

Effectiveness of OSS-Based Licensing Services and HR Competency on Public Satisfaction: A Study in Badung Investment Department

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ABSTRACT

This research focused on the Badung Regency Investment and One-Stop Integrated Services with the aim of analyzing the effectiveness of Online Single Submission (OSS)-based licensing services and human resource competency on community satisfaction, using the grand theory of Human Resource Management (HR). The study employs quantitative associative methods and utilizes a questionnaire with a population of 126 and a sample of 56, calculated using the Slovin formula, with four hypotheses. Data analysis was conducted using multiple linear regression with the help of SPSS Version 24. The research findings indicate the following: 1. Service effectiveness has a positive but insignificant effect on community satisfaction at the Investment and One-Stop Integrated Services, Badung Regency. 2. Service effectiveness has a positive and significant effect on human resource competency at the Investment and One-Stop Integrated Services, Badung Regency. 3. Human resource competency has a positive and significant effect on community satisfaction at the Investment and One-Stop Integrated Services of Badung Regency. 4. Human resource competency is able to partially mediate the effect of service effectiveness on community satisfaction at the Investment and One-Stop Integrated Services of Badung Regency. The implications of this research indicate that service effectiveness, human resource competency, and community satisfaction at the Badung Regency Investment and One-Stop Integrated Services are moderate. Furthermore, the study shows that human resource competency can mediate the relationship between service effectiveness and community satisfaction. However, it was also found that service effectiveness had no significant effect, suggesting that further research is needed.

Keywords: Service Effectiveness, Human Resources Competence, Community Satisfaction

ABSTRAK

Penelitian ini mengambil objek penelitian di Dinas Penanaman Modal Dan Pelayanan Terpadu Satu Pintu Kabupaten Badung yang bertujuan menganalisis Efektivitas Pelayanan Perizinan Berbasis Online Single Submission (OSS) dan Kompetensi Sumber Daya Manusia Terhadap Kepuasan Masyarakat menggunakan grand teori Manajemen Sumber Daya Manusia (SDM). Penelitian ini menggunakan metode kuantitatif asosiatif, dan kuesioner dengan populasi 126 dan sampel sampling 56 menggunakan rumus Slovin dengan empat hipotesis. Analisis data menggunakan regresi linear berganda dengan bantuan SPSS versi 24. Hasil Penelitian menemukan 1. Efektivitas Pelayanan berpengaruh positif tidak signifikan terhadap Kepuasan Masyarakat pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kabupaten Badung 2. Efektivitas Pelayanan berpengaruh positif dan signifikan terhadap Kompetensi Sumber

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Daya Manusia pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kabupaten Badung 3. Kompetensi Sumber Daya Manusia berpengaruh positif dan signifikan terhadap Kepuasan Masyarakat pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kabupaten Badung 4. Kompetensi Sumber Daya Manusia mampu memediasi secara parsial Efektivitas Pelayanan terhadap Kepuasan Masyarakat pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kabupaten Badung. Implikasi Penelitian ini menghasilkan Efektivitas Pelayanan, Kompetensi Sumber Daya Manusia dan Kepuasan Masyarakat pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kabupaten badung cukup moderat dan menunjukkan Kompetensi Sumber Daya Manusia mampu memediasi Efektivitas Pelayanan terhadap Kepuasan Masyarakat. Penelitian ini juga menemukan Efektivitas Pelayanan berpengaruh tidak signifikan sehingga perlu melakukan penelitian lebih lanjut.

Kata kunci: *Efektivitas Pelayanan, Kompetensi Sumber Daya Manusia, Kepuasan Masyarakat.*

INTRODUCTION

In the era of digitalization and advances in information technology, public services are becoming increasingly important to meet the needs and expectations of the community. Etymologically, service means helping to prepare or manage what someone needs. According to Law No. 25 of 2009 Chapter 1 paragraph 1 concerning public services, public services are activities or a series of activities in order to fulfill service needs in accordance with laws and regulations for every citizen and resident for goods, services, and/or administrative services provided by public service providers. Public services are defined as providing services or serving the interests of individuals, communities, and/or other organizations. In local government, public services are carried out in accordance with basic standards and procedures that have been intended to provide satisfaction to service recipients (Nurdin, 2019). If the public can obtain services with short, fast, precise, and satisfying procedures, then public services are considered effective. An effective organization certainly has an orientation and projection to implement all work programs that have been set with the goals and standards of public services (Aditama, 2020).

