

## **ONLINE SINGLE SUBMISSION IMPLEMENTATION: LESSONS LEARNED FROM DUREN SAWIT SUB-DISTRICT**

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### **Abstract**

The rapid development of technology causes government agencies engaged in public services to be able to adapt to technological developments in order to realize acceleration and ease in doing services. The online single submission system is a digital-based system for business licensing that has been implemented by UP PMPTSP Duren Sawit District in providing its services. This study uses qualitative descriptive methods with interview, observation, and documentation data collection techniques to obtain analysis and description related to the implementation of the online single submission system as a form of digital-based services in UP PMPTSP Duren Sawit sub-district by referring to the HOT-Fit model on the aspects of system implementation according to Yosuf et al., (2008), namely human, organization, and technology. The results of this study show that the implementation of the online single submission system as a form of digital-based services at UP PMPTSP Duren Sawit district is considered optimal, although there are still several things that must be considered related to the lack of socialization and training carried out, resulting in a lack of knowledge and understanding of system users on the use of the system, so that business actors are reluctant to register their businesses and the services provided. In assisting thonline single submission system, it is considered that there are still irregularities.

**Keywords: System implementation; Online single submission; Digitazitation service**

### **INTRODUCTION**

The government activities in Indonesia, especially in providing services to the communities are known still have a problem in the implementation process, such as service discrimination, wasted time, and a crisis of public trust which impact with satisfaction the public service bureaucracy. This condition must be solved by carrying out bureaucratic reforms so that the implementation of public services becomes better than before and accordance with public expectations. One of the bureaucratic reforms in public services can be done by using technology. This can be done because if the government makes improvements by using technological

systems, it will make it easier for the community to carry out services anywhere and anytime (Dwiyanto, 2021).

The utilization of a technology system in public service is a strategy to make the public services more qualified by updating the service system from manual to online. The use of technology has been applied to agencies implementing public service activities in the investment management one-stop integrated service, which one of service activity is to provide services in the form of licensing. Therefore, investment management one-stop integrated service, in carrying out their duties must be able to adapt with technological developments because it can't be recognized, the use of technology will greatly assist in accelerating and facilitating when performing services. According to the regulation number 97 of 2014 concerning about the implementation of one-stop integrated services which use electronic services (Rohiatna, 2020).

Referring to the regulation number 97 of 2014, a supporting system was formed to accelerate and facilitate the implementation of licensing services, especially in conducting business licenses where the system created has been integrated between the central and regional governments and the aims is for domestic business activities become easy. This system has been regulated in Government Regulation Number 24 of 2018 related to business licensing services integrated electronically with the regulation, so all of business licensing services will be unified by the center through one electronic business licensing system or called *online single submission*.

The online single submission system has been officially presented in July 2018, the use of online single submission system will be making the service faster and ease in conducting business licenses and increasing business investment electronically. One of the organization that had been implemented the *online single submission* system in providing digital-based services in the investment management and one-stop integrated service on Duren Sawit District. The investment Management Unit and One Stop Integrated Services in Duren Sawit District had been implemented an online single submission system; however, in reality, there are still problems with the officers that are not responsive and many business actors in

Duren Sawit district who are still reluctant to register their business in the online single submission systems. This can be seen in the following table:

**Table 1. Number of Business Actors in the East Jakarta area**

District	2019	2020	2021
Pasar Rebo	644	707	890
Ciracas	515	700	912
Makasar	600	711	908
Kramat Jati	533	789	845
Jatinegara	768	965	1.290
Duren Sawit	776	1.115	1.325
Cakung	714	1.107	1.229
Pulogadung	680	800	822
Matraman	696	766	830

**Table 2. Number of business actors who had been registered in online single submission system.**

District	2020	2021
Pasar Rebo	586	609
Ciracas	614	531
Makasar	604	557
Kramat Jati	655	631
Jatinegara	590	907
Duren Sawit	574	554
Cakung	921	700
Pulogadung	771	686
Matraman	661	652

Based on the table, it can be inferred that the number of business actors in Duren Sawit has the largest number than the other districts in East Jakarta. But the number of business actors who had been registered in online single submission system still lowest than the other districts in East Jakarta. Therefore, based on this problems, the author is interested with this research about implementation online single submission system as a form of digital-based service at the investment management unit and one-stop integrated service in Duren Sawit District with the purpose to get an analysis about implementation of online single submission system.

