

THE EFFECT OF SERVICE QUALITY OF *ONLINE SINGLE SUBMISSION* TO PUBLIC SATISFACTION AND TRUST

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Abstract

The state is obliged to serve every citizen and resident to fulfill their basic rights and needs within the framework of public services which are mandated by the 1945 Constitution of the Republic of Indonesia. In the implementation of regional autonomy itself, public service is one of the interesting issues, especially in licensing and non-licensing services organized by local governments are currently competing on providing excellent services based on the implementation of one-stop integrated service (PTSP). As one of the Regional Governments in Indonesia, the Semarang City Government which is one of the City Governments located in Central Java Province has carried out PTSP through the role of DPMPTSP in making efforts to improve the quality of public service delivery based on an Online Single Submission (OSS) for various types of licensing and non-licensing services. The purpose of this study emphasizes quantitative measurement efforts regarding the effect of OSS service quality conducted by the City of Semarang DPMPTSP on the satisfaction and level of public trust. This research uses descriptive research type with quantitative approach with number of respondents in this study are 30 people. The results of this research are that association between the independent variable quality of service to the dependent variable is included in the category of public confidence is very strong. If DPMPTSP service quality has increased by 1 unit, then public satisfaction will increase by 0.961. A sovereign, when the quality-of-service DPMPTSP increased 1 unit, the satisfaction of the people will increase by 0.373.

Keywords: *quality service, satisfaction, public trust, online single system, Semarang DPMPTSP*

1. INTRODUCTION

The state is obliged to serve every citizen and resident to fulfill their basic rights and needs within the framework of public services which are mandated by the 1945 Constitution of the Republic of Indonesia. The operation of public services provided to the public is a function that should be done by the government in order to bring prosperity, as well as one of the factors that influence the implementation of good governance (*good governance*). The Law on Public Services (officially named Law Number 25 of 2009 concerning Public Services) is a law governing the principles of good governance which is the effectiveness of the functions of government itself.

Pursuant to Law No.23 of 2014 concerning local government, the implementation of

regional government is directed to accelerate the realization of public welfare through improved services, empowerment and public participation as well as enhancing regional competitiveness by considering the principles of democracy, equity, justice and the uniqueness of an area in the system. The Unitary State of the Republic of Indonesia.

In the administration of services to the public by the regional government it has an important role to provide public services in accordance with what has been mandated in Law Number 25 of 2009 concerning public services, article 1 states that "Public services are activities or a series of activities in the framework of meeting service needs in accordance with statutory regulations for every citizen and resident of goods, services and / or administrative services provided by public service providers." Local governments as public

service providers are responsible and continue to strive to provide the best service to the public.

In the implementation of regional autonomy itself, public service is one of the interesting issues. This is a public service directly related to meeting basic human needs such as education, health, licensing, infrastructure, population administration, employment, and so forth. The role of government as regulators, administrators, and dynamists is demanded to be ready to face the changing times that occur. Apparatus resources is the key to success in change, where the State Civil Apparatus (ASN) is the one who runs the government and is obliged to provide excellent public services both at the center and in the regions. Demands for rapid technological development and increasing public needs for public services require government officials to adapt well in every change.

Administrative services are carried out by the regional government as part of the administration of public services in the regency / city area. Public services administered by the local government administratively can be in the form of licensing services or non-licensing services. Licensing and non-licensing services organized by local governments are currently competing to provide excellent services based on the implementation of one-stop integrated service (PTSP).

The scope of PTSP includes licensing and *non*-licensing. The purpose of PTSP is to realize the quality-of-service delivery as a public service center and to be a service node for integrated service offices / agencies in the district / city. However, in essence, PTSP also aims to improve the quality of public services, thereby generating public satisfaction with public services provided by the government and impacting the level of public trust in government performance.

As one of the Regional Governments in Indonesia, the Semarang City Government which is one of the City Governments located in Central Java Province has carried out PTSP through the role of DPMPTSP in making efforts to improve the quality of public service delivery based on an Online Single Submission (OSS) for various types of licensing and non-licensing services. Semarang City DPMPTSP has also carried out an effort to survey public satisfaction (SKM) as an effort to evaluate the performance of public service delivery and as an evaluation material for activities and materials to establish

policies in order to improve the quality of OSS-based services that are held.

