



SERVICE TYPE ANALYSIS IN PUBLIC SERVICE MALL IN JAKARTA'S INVESTMENT AND ONE-STOP INTEGRATED SERVICE (PTSP) OFFICE

Retnowati WD Tuti¹; Evi Satispi², Mawar³; Dini Gandini dan Tria Patrianti⁴

retnowatiwdtuti@yahoo.com1;

ewisatispi71@gmail.com2; mawarhidayat22@gmail.com3; purbaningrum_dg@ymail.com dan triapadmadsastra@yahoo.com

Abstract

Background. Public Service Mall (PSM) is a breakthrough done by **Jakarta's Investment and One-Stop Integrated Service (PTSP) Office** to improve people's satisfaction. Jakarta was previously known with its bad public services conducted by local government. It's improved up to 98% after PSM existence. For example, Building Construction Permit (IMB) service had scattered in various government agencies with unauthorized cost, completed in 60 days. In reformation era, Jakarta cleaned up to prioritize the satisfaction of Jakarta's people through service innovations such as one-stop integrated service IMB in PSM, Deliverance of Motor Licence (AJIB).

Research Questions : 1). How is the Forms of Service in PSM ?; 2). What are the driving factors and inhibitors?

Research Purpose , to analysis : 1).Forms of Service in PSM 2) to find out driving factors and inhibitors, Research Focus : 1).Forms of Services in PSM 2). IMB 3.0 and 3).AJIB . Research Methode: Descriptive; Research Approach : Qualitative; **Results:** 1).Forms of Service of PSM, DPM, PTSP = 292 , there are 14 Services from other institutions, 2) AJIB conducted through online and offline, 3) IMB Service 3.0 free- conducted as long as it is not via broker, will be provided free house design. However, there are weaknesses that few people care of IMB 3.0 ; there are many brokers; less employees; and a narrow service space.

Keywords : innovation, one-stop integrated service

1. Introduction

Background. Public Service Mall (MPP) is a breakthrough conducted by DPM PTSP Jakarta to increase public satisfaction. DPM PTSP (2017) mentioned after MPP, community satisfaction has increased up to 98%. Previously, DKI Jakarta known for poor Public Service conducted by Local Government. For example: Building Permit Service scattered in various agencies, with unauthorized high cost and IMB completed within 60 days (DPM PTSP 2017). Entering the Reformation Era, Jakarta Government Office began to prioritize community satisfaction by doing breakthrough or Service Innovation such as IMB management through one-stop service in Jakarta's investment and one-stop integrated service, Deliverance of Motor Licence (AJIB), PTSP up to village (kelurahan) level, online registration of licensing permissions.

Public Service Mall (PSM) is defined as a symbol of progress (Civilization) of licensing and non-licensing services held in an integrated manner between central

and local government, as well as services of BUMN / BUMD / Private in order to provide fast, easy, affordable, safe and convenient service.

There are only two PSM in Indonesia; one in Surabaya and the other one in Jakarta. It is also among others that encourages curiosity to examine PSM in DPM PTSP Jakarta. PSM was established with the following objectives:

- 1). Integrate the various services of either central agencies, state-owned / BUMD and Private in one building or the same location.
- 2). Simplify requirements, procedures and systems
- 3). Improve commitment, cooperation and synergy among service providers in the provision, utilization and development of public services
- 4). Provides convenience to service users in processing services at a single location or building
- 5). Encourage increased investment and economic growth
- 6). Improving the quality of licensing services with



faster, easier, affordable, transparent and accountable service and free from levies.

Public service in DPM PTSP Jakarta should be in accordance with the expectations of the community, namely quality services. Therefore, this research is conducted to find out how the form of service in

MPP in DPM PTSP Jakarta, especially focused on the forms of MPP and IMB 3.0.