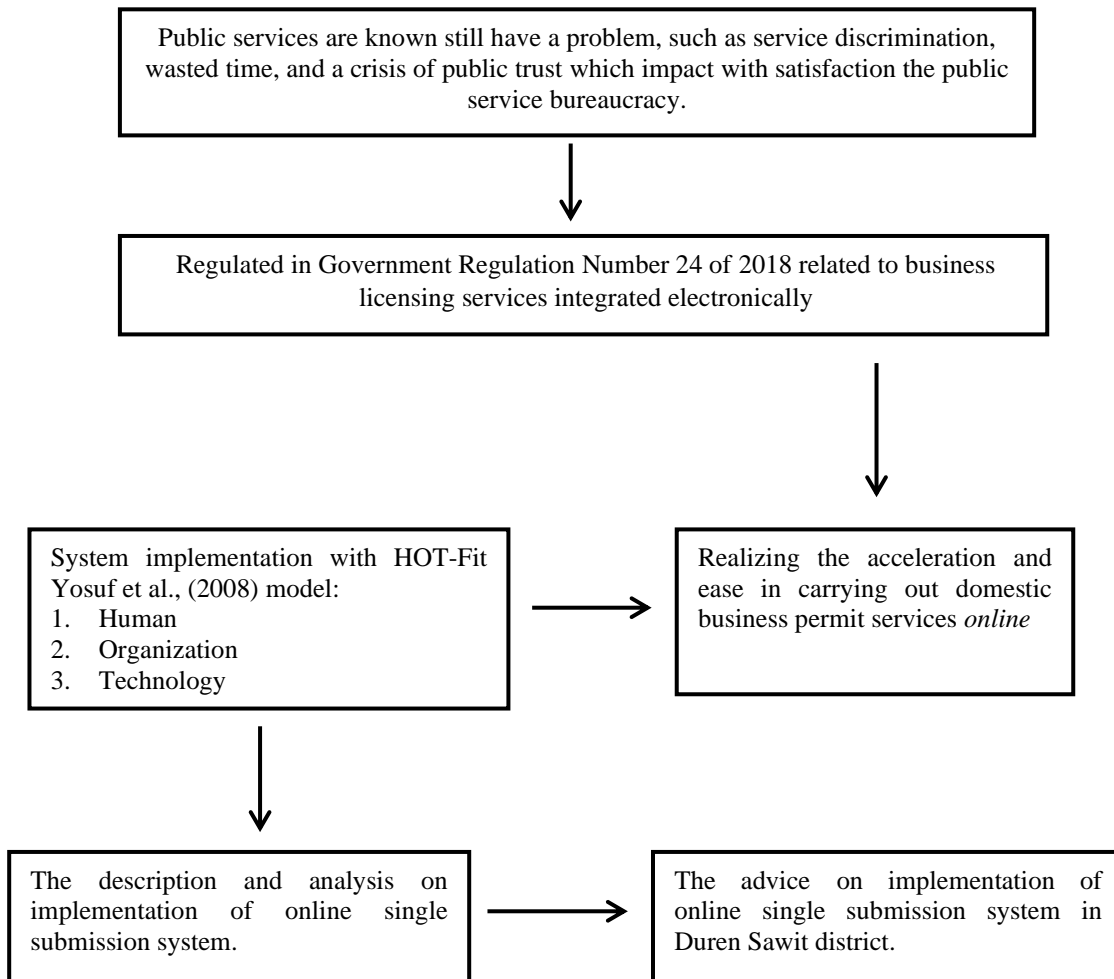
## **METHOD**

The research method is based on techniques to collect evidence in order to obtain information with the objectives and benefits that have been determined by the researcher (Sugiyono, 2013). The qualitative approach with a descriptive type was

used in this research and data collection were carried out with interview, observation and documentation techniques.