Given the Semarang City Government as one of the best *pilot projects* in Indonesia on the implementation of OSS organized by DPMPTSP, then as a local government whose task is to provide services to the public, it should continue to improve service quality, satisfaction and public trust through various surveys conducted as evaluation efforts and seeking recommendations for improving the quality of OSS that have been held at this time. Along with these reasons, we as academics through the Beginner Research Grant funded by DIKTI are interested in seeing how much "INFLUENCE OF SINGLE SUBMISSION ONLINE SERVICE QUALITY ON SATISFACTION AND PUBLIC TRUST" conducted by the Department of Investment and One Stop Services (DPMPTSP) Semarang city.

The purpose of this study emphasizes quantitative measurement efforts regarding the effect of OSS service quality conducted by the City of Semarang DPMPTSP on the satisfaction and level of public trust. Specifically, the objectives of this research are:

- a. Describe and analyze the quality of OSS service delivery in Semarang City DPMPTSP.
- b. Describe and analyze public satisfaction with OSS services in Semarang City DPMPTSP.
- c. Describe and analyze public trust in OSS services in Semarang City DPMPTSP.
- d. Measuring, describing, and analyzing the influence of the quality of OSS service delivery in DPMPTSP Semarang City on public satisfaction and trust.
- e. Finding the right model recommendations for efforts to improve the quality of OSS service delivery conducted by Semarang City DPMPTSP in providing a good impact on public satisfaction and trust.

2. LITERATURE REVIEWS

2.1 Concept of Public Administration and Its Relationship with Concept of Electronic Government

Waldo (1955) in Ahmad (2015: 44) defines "Public Administration is the organization and management of people and materials to achieve

the objectives of government." In its development, the discipline of Public Administration goes through several paradigm developments. Starting from the Old Public Administration (OPA) phase to Good Governance. The shift in the paradigm of public administration has had implications for the implementation of the role of public administration, especially related to the approach used in the making and implementing strategies, internal organizational management, and the interaction between public administration with politicians, the public and other actors.

The Government further improve administrative models today use technology as a tool to help the government, known as *e-Government*. E- Government deals with the provision of information, services or products that are prepared electronically, with and by the government.

2.2 Public Service

In the Decree of the Minister of Administrative Reform No. 63 of 2003 public services are all service activities carried out by public service providers to meet the needs of service recipients and the implementation of statutory provisions. Public service providers are government agencies.

In organizing public services, there are principles described in the Decree of the Minister of Administrative Reform (KEPMENPAN) No. 63 of 2003 concerning general guidelines for public service delivery, namely transparency, accountability, conditional, participatory, equality of rights, and balance of rights and obligations.

Related to the quality of public services, there are two main factors that affect service quality, namely the expected service and the perceived service. The quality of service received or perceived exceeds what is expected; the quality of service is perceived as good and satisfying quality .

2.3. Satisfaction and Concept of Trust

According to the Regulation of the Minister of Administrative Reform and System, Mechanism, and Procedure for Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for the Preparation of a Public Satisfaction Unit for Public Service Providers, there are components

that must be included in the public satisfaction survey to find out the public satisfaction index. These components include:

1. Requirements
Includes technical and administrative requirements that must be met in the maintenance of a type of service. It is a standardized procedure for service providers and recipients, including complaints.
2. Settlement Time
The time period needed to complete the entire service process for each type of service.
3. Fees / Rates
Cost / Tariff is the fee charged to the service recipient in managing and / or obtaining services from the organizer, the amount of which is determined based on an agreement between the organizer and the public.
4. Product Specifications Service Type
Product type service specifications are the results of services provided and received in accordance with established conditions. This service product is the result of every type of service specification.
5. Implementing Competencies
Implementing Competence is an ability that must be possessed by implementers including knowledge, expertise, skills, and experience.
6. Implementing Behavior
Implementing Behavior is the attitude of officers in providing services.
7. Handling Complaints, Suggestions and Feedback
The handling of complaints, suggestions and feedback is planning how the implementation of complaint handling and follow-up.
8. Facilities and infrastructure
Means are all things that can be used as a tool in achieving goals and objectives. Infrastructure is everything that is the main support for the implementation of a process (business, development, project). Facilities are used for moving objects (computers, machines) and infrastructure for immovable objects (buildings).

While related to the concept of trust, according to Deutsch (in Yilmaz and Atalay, 2009), trust is the behavior of individuals, who expect someone to provide positive benefits. There is trust because trusted individuals can benefit and do what is desired by individuals who provide trust. Kim et al in Sukma Abdurrahman Adi (2012) suggested that there

are at least 3 (three) indicators that can be used to measure public trust as users of services provided by the government which include guarantees of satisfaction, attention, and directness.