Research Question; 1). How are the forms of Service in PSM ?; 2). What are the driving factors and inhibitors? **Research Purpose** , to analysis : 1).Forms of Service in PSM 2) to find out driving factors and inhibitors, **Research Focus** : 1).Forms of Services in PSM 2). IMB 3.0 and 3).AJIB .

Previous Research

PSM includes the category of Public Service Innovation. Therefore it is inserted in the sub-chapter of the Previous Research as follows

First Research, Innovation of Licensing Services in Increasing Local Revenue at One-Stop Service Office in Makassar City by Dewi Puspita Sari, Nurlinah, and A.Lukman Irwan (2013); This journal explains the innovation model of licensing services in order to increase the local revenue (PAD) in the environment of the city of Makassar to get the spotlight from various parties, especially from the aspect of service performance in increasing the local revenue.

Based on the said view, this study aims to describe and analyze the form of Innovation Service of Licensing Services Unit, the factors that support and inhibit the implementation of service innovation, innovative service model of accountability, transparent, effective and efficient to increase PAD in the Office of Licensing and Planting Service Capital City Government of Makassar and as one indicator of good governance.

(Government: *Jurnal Ilmu Pemerintahan*, Volume 6, Number 2, July 2013) .

Second Research, titled Effectiveness of E-Government Implementation in Integrated Licensing Service Office of Malang by Raharwindy Kharisma Sudrajat, Endah Setyowati, Sukanto (2015). Disclosed that the implementation of e-Government on Integrated Licensing Services Agency of Malang

is quite effective when the purpose of the implementation of e-Government tailored to the goal of e-Government national Inpres no. 3 of 2003 on National Policy and Strategy of e-Government Development. In developing e-Government BP2T Malang City does not stand alone but the existence of an interactive relationship with the business actor as a third party.

Third Research,

Analysis of the Influence of Satisfaction of KRL Commuter Customers to Adoption of Innovation of Smart Card Single Ticket System to Support Integration of Mass Transportation Mode in Jakarta by MS. Sharif. The objective of the study was to analyze the relationship between customer satisfaction of KRL Komuter and the adoption of innovation in the use of single electronic ticket smart card system to support inter-mode integration. This research uses customer satisfaction theory proposed by Parasuraman, Zeithaml and Berry in Ferrynadewi Servqual namely Tangible, Realibility, Responsiveness, Assurance, Emphaty.

This research method is descriptive with quantitative approach. The result of this research is the application of electronic single ticket smart card in KRL Komuter transportation mode, encourage the provision of transportation services that accountable, transparent, and variations of tariff form to the customers. Besides, the smart card capability to support multiple applications with one card allows integration between urban transportation modes with one payment model. In addition, the adoption of a single electronic ticket smart card system has an effect on customer satisfaction of higher commuter KRL (MS. Syarif, *Jurnal Telekomunikasi dan Komputer*, vol. 6, No.1, Juli 2015:85-102 in Jajang dan Retnowati, 2018)

Research Dewi Puspita Sari, Nurlinah, and A.Lukman Irwan (2013) on Licensing Service Innovation in Increasing Local Original Income (PAD) at One Stop Service Office in Makassar City; The finding: the existence of innovation model of licensing services in the framework of increasing the Original Regional Income (PAD). Furthermore, the Effectiveness of E-Government Implementation in Integrated Licensing Service Office of Malang by Raharwindy Kharisma Sudrajat, Endah Setyowati, Sukanto (2015), The



findings: information networks can be accessed freely and anywhere through the licensing website, only not based on law and interactive relations with the world.

While Third Study, Analysis of the Influence of Satisfaction of KRL Commuter Customers to Adoption of Innovation of Smart Card Single Electronic Station to Support Integration of Mass Transportation Mode in Jakarta written by MS. Syarif, the adoption of single electronic ticket smart card system has an effect on customer satisfaction of KRL Komuter higher. From the above three researches, the service innovation is still smoot / gradually, while the research of Service Innovation in DKI Jakarta is radical, very fast .. Here is the novelty of this research / State of The Art.