Effectiveness is the level of success in achieving a goal or target. Effectiveness can be said to be a broader concept that includes various factors both inside and outside a person. Effectiveness can not only be seen from the productivity side but can also be seen from the perception or attitude of a person (Rinjani, 2023). Factors that can affect the effectiveness of services according to Ratnasari et al (2020) are organizational characteristics, environmental characteristics, and worker characteristics. The licensing service process in Indonesia is often marked by challenges such as complicated bureaucracy, long processing times, and minimal transparency. This often causes public dissatisfaction and slows down economic growth, especially for business actors who need permits to start or expand their businesses (Sihombing, 2024). However, along with the development of information technology, many local governments in Indonesia have begun to adopt online-based licensing systems. One significant innovation in this field is the implementation of the Online Single Submission (OSS) system.

OSS is an integrated platform designed to simplify the licensing process by combining various types of permits in one system (Binolombangan, 2024). With OSS, business actors can apply for permits online, monitor the status of the application, and obtain the required permits without having to deal with complex bureaucracy. This system not only speeds up the licensing process but also increases transparency, thereby encouraging a more conducive business climate (Rokhman et al., 2024, Siagian et al., 2024). The implementation of OSS is expected to overcome long-standing challenges in licensing services and have a positive impact on economic growth in Indonesia. Online Single Submission or abbreviated as OSS is a platform that integrates various required permits in one integrated online system. This aims to simplify the licensing process, reduce bureaucracy, reduce the number of initials and signatures and provide more

efficient services to the public and business actors in processing permits (Yalala, 2021; Uswatun Hasanah, 2022).

Government Regulation No. 24 of 2018 concerning Electronically Integrated Business Licensing Services regulates matters such as types, applicants, and issuers of business licenses, sector business licensing reform, OSS system, OSS Institutions, OSS funding, incentives or disincentives for implementing business licensing through OSS, implementation of problems and obstacles to business licensing through OSS and sanctions. Background and formulation of the problem, the purpose of this study is to analyze several important aspects related to licensing services based on Online Single Submission (OSS) at the Investment and Integrated One-Stop Service Office of Badung Regency. This study aims first of all to assess the effectiveness of OSS-based licensing services on public satisfaction. In addition, this study also aims to analyze how OSS-based licensing services affect human resource competency in the agency. Furthermore, this study will evaluate the influence of human resource competency on public satisfaction. Finally, this study aims to examine the role of human resource competency as a mediator in the relationship between the effectiveness of OSS-based licensing services and public satisfaction.

LITERATURE REVIEW

The grand theory used in this study is Human Resource Management (HRM). HRM is a field that focuses on managing the workforce in an organization so that they can contribute optimally to achieving organizational goals. According to Sutrisno (2010), HRM is a unique resource because they not only have physical abilities, but also the ability to think, feel, desire, skills, knowledge, drive, and energy to work. HRM not only functions as a workforce, but is also the main driver of innovation, creativity, and motivation in the organization. Thus, effective and efficient HRM management is very important. This includes various aspects, such as recruitment, development, motivation, and performance appraisal, all of which contribute to achieving organizational goals. In the context of this study, HRM theory will be used as the main foundation for analyzing and understanding how HRM management can affect overall organizational performance. With this approach, this study aims to explore the important role of HRM in creating a productive and highly competitive organization.

The word effective means something that is successful or done well. In general, effectiveness refers to the ability to achieve desired results or meet certain goals by optimally utilizing available resources. Effectiveness is defined as the ability to use something appropriately, produce useful results, or support the achievement of goals. According to Rumagit (2022), effectiveness is a key element in achieving goals or objectives that have been set in every organization, activity, or program. Something is said to be effective when the goals or objectives that have been set are successfully achieved. In the context of an organization, effectiveness is often measured based on the extent to which the organization can achieve predetermined targets with existing resources. This includes the efficient use of time, energy, funds, and various other resources to produce output that meets expectations. Effectiveness not only reflects the success of achieving goals, but also shows the quality of decision-making and strategy implementation in an organization. Thus, effectiveness is an important indicator in evaluating the performance of an organization or program. According to Taufik (2022), effectiveness can be measured by three indicators, namely: 1) goal achievement, 2) integration, 3) adaptation. According to Adhim (2016), competence is an important aspect that distinguishes individuals who are able to work optimally from individuals who are not. Competence includes a collection of human resources that dynamically demonstrate various abilities, including a person's intellectual, attitudinal, mental, and social abilities (Subagdja, 2021). This competence is not only related to knowledge and technical skills, but also includes factors such as work attitude, motivation, and the ability to interact with others. In other words, competence is a combination of various personal qualities that enable a person to carry out their duties effectively and efficiently.