1. Interview, data collection by interview is carried out by conversation between the interviewer for gathering information (Sugiyono, 2013).
2. Observation, observation data collection techniques are carried out by observing the objects research, in order to obtain data as an explanation of a phenomenon to be studied (Sugiyono, 2013).
3. Documentation, data collection carried out with the aim of obtaining views related to the description of phenomena through a written medium or made directly by the subject concerned (Sugiyono, 2013).

The research in this study can be describe as



**Figure 1. Research Framework**

## RESULTS

The study result in this section will explain the implementation of digital-based services on the online single submission system in the investment management unit and one stop integrated service in Duren Sawit District:

### 1. Human

Human aspect involvement in the implementation of the system is an important aspect that is taken into consideration to determine whether business licensing services through the online single submission system successful or not. According to (Yusof et al., 2008), the interaction that occurs between humans and systems is an important issue in system implementation because it can affect the quality of the information developed by the system. System implementation on the human aspect reviews two things, there is:

#### a. System User

System users is a crucial aspect to look the success of a online single submission system as a form digitization of business licensing services. System users in this study can be seen from the parties involved: training, socialization, system user expertise, and acceptance of the online single submission system (Yosuf et al., 2008). Based on the results of the study, the implementation of the OSS system as a digital-based service at UP PMPTSP have a less attention in human side as a target, either as an actor or executor of the system. Online single submission system as digitalization of services from the human side is considered not optimal in its implementation. This is due to the reluctance of system users, namely business actors, to use the OSS system. Active involvement in the use of the system is urgently needed because it will have an impact on achieving goals and can provide satisfaction with the use of digital-based services that are presented. This has been confirmed in research conducted by (Mu'abidah, 2023) in Jember Regency regarding system implementation via online *single submission*, which confirms the active participation of system users is needed to support digital-based services. UP PMPTSP Duren Sawit District, in implementing the online single submission system, also pays little attention to training and outreach to system users.

System usage needs training for online single submission. The investment management unit and one-stop integrated system in duren sawit district, only have three service officers attended, even though the training is very important for service officers because, according to Kasmir (2016) in Hutagalung et al., (2020), training can provide benefits for service officers, especially in improving the ability of service officers to use technology, improving the quality of service personnel, and preventing obstruction of other work. Likewise with the socialization given to business actors, socialization activities were only carried out in three sub-districts, namely Klender, Malaka Jaya, and Pondok Kelapa. The socialization had an impact on business actors who did not take part in the socialization and did not understand the mechanism of using the system where business actors should be able to apply for business licenses independently. However, due to the uneven socialization, the applicant has to submit an application for a business license by visiting the UP PMPTSP Duren Sawit District directly.

This research is directly proportional to the (Al Fawwaz, 2019) research in Ngawi Regency regarding the *online single submission* system that if the socialization carried out by the service is not evenly distributed to system usage, it has an impact on business actors experiencing difficulties in understanding the use of the system. Therefore, minimal socialization will make it difficult for the applicant to understand the use of the *online single submission system*, and this will have an impact on the satisfaction and quality of services provided by UP PMPTSP Duren Sawit District. Therefore, it can be concluded that when training and socialization are carried out evenly, it has an impact on the expertise possessed by system users in using the OSS system. If the expertise possessed by system users is different, then it cannot be denied that digital-based services are hampered in achieving their goals, namely acceleration in carrying out services.

b. User Satisfaction

System user satisfaction, according to Yosuf et al., (2008) can be inferred that the close relationship where when system users respond by accepting the implementation of the system, they will feel satisfied, and the system can be

assessed as successfully implemented. Based on the research, the results are obtained from the implementation of online single submission system in investment management unit and one-stop integrated service in Duren Sawit District, in terms of system user satisfaction, it has been able to present a display on the system that is considered to have a complete and clear appearance and output. The result is in the form of an NIB (business identification number), which is also fairly easy to understand. This has an impact on the response of system users who are satisfied with the display and output in the online single submission system. Therefore, when system users accept the existence of an online single submission system, the system has provided increased satisfaction to its users.