2.4. Research Hypotheses

- H₀1: There is no significant influence on OSS service quality on public satisfaction.
 H₁1: There is significant influence OSS service quality to the satisfaction of the people.
 H₀2: There is no significant effect of OSS service quality on public confidence.
 H₁2: There is significant influence OSS service quality on public confidence.
 H₀3: There is no significant effect of OSS service quality on people's satisfaction and trust.
 H₁3: There is significant influence OSS service quality on customer satisfaction and public confidence.

3. RESEARCH METHODOLOGY

This research uses descriptive research type with quantitative approach. Quantitative Research Methods. According to Sugiyono (2012: 13) descriptive research that is, research conducted to determine the value of an independent variable, either one variable or more (independent) without making comparisons or connecting with other variables.

The location of this research is the Semarang One-stop Integrated Investment and Services Office (DPMPTSP). The reason for choosing the location of this research is based on the Semarang City Investment and One Stop Integrated Service (DPMPTSP) Office being selected as the best in the 2018 Investment Award award held by the Indonesian Investment Coordinating Board (BKPM). Similar awards were achieved in 2012, 2014 and 2016 (jateng.tribunnews.com).

The population of this study is all service users of the Investment Office and One Stop Integrated Services (DPMPTSP) Semarang City. Determination of the number of samples in the opinion of Roscoe in Sukirman (2011) if in the study will conduct an analysis with multivariate (correlation or regression), then the number of sample members is at least 10 times the number of variables studied, so the number of respondents in this study is at least $3 \times 10 = 30$ people.

4. RESULTS AND DISCUSSION

4.1 Demographic Results

Table 1. Sex

Sex	f	%
Male	17	57
Female	13	43
Total	30	100

Based on the results of the questionnaire / questionnaire and the observation of researchers, most visitors to the City of Semarang DPMPTSP were men.

Table 2. Age

Age	f	%
18-27	3	10
28-37	10	33
38-47	7	24
48-57	6	20
58-67	4	13
>67	0	0
Total	30	100

It is known that 30 respondents who filled in the questionnaire were dominated by productive age, that is, ages between 28 to 37 years. This age is the age that is mature enough to take care of the licensing of one's own or another person.

Table 3. Occupation

Occupation	f	%
Civil servant	1	3
Private employee	27	91
Self-employed	1	3
Other	1	3
Total	30	100

When viewed from the type of respondent's work, it can be seen that respondents who work as civil servants is 1 person (3%), Private employee are 27 people (91%), Self-employed is 1 person (3%) and other categories or housewives is 1 people (3%). So it can be seen that the work that dominates respondents is the Private employee category.

4.2 Coefficient Correlation

Correlation coefficient analysis is used to determine whether or not there is a relationship between the two variables and to find out how strong the relationship of those variables is. This

can be guided by Sugiyono (2012: 184) in the table below:

Table 4. Coefficient Correlation Guidance

Coefficient Interval	Relationship Level
0,00 – 0,199	Very weak
0,20 – 0,399	Weak
0,40 – 0,599	Moderate
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

Table 5. Simple Linier Regression (X, Y1, Y2)

Measures of Association				
	R	R Squared	Eta	Eta Squared
Kepuasan * Kualitas	.772	.596	.914	.836
Kepercayaan * Kualitas	.821	.674	.984	.968

R value of 0, 772 which means that the relationship (X * Y₁) is included in the STRONG category . And an R value of 0.821 which means that the relationship (X * Y₂) is included in the VERY STRONG category.

4.3 Hypotheses Results

Hypothesis testing is an important part, because it is used for hypotheses or temporary answers that have been made by previous researchers.

4.3.1 Service Quality of DPMPTSP to Public Satisfaction (X, Y₁)

Simultaneous hypothesis testing (Test F) is used to see how far the influence of the independent variables (X) as a whole on the dependent variable (Y1).

Table 6. F-Test of X and Y1

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2031.291	1	2031.291	41.389	.000 ^b
	Residual	1374.176	28	49.078		
	Total	3405.467	29			

a. Dependent Variable: Kepuasan
b. Predictors: (Constant), Kualitas

It can be said that H₀₁ is rejected and H₁₁ is accepted so that public satisfaction (Y1) can be significantly influenced by the independent variable DPMPTSP service quality (X).

