

ABSTRAK

KUALITAS PELAYANAN *ONLINE SINGLE SUBMISSION RISK BASED APPROACH* (OSS - RBA) DAN PERIZINAN BERUSAHA (Studi di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Provinsi Lampung)

Oleh

ARDY SURYA SUMIRAT

Pelayanan perizinan berusaha berbasis digital melalui sistem *Online Single Submission Risk Based Approach* (OSS-RBA) merupakan bagian dari transformasi pelayanan publik yang bertujuan meningkatkan efisiensi, transparansi, dan kemudahan akses bagi pelaku usaha. Namun, dalam implementasinya masih ditemukan berbagai permasalahan, seperti gangguan sistem, dan keterbatasan pemahaman pengguna. Penelitian ini bertujuan untuk mengetahui dan menganalisis kualitas pelayanan perizinan berusaha melalui sistem OSS-RBA di DPMPTSP Provinsi Lampung berdasarkan lima dimensi *service quality*, yaitu bukti fisik, keandalan, daya tanggap, jaminan, dan empati. Metode yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara mendalam, dan dokumentasi, serta analisis data menggunakan model interaktif Miles dan Huberman. Hasil penelitian menunjukkan bahwa dimensi bukti fisik (*tangibles*) memperoleh skor rata-rata sebesar 90,25 dan dimensi jaminan (*assurance*) sebesar 93,33, yang termasuk dalam kategori sangat baik, mencerminkan ketersediaan sarana dan prasarana, kenyamanan lingkungan pelayanan, kompetensi aparatur, serta jaminan keamanan data dan kepastian hukum dalam proses perizinan. Sementara itu, dimensi keandalan (*reliability*) memperoleh skor 88,87, daya tanggap (*responsiveness*) sebesar 89,15, dan empati (*empathy*) sebesar 87,75, yang berada pada kategori baik, namun masih ditemukan kendala terkait stabilitas sistem, ketepatan waktu penyelesaian layanan, serta belum optimalnya sosialisasi digital. Secara keseluruhan, skor rata-rata kualitas pelayanan mencapai 89,87 dan dikategorikan baik (B), sehingga pelayanan OSS-RBA dinilai telah berkontribusi positif terhadap peningkatan kualitas pelayanan publik di Provinsi Lampung.

Kata Kunci: Kualitas pelayanan, OSS-RBA, perizinan berusaha, pelayanan publik digital, DPMPTSP

ABSTRACT

SERVICE QUALITY OF THE ONLINE SINGLE SUBMISSION RISK-BASED APPROACH (OSS-RBA) AND BUSINESS LICENSING (A Study at the Investment and One-Stop Integrated Services Office of Lampung Province)

By

ARDY SURYA SUMIRAT

Digital-based business licensing services through the Online Single Submission Risk-Based Approach (OSS-RBA) system are part of the transformation of public services aimed at improving efficiency, transparency, and ease of access for business actors. However, in practice, several issues remain, including system disruptions and limited user understanding. This study aims to examine and analyze the quality of business licensing services through the OSS-RBA system at the Investment and One-Stop Integrated Services Office (DPMPTSP) of Lampung Province based on five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. This research employs a descriptive qualitative method, with data collected through observation, in-depth interviews, and documentation. Data analysis is conducted using the interactive model of Miles and Huberman. The results indicate that the tangibles dimension achieved an average score of 90.25 and the assurance dimension scored 93.33, both categorized as very good, reflecting the availability of facilities and infrastructure, a comfortable service environment, staff competence, and guarantees of data security and legal certainty in the licensing process. Meanwhile, the reliability dimension scored 88.87, responsiveness 89.15, and empathy 87.75, which fall into the good category, although challenges remain regarding system stability, timeliness of service completion, and the suboptimal implementation of digital socialization. Overall, the average service quality score reached 89.87 and was categorized as good (B), indicating that the OSS-RBA service has made a positive contribution to improving the quality of public services in Lampung Province.

Keywords: Service quality, OSS-RBA, business licensing, digital public services, DPMPTSP