Therefore, having good competence is very important in a professional context, because it will affect individual performance and their contribution to the organization. According to the indicators of human resource competence, it includes several things, including motivation (motives), personal character (traits), knowledge (knowledge) and ability (skill) (Septiana et al., 2023). Motivation is an internal drive that is consistently thought or desired by a person that triggers action. This motivation acts as a driving force that directs, guides, and determines an individual's behavior in pursuing certain activities or goals rather than others. For example, someone who has high motivation in education will tend to be more diligent in studying and trying to achieve higher academic achievement. This motivation is often influenced by personal values, expectations, and life goals that they want to achieve. Personal character, on the other hand, includes the physical and behavioral traits of an individual that appear in various situations. This character shapes how a person reacts to challenges, new situations, and information received. For example, someone with an optimistic character may be more likely to bounce back from failure and continue to strive to achieve their goals. Knowledge is information that a person has in a particular field, which is obtained through education, experience, or self-learning. This knowledge provides the foundation for making appropriate and efficient decisions in certain situations. Ability, or skill, refers to a person's capacity to complete physical or mental tasks effectively. This ability can include technical, analytical, or interpersonal skills that enable a person to function well in a work environment or everyday life. The combination of motivation, personal character, knowledge, and abilities shapes an individual's behavior and performance in various aspects of life.

Satisfaction is a subjective condition in which individuals or customers feel satisfied with the products, services, or experiences they receive. This satisfaction can be measured based on the extent to which individual expectations are met or even exceeded by what is given. In this context, Fandy & Greforius (2016), explain that the term "satisfaction" comes from the Latin "satis," which means sufficient, good, or adequate, and "factio," which means to do or make. Satisfaction can be understood as an effort to fulfill something or make something adequate for the needs or desires of individuals (Ishak & Waworuntu, 2019). Thus, customer satisfaction is not only about providing what they expect, but also about efforts to exceed their expectations, which can ultimately create loyalty and long-term relationships between customers and service or product providers. According to Amrulloh (2022), the quality of public services is a basic characteristic in measuring public satisfaction. This characteristic functions as an indicator in the satisfaction variable, covering several important aspects: first, timeliness of service, which shows how quickly the service is provided to customers; second, accuracy of service, which emphasizes reliability and accuracy in meeting needs or requests; third, politeness and friendliness in providing services, which reflect positive interactions between service providers and customers; fourth, comfort in getting services, which includes physical and environmental aspects that support positive experiences; and fifth, other supporting attributes such as the presence of clean toilets, comfortable waiting rooms, and technology that facilitates access and use of services (Hardiyansyah, 2018). All of these factors contribute significantly to shaping customer perceptions of service quality, which ultimately determines their overall level of satisfaction (Violani, 2023).

METHODS

This study uses an associative method, which is designed to answer problems that are related or mutually influencing between variables. According to Murjani (2022), associative research aims to determine the relationship or influence between two or more variables. The research population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and conclusions drawn (Sugiyono, 2011). In this study, the population studied was the community using the Online Single Submission (OSS) service during

the period February-May 2024. Sampling was carried out using the purposive sampling technique, which is a method of determining samples based on the researcher's considerations regarding the samples that are considered most appropriate and representative of the population. The sample in this study was taken from a total population of 126 people, who were the community using OSS services for the 12 types of permits that were most dominant during that period. To determine the right number of samples, the Slovin formula was used with an error rate of 10%. Based on calculations using this formula, a sample size of 56 respondents was obtained. This technique was chosen because the population was more than 100 people and the researcher wanted to ensure that the sample taken was representative enough of the population as a whole. The data analysis techniques used in this study to analyze the data are: 1) quantitative analysis, 2) validity test, 3) reliability, 4) path analysis using Statistical Package for Social Science Software (SPSS Software) for Windows version 24.

RESULTS

The results of the analysis are based on the background, theoretical basis, framework of thought, research design and research methods and answer the hypothesis regarding the partial influence of each variable in Table 1.

Table 1. F Test Result

Variable	F count	Sig-value	Description
Service Effectiveness (X1), Human Resource Competence (Z) towards Public Satisfaction (Y)	7.229	0.002	Accepted (The research model with all variables used can be accepted because the significance value is < 0.05)

Source: Data processed

The results of the analysis based on the testing of the research model show that the F count value is 7.229, with a significance value of 0.002. Since the significance value is below 0.05, the variables of service effectiveness (X1), human resource competence (Z), and community satisfaction (Y) at the Investment and Integrated One-Stop Service Office of Badung Regency are significant. Therefore, the research model, with all the variables used by the researcher, can be accepted.