Public Service

According to Indonesian Law / UU N0 25 th 2009 concerning Public Service, Public Service is an activity or series of activities in order to fulfill the service requirement in accordance with the laws and regulations for every citizen and residents of goods, services and / or services administrative services provided by public service providers.

Meanwhile, according to Daviddow and Uttal (1989) in Retnowati (2013), Services are activities / profits, offered by organizations or individuals to consumers / customers that are intangible and can not be owned. Furthermore, Denhardt & Denhardt (2003) affirm the principles in the New Public Service as follows

- 1). Serving Citizens, Not Consumers; 2). Taking into account the public interest; 3). Respecting citizenship over entrepreneurship; 4). Thinking strategically, acting democratically; 5). Acknowledging that accountability is not a simple matter, public services should be more attentive, they must also be present in constitutional and statutory laws, community values, political values, professional standards and the interests of citizens; 6). Serve instead of arranging; 7). Respecting people, not just the productivity, organizations and networks they participate in will most likely be successful in the long run if they operate through. the process of collaboration and leadership-based spreads out of respect for everyone.

To be able to provide quality services, in accordance with the paradigm of the New Public Service, according to Denhardt & Denhardt in Islamy (2006)

the government needs to pay attention to the 8 principles of quality services, namely: (1) *Convenience*; (2) *Security*; (3) *Reliability*; (4) *Personal attention*; (5) *Problem-solving approach*; (6) *Fairness*; (7) *Fiscal Responsibility* and (8) *Citizen influence*.

Service Innovation

Innovation Defines:

According to Damanpour (Yogi, 2008: 3) innovation can be either new products or services, new production process technologies, administrative structure systems, or new plans for members of the organization. While Wijayanti (2008: 42) argues that innovation in the public sector is more emphasized aspects of "improvement" resulting from innovation

activities, namely the government is able to provide public services more effectively, efficient, and quality, cheap and affordable.

According to Quinn (Edy Sutrisno, 2010: 104 - 105), emphasizes that innovation consists of technological, managerial and social processes, in which new ideas or concepts were first introduced to practice in a culture.

There is also the opinion that innovation is the early adoption of new ideas (Rogers and Kim, 1985). Innovation is equated with fundamental improvements and changes but not revolutionary changes (Merritt, 1984).

According to West (Edy Sutrisno, 2010: 105), innovation is the introduction of a new, better way of doing things at work. Innovation does not signal an absolute update and change can be viewed as an innovation if the change is considered new to a person, group or organization that introduces it.

According Robbin (Kusdi, 2009: 224) innovation can be divided into two kinds. First, technological innovation (technological innovation), which involves the use of new tools, techniques, machinery, or systems intended to produce superior products or services. Second, administrative innovation (administrative innovation), namely the implementation of various changes to the structure and administrative processes in organizational management. In general, developing innovations requires structural change toward more organic organizations. That is, the characteristics of mechanistic organization, such as rigorous procedures and rules, hierarchy and control, the centralization of



decision stability, should be reduced as much as possible.

From some opinions that have been stated above it can be concluded that the public service innovation is the application of ideas, either in the form of a product or service with the aim to improve existing services so as to achieve an effectiveness and efficiency.

Innovation Typology In Public Sector
According to Khairul Muluk (2008: 45) in Wenny and Retnowati WD Tuti (2016) there are 5 existing Innovation typologies in the public sector: 1). Innovation Products / Services; 2). Innovation Process service; 3) Innovation Method of service; 4). Policy Innovation; 5) .System Innovation

Level of Innovation

Another important aspect of innovation studies is the level of innovation that reflects the variations in the magnitude of the impacts of ongoing innovation.

Mulgan and Albury ranged from incremental, radical, to transformative. (Khairul Muluk, 2008: 46):

1). Incremental Innovation,
that innovation is bringing small changes to the existing service process. Generally most of the innovations are in this level and rarely bring changes to the organizational structure and organizational relationships. Nevertheless, incremental innovation plays an important role in public sector reform because it can be applied continuously and supports a service knit that is responsive to needs and supports value added money.