## 2. Organization

Organization shows that investment management unit and one-stop integrated service in Duren Sawit District is a container or place that functions to carry out digital-based services through the online single submission system. The organizational structure aspect in the implementation of system was seen from a quality of Human Resources (HR) the organization, work specialization, communication, coordination, and facilities. Meanwhile, in the organizational environment, reviewing in terms of supporting and find the obstacle factors in the implementation of a system.

### a. Organizational structure

Based on the study, the results are obtained that the organizational structure when implementation a digital-based services through online single submission system at investment management unit and one-stop integrated service in Duren Sawit District that the organization as a place where the system implemented is considered optimal in providing digital-based services. This can be seen from the quality of human resources in terms of education and experience, the described that investment management unit and one-stop integrated service in Duren Sawit District in carrying out its service activities, is supported by 23 human resources who on average have an undergraduate educational background. Education is an important factor in developing competent and quality human resources because through education, individuals

are able to improve thinking skills, increase knowledge, and skills when the organizations more attention to the quality of human resources in education, it will produce the experts who are trained and have the capability to work better.

In addition, the officers at Duren Sawit District have an experience in operating a technology, the experience is use *jakevo*. The experience is also crucial factor in building quality human resources because with experience, a person is considered capable of completing tasks a ssigned job. In terms of facilities, sufficient facilities are available to assist with business license registration for applicants who do not have access. However, the facilities provided in the form of three monitors are not used properly. This resulted in the services being provided taking a long time because applicants were queuing to get services, even though according to Mu'abidah (2023), without adequate facilities such as service support equipment, organizational performance would not reach optimal levels, and moreover, human resources could not work without the help of market facilities.

Furthermore, it is observed that work specialization is not carried out by UP PMPTSP Duren Sawit District, although work specialization is important when carried out to support effectiveness and efficiency in work because each individual has expertise that can support acceleration in completing work. However, it is inversely proportional to UP PMPTSP Duren Sawit District, which does not carry out division of labor because the human resources which owned by investment management unit and one-stop integrated service in Duren Sawit District, have 23 officers and only six officers will give services to public, and from six officer only three officers will attending the training. If work specialization is carried out, it will impact on the long time service process because officers have more capabilities in operating the online single submission system who received the training. Then, communication and coordination between parties have been carried out well.

Communication in organization is important because of communication, the information can be conveyed and disseminated (Mardhatillah & Sujianto, 2017). Communication made by UP PMPTSP Duren Sawit District in implementation *submission* is good between leaders and staff or between



fellow staff. Head of UP PMPTSP Duren Sawit District in system implementation online single submission also always interacts with his subordinates in order to achieve organizational goals. Meanwhile, the coordination that has been carried out by the UP PMPTSP Duren Sawit District in implementing the online single submission system is an integrated service in Duren Sawit District, as the implementing organization, must have a strategy so that these obstacles can be overcome or minimized.

#### b. Organization Environment

Based on the results of research obtained related to the organizational environment that the application of digital-based services in the online single submission system at UP PMPTSP Duren Sawit District that in the organizational environment, namely internal parties of the organization and external parties of the organization have provided support. Internal parties that support the implementation of digital-based services are all communities in Duren Sawit District where parties who are not directly involved in using the online single submission system voluntarily learn the use of the system. Meanwhile, external parties that support digital-based services through the online single submission system, one of which is the central government which provides material support in the form of supporting facilities for the acceleration of digital-based business licensing services by providing monitors to help applicants who do not have access to apply for their business licenses.

Furthermore, the implementation of digital-based services through an online single submission system at UP PMPTSP Duren Sawit District still has obstacles, one of which is obstacles in unstable networks when providing assistance to applicants. This obstacle will make the implementation of the online single submission system not run well because it can hinder the achievement of goals, namely acceleration and ease of doing services. Therefore, UP PMPTSP Duren Sawit District as the implementing organization must have a strategy so that these obstacles can be overcome or minimized.

