees, and procedures, ensuring clarity and uniformity throughout the licensing process. PTSP in Batam City also emphasizes accountability and transparency. The center provides businesses with precise information on applicable regulations, timelines, and service standards, ensuring that they comprehend the requirements and expectations. In addition, Batam City has implemented service level agreements (SLAs) that specify the processing time for various licenses and permits. These agreements hold accountable the government agencies responsible for meeting the specified deadlines, thereby improving both transparency and dependability.

The PTSP system in Batam City has been digitally incorporated to increase efficiency and accessibility. Utilizing an online platform, businesses can initiate their licensing applications, submit required documents, monitor the status of their applications, and receive electronic approvals. This online system reduces documentation, improves accessibility, and expedites the licensing procedure. In addition, Batam City's PTSP has taken measures

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to provide businesses with support services. These services consist of consultations, seminars, and training programs designed to increase businesses' understanding of licensing requirements and compliance. The PTSP center also provides assistance in resolving issues or roadblocks encountered by businesses during the licensing process, ensuring a seamless and effective experience.

The implementation of PTSP in Batam City has produced significant economic and business benefits. It has streamlined licensing procedures, thereby reducing bureaucratic obstacles and saving businesses time. The streamlined procedure has attracted investment, stimulated economic expansion, and generated employment opportunities in the city. Additionally, the emphasis on transparency and accountability has increased the level of trust between the government and businesses, thereby nurturing a business-friendly environment. Despite PTSP's success in Batam City, there may still be obstacles to overcome. These obstacles can include the need for continuous development in service delivery, ensuring the consistent application of regulations, and resolving any technical issues with the online system. The government of Batam City remains dedicated to refining and bolstering the PTSP system in an effort to increase its efficacy and efficiency.

One of the key issues faced by PTSP in Batam City is the limited capacity and resources available to handle the increasing demand for licensing services. The influx of businesses and investments in Batam City has placed a strain on the PTSP center, leading to delays in processing applications and providing services. Insufficient staffing and infrastructure can hinder the ability of the PTSP center to effectively meet the needs of businesses, resulting in longer processing times and frustration. In some cases, there have been inconsistencies in the interpretation and application of regulations by different government agencies involved in the licensing process. This can lead to confusion and uncertainty for businesses, as they may receive conflicting guidance or face different requirements from various agencies. Harmonizing and ensuring consistent application of regulations across all agencies is crucial to provide clarity and reduce unnecessary obstacles.

The findings of this research will contribute to the existing body of knowledge on e-governance, public administration, and service quality improvement. Moreover, the recommendations derived from this study will serve as a practical guide for local governments seeking to leverage technology to enhance their licensing application processes, streamline operations, and foster greater transparency and efficiency. Overall, this research seeks to provide a comprehensive understanding of the potential of an integrated online licensing application to enhance the quality of local government public services. By addressing the complexities, benefits, and challenges associated with such an implementation, this study aims to empower local governments to embrace digital transformation and deliver improved services that meet the evolving needs of their constituents.

Literature Review

Public Service Quality

The notion of public service quality has emerged as a crucial concept that has attracted considerable scholarly and policy interest (Saleh & Umiyati, 2020). The subject matter of public service quality and its effects on citizen satisfaction, trust in government, and overall governance effectiveness has been extensively researched. Numerous dimensions of this topic have been explored (Lee & Braham, 2020). The multidimensional nature of public service quality has been emphasized by scholars, who have identified several factors that contribute to it. These factors include responsiveness, reliability, equity, transparency, and efficiency (Mosimanegape et al., 2020).

Many studies have been conducted to explore the determinants of public service quality, revealing various critical factors (Matraeva et al., 2020; Nurung et al., 2020). The effective delivery of public services is contingent upon the presence of two key factors: administrative capacity and organizational culture (Badri et al., 2015). These elements are essential in ensuring that public services are of a high quality and meet the needs of the intended recipients. The provision of quality service delivery has been found to be contingent upon several key factors, including effective leadership, clear communication, and a customer-centric approach. These components have

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been identified as critical to ensuring that service delivery is of a high standard and meets the needs and expectations of customers (Anshari & Lim, 2017; Matraeva et al., 2020). The positive impact of citizen involvement and participation in decision-making processes on public service quality has been acknowledged in scholarly literature.