Analysis of simple linear used to determine the size of the variable independent of one dependent variable. This analysis is to determine the direction of the relationship between the independent variable with the dependent variable whether positive or negative.

Table 7. Simple Linier Regression (X, Y1)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24.270	14.543		1.669	.106
	Kualitas	.961	.149	.772	6.433	.000

a. Dependent Variable: Kepuasan

$$Y_1 = \alpha + \beta_1 X \tag{1}$$

$$Y_1 = 24,270 + 0,961.X$$

The regression equation indicates that the value of β₁ positive, so it can be seen in the research, there are positive influence between quality-of-service DPMPTSP to the satisfaction of the people. If DPMPTSP service quality increases, it will be followed by an increase in public satisfaction.

4.3.2 Service Quality of DPMPTSP to Public Trust (X, Y2)

Simultaneous hypothesis testing (Test F) is used to see how far the influence of the independent variables (X) as a whole on the dependent variable (Y2).

Table 8. F-Test of X and Y2

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	305.333	1	305.333	57.817	.000 ^b
	Residual	147.867	28	5.281		
	Total	453.200	29			

a. Dependent Variable: Kepercayaan
b. Predictors: (Constant), Kualitas

It can be said that H₀₂ is rejected and H₁₂ is accepted so that public trust (Y2) can be significantly influenced by the independent variable DPMPTSP service quality (X).

Table 9. Simple Linier Regression (X, Y2)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.267	4.770		.895	.379
	Kualitas	.373	.049	.821	7.604	.000

a. Dependent Variable: Kepercayaan

$$Y_2 = \alpha + \beta_2 X \tag{1}$$

$$Y_2 = 4,267 + 0,373.X$$

The regression equation indicates that the value of β₂ is positive, so it can be seen in the research, there are positive influence between quality of service DPMPTSP against the public trust. If the quality of DPMPTSP services

increases, it will be followed by an increase in public trust.

4.4 Analysis

4.4.1 Effect of Service Quality (X) on Satisfaction (Y1) and Public Trust (Y2)

Service quality variable has an influence on people's satisfaction and trust. In the Decree of the Minister of Administrative Reform No. 63 of 2003, public service is defined as an effort to meet the needs of service recipients and the implementation of statutory provisions. One effort to improve the quality of public services, as mandated in the Law of the Republic of Indonesia Number 25 of 2000 concerning the National Development Program (PROPENAS), needs to be compiled an index of public satisfaction as a benchmark to assess the level of service quality.

One of the services provided by DPMPTSP Semarang City is the quality of OSS (*Online Single Submission*) services that can help provide satisfaction and trust from the public. Thus, the better the quality of services provided by the Semarang City DPMPTSP, the more will be the satisfaction and trust of the existing public.

4.4.2 Effects of Service Quality (X) on Public Satisfaction (Y1)

The public satisfaction variable has several indicators such as requirements, procedures, service time, cost / tariff, product specification type of service, implementing competency, implementing behavior, facilities, and infrastructure as well as service complaints. In this study, there is a positive influence between the quality of DPMPTSP services on public satisfaction. If DPMPTSP service quality increases, it will be followed by an increase in public satisfaction.

4.4.3 Effect of Service Quality (X) on Public Trust (X2)

Indicators for public trust variables include integrity (integrity), goodness (benevolence) and competence (*competency*). In this study, there is a positive influence between the quality of DPMPTSP services on public trust. If the quality of DPMPTSP services increases, it will be followed by an increase in public trust.

5. CONCLUSION AND SUGGESTION

5.1 Conclusion

1. Association between the independent variable quality of service to the dependent variable is included in the category of public confidence is very strong.
2. If DPMPTSP service quality has increased by 1 unit, then public satisfaction will increase by 0.961.
3. A sovereign, when the quality-of-service DPMPTSP increased 1 unit, the satisfaction of the people will increase by 0.373.

5.2 Suggestion

1. Semarang DPMPTSP had to be more concerned with the infrastructure and facilities in performing service activities. This is in order to provide a sense of satisfaction and trust to the service user public.
2. Semarang DPMPTSP has to pay more attention on the management and maintenance of facilities and infrastructure support service activities. This needs to be done so that people feel more comfortable and satisfied in getting services at Semarang City DPMPTSP.
3. Semarang DPMPTSP must be more concerned with the level of services provided. Supposed to be what it has promised, should be fulfilled on time, in order to further increase public confidence in the DPMPTSP Semarang.

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