2). Radical Innovation,
that is a fundamental change in the public service or the introduction of completely new ways in the process of organization and service. This kind of innovation is rarely done because it requires huge political support because it generally has a greater risk as well. Radical innovation is needed to bring real improvements in the performance of public services and meet the expectations of long-neglected service users.

3). Transformative Innovation
namely innovation that brings changes in the structure of the workforce and organizational by transforming all sectors and dramatically organizational mendibah. This type of innovation takes a longer time to get the desired results and

requires fundamental changes in social, cultural and organizational structures.

Innovation Category

There are two categories of Innovation revealed by Khairul Muluk (2008: 48), namely

- 1) .Sustaining Innovation: is an innovation that brings new changes but is still based on self-service conditions and existing systems or existing products.
- 2) .Discontinues Innovation: an innovation that brings about an entirely new change and is no longer based on pre-existing conditions.

Innovation Attribute

Furthermore, innovation can mean replacing old ways, technologies, or inventions that are not effective in answering a particular need. Although there is no concrete definition of innovation, it can generally be concluded that innovation has a distinctive feature of innovation itself.

According to Evert M.Rogers (Yogi, 2008: 16-18) tries to define the innovation of public service through his point of view, and deduces attributes in an innovation, namely:

1) .Relative Advantage (relative advantage),
Innovation must have superiority and value more than previous innovations. There is always a value of kebaruanyang inherent in innovation that characterizes and different from others.

2) .Compatibility (conformity)
Innovation should also be compliant or in accordance with the innovations it replaces. It is intended that the old innovations are not immediately thrown away, other than because of the cost factors that are not small, but also the old innovations become part of the transition to new innovations and facilitate the process of adaptation more quickly.

3) .Complexity (complexity)
With new innovations the possibilities of complexity become higher than ever, but because an innovation actually offers a better way, so only the adaptation process is needed.

4) .Reliability (probable experiment).
Innovation is acceptable if it has been tested and proven to have an advantage or more value compared to the old innovations, so it takes a "test phase" phase where everyone has the opportunity to try it.



5) .Observability (observable)

Innovation must also be observable, in terms of how the innovation can produce something better.

With these attributes, an innovation is a new way of believing that it can replace the old ways in the process as well as the outcome. Thus, innovation seeks to continually replace and develop old ways, even old, irrelevant principles including models, outdated procedures and beyond that according to customer evaluations and inputs effective and efficient, should be replaced immediately with new ones.

Conceptual Framework: The desire to provide better service to the community encourages the DPMPTSP to undertake a Public Service Innovation called Public Service Mall (MPP). This study aims to analyze Forms of Services; Service AJIB and IMB 3.0 in Cengkareng, West Jakarta. Theory used to dissect Service Innovation in this research using Roger theory with 5 attributes as aspect in this qualitative research, that is: 1). Relative Advantage (relative advantage); 2). Compatibility; 3). Complexity; 4). Reliability (probability of experimentation); and 5). Observability (observable).

2. Research Methodology

Research Methodology Approach and Research Methods Research Approach is Qualitative Approach with Descriptive Analytical Research Type. Research Sites and Time of Study: Public Service Mall Research is located at Public Service Mall Office Jalan Rasuna Said Kav C-22 Jakarta Selatan Research Time from January to March 2018 Data collection technique In this study data collection is done by 3 ways, namely: 1). Observation; 2). In-depth Interviews, conducted using interview guidelines; 3). Documentation review. Observation is done by observing the file registration process until the document is completed, especially IMB 3.0.

Interviews were conducted using pre-written written interview guidelines based on several attributes of Innovation that became indicators, namely: 1) .Relative Advantage (relative advantage); 2). 2) .Compatibility (conformity); 3). Complexity; 4). Reliability (probability of experimentation); and 5) .Observability (observable); addressed to informed public informants and DPM & PTSP Officials; and employees of the Public Service Mall.