The correlation between the quality of public services and the level of satisfaction among citizens has been extensively researched and analyzed in academic literature (Nurung et al., 2020; Powell et al., 2019). The extant literature consistently reveals that the provision of public services of superior quality is positively correlated with heightened levels of satisfaction among citizens and greater trust in governmental institutions (Muazzinah et al., 2021; Ritz et al., 2016). In contrast, inadequate service quality has the potential to result in discontentment, exasperation, and diminished reliance on governmental establishments (Widjaja, 2017). The available empirical evidence suggests that citizen satisfaction with public services is not exclusively determined by the outcomes of such services. Rather, it is also influenced by the perceived fairness, responsiveness, and accountability of the service providers.

The emergence of digital technologies has brought about a significant transformation in the provision of public services in recent times (Sukmasetya et al., 2018). The utilization of e-government initiatives and the provision of online services have surfaced as auspicious pathways to augment the quality of public service (Dick-Sagoe, 2020). Empirical research has demonstrated that appropriately structured electronic government (e-government) systems possess the capacity to enhance accessibility, convenience, and efficiency, thereby resulting in heightened levels of citizen contentment (Salhofer & Stadlhofer, 2008). The provision of high-quality online public services is a critical aspect of modern governance. However, several challenges impede the realization of equitable access to these services (Manoharan & Ingrams, 2018). These challenges include the digital divide, privacy concerns, and the need for adequate infrastructure. Addressing these challenges is essential to ensure that all citizens have equal access to online public services.

The Republic of Indonesia faces a significant challenge in the form of disparate levels of service quality across its regions (Salsabila & Purnomo, 2017; Sun, 2013). The present study aims to investigate the notable distinctions that exist between urban and rural regions, as well as between areas that are more developed and those that are less developed. In less developed regions, public services are frequently characterized by inferior quality, which can be attributed to restricted availability of human resources, infrastructure, and budgetary allocations (Ghayur, 2006; Sabani et al., 2019). The issue of corruption and irregularities has been found to be closely associated with the standard of public services in Indonesia. The presence of corrupt practices, extortion, and nepotism can have detrimental effects on the integrity of public services (Karniawati, 2021). Such practices can lead to a decline in the quality of services provided to the public, resulting in instances of injustice. The enhancement of public services in Indonesia necessitates the implementation of measures aimed at eliminating corruption and bolstering law enforcement.

The presence of a complex and sluggish bureaucracy frequently poses a hindrance to the provision of public services in Indonesia (Harisanty & Anugrah, 2022; Sosiawan, 2008). The complexity of procedures, the multitude of steps that must be traversed, and the temporal duration required to obtain services can pose challenges for the community and impede service efficacy (Kholis et al., 2021). In order to enhance the quality of public services, it is imperative to implement bureaucratic reforms that expedite processes, curtail superfluous procedures, and augment transparency and accountability.

The excellence of public services is a concept that has been defined by specialists from diverse fields. According to Parasuraman, Zeithaml, and Berry (1988), the quality of public services is the extent to which the services provided by public institutions meet or exceed society's expectations and requirements. They emphasize reliability, responsiveness, assurance, empathy, and tangibles as aspects of service quality. In addition, Gronroos (1984) defines the quality of public services as the capacity of public institutions to satisfy the needs and expectations

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of society through effective and responsive interactions between service providers and consumers. In contrast, Zeithaml, Bitner, and Gremler (2006) define the quality of public services as the extent to which consumers perceive that public institutions meet their expectations. They emphasize customer experience and discuss the same five dimensions of service quality as Parasuraman, Zeithaml, and Berry. The understanding of these specialists demonstrates that the quality of public services includes aspects such as meeting consumer expectations public service and needs, responsive and effective interactions, dependability, employee attitudes, accessibility, fairness, competence, and responsibility, and providing added value to consumers.

Research Methods

This study utilizes a descriptive research method with a qualitative approach and secondary data sources obtained from documents in the form of papers, scientific publications, etc. that correspond to the title of the study (Brandler & Roman, 2020). This study examines the impact of theory on service quality research, which has been criticized for lacking a defined methodology and scientific theory that encompasses the entire public services sector (Aspers & Corte, 2019). This study was conducted to expose the pattern of themes in research on the quality of local government public services using the PTSP Online application published in a variety of journals. To determine and investigate the scope and theory used in his research, the authors analyze theories related to the quality of public services published in journals from a variety of academic fields.