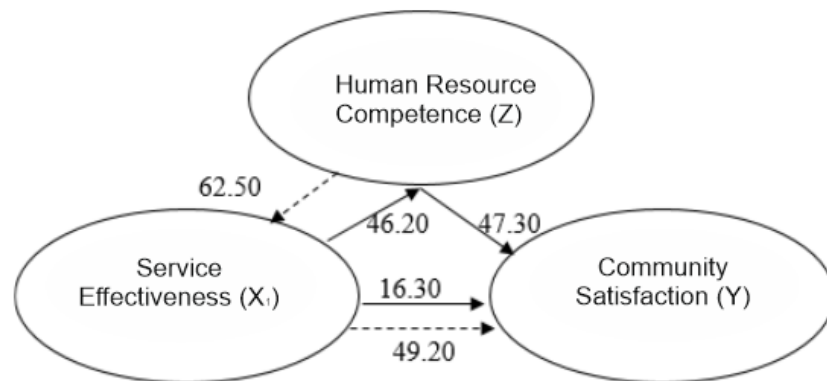
Table 2. T Test Result

Variabel	T count	Sig-value	Impact
Service Effectiveness (X1) to Community Satisfaction (Y)	-0.134	0.894	Negative and insignificant
Service Effectiveness (X1) on Human Resource Competence (Z)	4.275	0.000	Positive and Significant
Human Resource Competence (Z) to Community Satisfaction (Y)	3.255	0.002	Positive and Significant
Mediation: Human Resource Competency (Z) between Service Effectiveness (X1) and Community Satisfaction (Y)	N/A	N/A	Partially mediate

Source: Data processed

The results of the analysis (Table 2), based on data processing assisted by SPSS Version 24, can be explained as follows: The Service Effectiveness Variable (X1) has a t-value of -0.134 with a significance level of 0.894, which is greater than 0.05. This means that Service Effectiveness (X1) has a negative and insignificant effect on public satisfaction. Therefore, the first hypothesis cannot be accepted. The results of this analysis are influenced by the time efficiency of the Online Single Submission (OSS) System in managing permits, ease of access, and clear information regarding permit requirements and procedures. The Service Effectiveness Variable (X1) has a t-value of 4.275 with a significance level of 0.000, which is below 0.05. This indicates that Service Effectiveness (X1) has a positive and significant effect on Human Resource Competence (Z). Thus, the second hypothesis can be accepted.

The Human Resource Competence Variable (Z) has a t-value of 3.255 with a significance level of 0.002, which is also below 0.05. This indicates that the Human Resource Competence Variable (Z) has a positive effect on public satisfaction, allowing the third hypothesis to be accepted. Additionally, Human Resource Competence can partially mediate the effect of Service Effectiveness on public satisfaction. The results of the analysis using Path Analysis show that Service Effectiveness (X1) has a standardized coefficient beta value of -0.019, while Human Resource Competence (Z) has a beta value of 0.473 regarding public satisfaction.



Source: Data processed by SPSS V 24 2024

Figure 1. Path Analysis

The results of the path analysis show a direct influence between the variables of service effectiveness (X1) and human resource competence (Z) on public satisfaction, with a value of 0.454 or 45.4%. Additionally, the analysis indicates an indirect influence between the variables of service effectiveness (X1) and human resource competence (Z) on public satisfaction, with a value of 0.163 or 16.3%. The determination coefficient (adjusted R) in the summary regression model is obtained at 0.185, which is presented as 18.5%. This indicates that the influence of the service effectiveness variable (X1) and the human resource competence variable (Z) on community satisfaction (Y) at the Badung Regency Investment and One-Stop Integrated Service Office is 18.5%, while the remaining 81.5% is influenced by other variables not examined in this study. The implications of this study indicate that service effectiveness, human resource competence, and community satisfaction at the Badung Regency Investment and One-Stop Integrated Service Office are moderate. Moreover, it shows that human resource competence can mediate the effect of service effectiveness on community satisfaction. However, this study also found that service effectiveness has a positive but not significant effect, suggesting that further research is needed.

CONCLUSION

The effectiveness of services at the Investment and One-Stop Integrated Services Office of Badung Regency is highlighted by the Online Single Submission (OSS) System, which successfully accommodates changes in licensing policies and regulations. Employees demonstrate strong motivation and possess essential personal characteristics, such as integrity, responsibility, and cooperation, which enhance the quality of OSS licensing services. Public satisfaction is evident, as the community perceives that the OSS Licensing Service provides accurate information and results, complemented by polite and friendly service. To further improve service effectiveness, it is recommended that the OSS System continue enhancing time efficiency, ease of access, and clarity in licensing requirements and procedures. Employees should have a clear understanding of their roles and responsibilities in providing OSS services, along with the necessary

technical and non-technical skills. Additionally, OSS Licensing Services should be delivered on time, and the environment and facilities should be comfortable. Adequate service support attributes, such as system usage guidelines, clear information, and technical support, are also essential to ensure public satisfaction.

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