Documents referred to in this study include: 1) .Book Annual Report; 2). Existing form; 3). Brochures; and 5) Governor's Circular Letter on IMB 3.0

Withdrawal Engineering Informant

In this qualitative research, the informant is determined purposively, for the Public Service Mall as much as 2 people; for the people who take the document by Accidental Sampling as many as 5 people.

Technique Analysis and Test Data Validity

The data analysis technique used in this research refers to Mac Nabb (2002: 148) thinking categorizing the stages of analysis of research data into 6 (six) stages of activity, namely: 1) .Organize the Data; 2) .Generate Categories, Themes and Patterns; 3) .Code the Data; 4). Apply the Ideas, Theme and Categories; 5). Search for Alternative Explanations; and 6). Write and Present the Report. Test Data Validity using Triangulation

3. Results and Discussion

The results of this study are prepared in accordance with the Research Focus coherently, namely 1). Forms of Services in Public Service Malls; and 2). IMB 3.0

Forms of Service in Public Service Malls are

1). Services by DPM DKI Jakarta Province, there are 269 Services. Among others :

Building Construction Permit (IMB) is completed 3.0 (Jama); AJIB, TDP, SIUP, Priority Permit,

The full range of services and requirements can be found on the website: jasa.jakarta.go.id.

2). Services by the Directorate General of Taxes, there are 5 Services:

a). NPWP; b). Taxpayer Status Confirmation (KSWP); c). Billing Code Opening; d). Self Service Assistance; and e). General Taxation Consultation 3). Service by Customs and Excise, there are 3 Services

a) .Service of Customs Identity Number; b). Tracking Items Service; and c). Customs Consultation Service.

4). Services by the Directorate General of Immigration, there are 2 Services: a). Passport; b). Limited Stay Permit (ITAS)

5). Services by the Director General of AHU, there are 11 Services: a). Ratification of Limited Liability Company; b). Endorsement of Foundation; c). Legalization of the Association; d). Application of Company Profile PT, Foundation and Perkumpulan; e). Notary Registration; f). Fiduciary Registration; g).



Wills Registration; h). Request for PPNS; i). Application of Citizenship; j). Citizenship Application; and k) .Mutual assistance Legal assistance

6). Services by BKPM, there is 1 Service: Licensing Consulting Investment

7). Services by BPN RI, there are 3 Services: a). Certificate Checking; b). Land Registration Certificate (SKPT); c). Nile Land Zone Information (ZNT)

8). Service by Polda Metro Jaya, there are 4 Services: a). SIM Renewal; b). STNK Pengesahan; c). Police Note Certificate (SKCK); d). Statement of Lost Statement

9). Services by the Regional Tax and Retribution Agency, there are 12 Services:

a). Approval of PKB BBNKB Payment; b). Mutation Name and address of vehicle registration; c). The process of moving outbound address of STNK Regions; d). Hotel tax; e). Restaurant tax; f). Entertainment Tax; g). Groundwater Tax; h). Parking Tax; i). Advertisement tax; J). PBB KB; k). Taxes BPHTB; i). Land and Building Tax (PBB); 10). Services by Dinas Dukcapil, there are 4 Services:

a). Electronic ID Recording; b). Birth Certificate Service; c). Family card; d). Information on Population Administration

11). Services by Jasa Raharja, there are 2 Services: a). Collector of Mandatory Donation Tariff (SW) and verification for taxpayer paying Vehicle Tax; b). Claim Jasa Raharja / santunan

12). Services by BPJS Health, there are 3 Services: a). Registration of New Participants; b). Mutation of data; c). Information and Complaints;

13). Services by BPJS Employment, there are 5 Services: a). Registration of New Participants for Wage-earning participants (formal sector) and not Wage earners (informal sector); b). BPJSTK Checking; c) .. Information and Complaints; d). E-claim; and e). E-balance