### 3. Technology

The application of technology or systems can collect information that enables organizations to save costs, increase productivity, and simplify processes related to

organizational activities (Yosuf et al., 2008). UP PMTSP Duren Sawit District has utilized technology in providing business licensing services to the community. This service delivery transition has been implemented through a single online submission. implementation of online single submission system as a form of digital-based service at UP PMPTSP Duren Sawit District in aspects of technology is seen from three perspectives, there are:

a. System Quality

System quality on the system implementation of online single submission in terms of system response speed, system reliability, ease of access, and system security. Based on the research results obtained, it can be conclude that the system quality is an application of digital-based services to the online single submission system in the investment management unit and one-stop integrated service in Duren Sawit District has considered the online single submission system to have provided a quick response when used, is easy to access without downloading an application, and guarantees the security of the applicant's data. Therefore, UP PMPTSP Duren Sawit District, as the implementing agency of a system online single submission, must be able to provide qualifications to the system before it is implemented, in accordance with system qualifications according to (Davis, 1993), namely, that the system is easy to learn, the system can respond quickly, and the system can improve the skills of its users. Therefore, if an organization applies qualifications to the system before they are applied to digital-based services, it will have a positive impact on the system. A system is said to be of high quality if, when used, it can respond quickly to what users need, has high security, and can be easily accessed.

b. Information Quality

Technology aspects in implementation system thorough online single submission in Duren Sawit District are seen in the provision of a system for quality information. The information provided by the system must be clear, complete, and relevant. Information quality is a matter that needs to be considered by system developers so that the information conveyed can be easily understood by system users. The success of an information system is

influenced by the quality of the information provided. Based on the research results obtained related to the quality of information stating the application of digital-based services to the online single submission in the investment management unit and one-stop integrated in Duren Sawit District, it is considered that it has provided clear, complete, and relevant information for its users. Therefore, the quality of information that is more accurate will make the organization that runs the system successful. If the information obtained is of poor quality, it will have a negative impact on the use of the system, so before implementing a new system, it must be reviewed further related to indicators, which can be a support for quality information.

c. Service Quality

Service quality is important in the implementation of a system, which is a must for organizations to be able to survive and gain the trust of the public. The quality of service provided by UP PMPTSP officers in Duren Sawit District in providing assistance related to the use of digital-based services. The quality of service in this case is measured in terms of the timeliness of service, the attitude of the service staff, the responsiveness of the service staff, and the fairness of the officers in providing services to business actors. Service quality is important in the implementation of a system because it is a must for organizations to be able to survive and gain the trust of the public. UP PMPTSP, Duren Sawit District, based on the research results obtained, states that the application of digital-based services to the online *single submission system* in UP PMPTSP, Duren Sawit District, is considered not optimal in terms of timeliness because many applicants still have to queue because only a few officers are serving. Furthermore, officers have a fairly good response rate when receiving applicant complaints when using the online single submission system. Meanwhile, service officers are considered unable to be fair to applicants where there are still officers who prioritize known applicants. This problem is because UP PMPTSP has not implemented public service principles because, according to Zeitthaml (2001) in (Apriyani, 2017) that a service will be of high quality if it has the right service time, a good officer attitude, and a fast officer response.

## CONCLUSION

An online single submission system is a system used in digital-based business licensing services. online single submission system is system was presented as an effort from the government to improve the quality of the public service system because the view of public services that are still poor has made the government carry out bureaucratic reforms, which one is to provide digital-based business licensing services through the online single submission system with the aim of making service easy and fast. The process of submitting a business license application through the online single submission system can be done by the applicant by accessing the OSS system website. Implementation of online single submission system as a form of digital-based service at UP PMPTSP Duren Sawit District in terms of the following three aspects there are *human*, the implementation of online single submission system on the aspect human, seen from system users and user satisfaction. System users are considered not able to master the system *online single submission* because the training and socialization that is held is not evenly distributed. Meanwhile, on a system user satisfaction that online single submission has provided an attractive appearance and output that is easy to understand. Furthermore, organization implementation of an online single submission system in the aspect of organization viewed from the organizational structure and organizational environment. In terms of the organizational aspect, UP PMPTSP Duren Sawit District as the implementing organization is considered capable of implementing digital-based services through an online single submission system. But, what is still an obstacle is the quality of the internet network which sometimes makes service longer. The last, technology the implementation of an online single submission system in the technology aspect in terms of system quality, information quality and service quality. Technological aspects in the implementation of the online single submission system are considered capable of being used.

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