

ABSTRACT

LICENSING SERVICE QUALITY THROUGH ONE STOP SERVICE SYSTEM IN INVESTMENT AND LICENSING AGENCY OF BANDAR LAMPUNG CITY

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Service quality is an important component in the implementation of public services. Local governments as public service providers, have a role in creating excellent service in improving the people's satisfaction. Forms of public services provided by the government, one of which is the provision of licensing services. Since the enactment of the Minister of Home Affairs Number 24 Year 2006 on Guidelines for the Implementation of One Stop Services (OSS), implementation of licensing in Bandar Lampung through BPMP implemented into an OSS system, which is integrated in the process of obtaining licenses is only done in one place (One Stop Service). Integrating licensing in BPMP of Bandar Lampung City still many obstacles because of public dissatisfaction with the service provided such as slow turnaround time licensing documents that are not in accordance with Standard Operating Procedures (SOP) which have been established.

The purpose of this study was to determine how the licensing service quality through a system of one-stop service on the Investment and Licensing Agency in Bandar Lampung. This study uses Mix Methods research with sequential

explanatory models (sequential combination of quantitative-qualitative). Data collected through questionnaires, interview, observation, and documentation. Data analysis techniques in quantitative methods using descriptive statistical analysis and qualitative analysis through the stages of data reduction, data presentation, and conclusions.

The survey results revealed that service quality on the dimension of tangible (physical shape) reached 78.3%, including the quality category. Dimension of reliability reached 74.2% (quality). Dimension of responsiveness reached 76.5%, (quality). Dimension of Assurance (guarantee) reached 70.5%, including the quality and dimension of empathy reached 73%, including quality. The cumulative value of service quality in the BPMP of Bandar Lampung city obtained an average value of 74.6% of that expected. It is included in the category of quality. The lowest value of the indicator obtained guarantees timeliness of completion of the licensing document assurance dimension for 57.2% than expected. This needs a strong commitment and adherence to Standard Operating and Procedure (SOP) which has been established and the good cooperation between employees.

Keywords: Service Quality, Licensing, One Stop Service.