14). Service by PT. PLN, there are 3 Services: a). Install New Electricity; b). Power Changes c). Install Temporary Electricity

15). Services by Bank of Jakarta , there is one Service: Banking Services

The Result of Public Service Innovation Research IMB 3.0 as follows

Implementation Stage of IMB Service Innovation Implementation Completed 3 Hours:

1). 1 hour for KRK manufacture
2). 30 minutes for consultant applicant / resident
3). 1.30 hours for drawing attachment process and IMB SK

4). Maximum land planning and / or building area up to 200m 2.. Empty land no buildings or land already existing buildings but buildings are not used anymore and will be torn down.

5). File entry by Thursday and Friday, the measurement process is done on Saturday or Sunday and the process of making KRK and IMB 3.0 is done only on Wednesday.

6). Updating base map of land measurement for IMB 3.0 is sent to Data Processing System Application team via email muhardiyana.erawan@gmail.com no later than Monday at 12.00 WIB

7). Head of PTSP City Office and Kasatlak PTSP Kecamatan to update the base map to BPTSP.yantek@Jakarta.go.id

8). The design requirements follow the design template choices that will be described by the architect in the form of floor plans, 2 ponds and 1 piece of building and no design changes when IMB attachment images have been printed following the design options provided

9). The determination of permitted locations and other requirements is specified and attached to the Circular Letter.

From the perspective of Rogers (2008) innovation as an idea, practice or object / object that is realized and accepted as something new by a person or group to be adopted, IMB 3.0 Service is a revolutionary idea of the DKI Jakarta Government and accepted as something new by society.

Due to IMB 3.0 Service Innovation:

1). aims to improve IMB services that were previously completed with long time and through various local government offices ;

2). To achieve effectiveness and efficiency. Immediately the completion of the IMB document encourages the people of Jakarta who have area of less than 200 m2 to create IMB. Even with the free retribution is very important , once people make IMB. In addition, in terms of attributes of Service Innovation by Rogers in Yogi (2008):

a). Relative Advantages;



This IMB 3.0 Service Innovation provides many advantages both for the community and for the Local Government. For the community, the benefits include free retribution, Free House Design, faster time to finish. For LGs, the advantage of getting a spatial data base appropriately is not roughly, this is important for the movement of local government in making changes / future development.

a)Conformity;

b)The IMB is given origin according to the applicable rules, not the cultural heritage area, not the water catchment area

.c) Complexity; the community with the IMB 3.0 Service affairs more smoothly and easily no hassle.

d) Possibility of experiments, at the Service Level IMB 3.0 initially new implemented in 3 subdistricts; in 2016 added 8 sub-districts; 2017 added 32 districts; 2018 all districts.

e) It can be observed that the new service process can be observed in the subdistrict office and the product can also be seen.

From the above analysis, from the results of interviews with employees and the community there are still weaknesses that not many people know or lack of socialization and still many who take care of IMB through brokers.

Conclusion and Recommendation Public Service Mall

PSM is a breakthrough of DPM PTSP to facilitate service to the community. Communities come only one agency in MPP, taking care of the file and if there is payment also pay in PSM PSM apply Registration online, new registration only.

Sometimes web went off line. So people can not register online. The community was immediately asked to come to PSM , taking care of the permit, and is well served.

Building Establishment completed 3 hours (IMB 3.0) Accelerated completion of IMB management is very helpful for the community with minimal cost.

IMB Support Factor 3.0

1). Free; 2). Design available; 3). Fast;

IMB inhibiting factor 3.0

1). Lack of socialization; 2). Brokers are many; 3).

The space of PTSP Cengkareng Narrow service

For IMB Service 3.05). Socialization of IMB Service over 3 Hours needs to be improved so that more and more people make IMB;

1).Space Service Expansion at PTSP Cengkareng

2). It is necessary to issue a law on the prohibition of a broker.

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Recommendation