Results and Discussion

The slow service process in Batam City has a substantial effect on the efficacy of public services as a whole. When the service process is sluggish, the community will encounter obstacles and inconveniences, which can erode their faith in government institutions. Often, the time required to obtain supposedly efficient and quick services exceeds expectations (P & S, 2004; Rahayu et al., 2022). This can lead to frustration and community discontent with the provided services.

When the public service procedure is sluggish, the community may suffer negative consequences. They may have trouble dealing with permit applications, completing paperwork, and obtaining access to the necessary public services. Delays in this process can impede business development, project development, and the general fulfillment of community requirements. In Batam City, the procedure of extending a driver's license (SIM) takes a considerable amount of time, exemplifying the poor quality of the public service. In this instance, a person wishing to renew his driver's license must endure an excessively complicated and time-consuming procedure. They must acquire the required documents, including photocopies of identification, medical test results, and a police certificate. Then, they must register for a SIM extension at the Samsat (One-Stop Manunggal Administration System) office in Batam City.

Due to the limited number of service personnel, however, there are typically lengthy lines. People must wait for hours or even days before their turn arrives. In addition, some officers may not provide precise information or respond to inquiries or complaints from the community. As a result, the SIM renewal procedure, which ought to require only a reasonable amount of time, becomes extremely time-consuming. People must expend a great deal of time and energy, particularly if they have to work or fulfill other obligations. This circumstance generates anxiety, dissatisfaction, and mistrust of the relevant public service agencies. These case studies illustrate the negative effects of persistently substandard public services. This slows down the activities of society as a whole, as well as the activities of individuals. Inadequacies in the administration of human resources, processes, and policies within the relevant agencies also contribute to the inability to provide efficient and prompt service.

Another instance of PTSP (One Stop Services) in Batam City is the lengthy procedure for acquiring business licenses. In this instance, a person or entrepreneur who wishes to establish or expand a business in Batam City must overcome numerous administrative and bureaucratic obstacles that delay the licensing procedure. They must complete a number of documents, including location permits, environmental permits, building permits, and

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operational permits, and submit them to the appropriate authorities. However, the procedures, requirements, and time required to obtain these permits are frequently unclear. Sometimes, entrepreneurs are required to visit multiple separate agency offices, repeatedly fill out forms, and wait for an extended period of time before a permit is issued. This not only consumes an inordinate amount of time and resources, but also induces uncertainty and confusion among entrepreneurs. As a consequence, the process of business development is hampered, investment is delayed, and Batam City's economic growth potential cannot be fully realized. Therefore, enhancements to PTSP in Batam City are necessary to reduce unnecessary bureaucracy, increase transparency, and expedite the business permit application process. In this way, Batam City can become an environment more conducive to growth and investment, as well as foster the creation of a more dynamic and sustainable economic sector.

This research examines the implementation of PTSP (One Stop Services) in Batam City as an initiative aimed at enhancing the quality of public services and streamlining the licensing procedures for both the community and entrepreneurs. The purpose of the PTSP (One Stop Integrated Service) in Batam City is to enhance accessibility and efficiency in the processing of diverse permits and administrative services. The PTSP in Batam City serves as an integrated institution that consolidates various related agencies into a single location, thereby facilitating license applicants in fulfilling all necessary requirements and procedures. The PTSP institutions in Batam City serve as intermediaries and enablers in the permit acquisition process, with the objective of streamlining administrative procedures, expediting processing times, and enhancing service excellence.

The implementation of the One Stop Service Center for Investment (PTSP) in Batam City has been accompanied by a range of measures aimed at facilitating the licensing process for investors. These measures include the simplification of licensing procedures, the acceleration of processing times, and the provision of appropriate facilities and infrastructure. The implementation of information technology has been observed to be a significant factor in enhancing the efficiency of permit application processes. This is achieved through the utilization of online systems that enable the submission and tracking of permit applications. Additionally, the use of applications or portals that facilitate access to information for the public has been noted to be instrumental in streamlining the permit application process.

Furthermore, the Batam City government is endeavoring to enhance the proficiency and expertise of officers in the One-Stop Integrated Service Office (PTSP). This measure aims to enable them to deliver high-quality and prompt service to individuals seeking permits. In order to enhance the level of professionalism among PTSP officers, training and education programs are implemented with a focus on procedures, regulations, and service ethics. However, the execution of Public Transportation Service Provision (PTSP) in Batam City is confronted with various obstacles. The present study highlights the existence of impediments in the coordination among pertinent agencies and the management of grievances or conflicts associated with licensing. The enhancement of transparency and accountability is imperative for the optimization of the licensing process. This will enable the public to acquire lucid information and effectively monitor the process.

The study's findings indicate that the community's reaction to PTSP (One Stop Services) in Batam City may exhibit variability. Broadly speaking, there exists a cohort of individuals who acknowledge the endeavors of the government in enhancing the caliber of public amenities via PTSP. It is acknowledged that the presence of a One-Stop Permit Service (PTSP) yields advantages, including streamlined accessibility, expedited permit processing, and consolidation of multiple agencies within a single location.

Communities that perceive the convenience and effectiveness of acquiring permits via PTSP report feeling assisted and exhibiting favorable experiences. PTSP officers can provide more lucid information, a more comprehensible process, and a prompter response. This engenders a sense of worth among license applicants and fosters greater confidence in the government and its affiliated entities. Notwithstanding, it is an undeniable fact that certain individuals encounter obstacles and discontentment with the Public Service and Complaint Center (PTSP) in Batam City. Certain individuals may encounter challenges during the licensing procedure, such as intricate

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prerequisites, protracted processing periods, or ambiguous protocols. The presence of ambiguity and a sense of discontentment may manifest in cases where PTSP personnel fail to furnish sufficient information, exhibit unresponsiveness towards grievances or inquiries, or in situations where there exist inadequacies in the provision of services.

Conclusions

In summary, this study emphasizes the crucial importance of efficient public service provision in meeting the requirements and expectations of the community within the ever-changing realm of public administration. The emphasis placed on improving the process of licensing applications by incorporating online technologies, as demonstrated by the PTSP system in Batam City, Indonesia, highlights the potential advantages associated with these endeavors. The adoption of the Public Technology Service Platform (PTSP) has resulted in the optimization of administrative procedures, the mitigation of bureaucratic intricacies, and the establishment of a centralized framework for businesses to effectively obtain licenses and permits. The employment of digital platforms has facilitated the licensing procedure, thereby enhancing its accessibility and convenience for entrepreneurs. Furthermore, the PTSP system's focus on transparency, accountability, and customer-centricity has fostered trust and confidence among both businesses and citizens. Nevertheless, the research also uncovers obstacles encountered by PTSP, including constrained capacity and resources to manage the escalating demand, inconsistent enforcement of regulations across various agencies, and technical complications with the online platform. The aforementioned challenges necessitate ongoing endeavors to enhance the delivery of services and improve the efficacy of PTSP.

The research findings presented in this study offer significant insights that can be of great value to policymakers and local governments who are interested in utilizing technology as a means to improve the quality of public services. This study makes a contribution to the existing body of knowledge by examining the intricacies, advantages, and obstacles related to the implementation of integrated online licensing applications. By doing so, it enhances our comprehension of how technology can be effectively utilized to cater to the changing requirements of the community and facilitate a conducive environment for business activities. In general, the research emphasizes the significance of delivering public services in a responsive and efficient manner to effectively meet the needs and demands of both individuals and enterprises. The PTSP system implemented in Batam City serves as an exemplary model for other regions, showcasing the potential of technology and efficient processes in enhancing service provision and fostering economic development. Through the acknowledgment and resolution of the aforementioned obstacles, local governmental bodies have the potential to enhance the efficiency and effectiveness of their provision of public services. By implementing the suggested measures put forth by the study, these entities can foster an atmosphere conducive to growth and attract investment opportunities. The ongoing endeavor to achieve constant improvement and innovation in the delivery of public services will continue to be of utmost importance in addressing the needs of a dynamic society and guaranteeing a sustainable and prosperous future for communities.

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