

EFEKTIVITAS PELAYANAN PERIZINAN BERBASIS ONLINE DI DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU (DPMPTSP) KOTA BATAM TAHUN 2022

Oleh

Fiona Dwi Yanti

NIM.190565201118

Abstrak

Penelitian ini tentang efektivitas pelayanan perizinan berbasis online di dinas penanaman modal dan pelayanan terpadu satu pintu (DPMPTSP) Kota Batam. Permasalahan yang dihadapi yakni perizinan yang keluar tidak sesuai Standar Operasional Prosedur (SOP), kurangnya informasi mengenai *Online Single Submission Risk Based Approach* (OSS-RBA) dan masih lemahnya pemahaman para pelaku usaha dan pentingnya legalitas usaha, selain itu sistem online yang sering tidak dapat di akses. Penelitian ini bertujuan untuk mengetahui bagaimana efektivitas pelayanan perizinan penanaman modal di DPMPTSP Kota Batam, dengan menggunakan teori Campbell. Jenis penelitian ini adalah penelitian deskriptif kualitatif, adapun instrument penelitiannya yaitu pedoman wawancara, dokumentasi, sumber data penelitian ini adalah hasil wawancara. Hasilnya adalah pelaksanaan pelayanan perizinan berbasis online di Kota Batam sudah berjalan dalam memberikan kemudahan perizinan tetapi masih belum efektif. Pada indikator keberhasilan program, masih lemahnya antusias dan pemahaman masyarakat sebagai pelaku usaha terkait dengan OSS, indikator kedua keberhasilan sasaran, masih banyak pelaku usaha yang tidak tahu pentingnya legalitas bagi pelaku usaha. Indikator ketiga kepuasan terhadap program, memiliki nilai hasil indeks kepuasan masyarakat yang bermutu dan pengaduan melalui SPAN Laporan langsung direspon oleh DPMPTSP. Pada indikator keempat input dan output, pentingnya sosialisasi kepada masyarakat dalam menggunakan pelayanan izin usaha OSS-RBA, selain itu masih adanya perizinan yang dikeluarkan tidak sesuai SOP karena sistem OSS tidak dapat diakses sehingga DPMPTSP tidak bisa memverifikasi. Pada indikator kelima pencapaian tujuan menyeluruh, perizinan berbasis online sudah tercapai dalam tujuannya meskipun dalam pelaksanaannya masih ada beberapa kendala.

Kata Kunci: Efektivitas, Pelayanan, Perizinan

**EFFECTIVENESS OF ONLINE-BASED LICENSING SERVICES IN THE
DEPARTMENT OF CAPITAL INVESTMENT AND ONE-DOOR INTE-
GRATED SERVICES (DPMPTSP) OF BATAM CITY IN 2022**

By

Fiona Dwi Yanti

NIM. 190565201118

Abstract

. This research describes the effectiveness of online-based licensing services at the Department of Investment and One Stop Integrated Services (DPMPTSP) of Batam City, facing a number of problems, namely permits issued that do not comply with Standard Operating Procedures (SOP), lack of information regarding the Online Single Submission Risk Based Approach (OSS-RBA) and the still weak understanding of business actors and the importance of business legality, in addition to the online system which often cannot be accessed. This research aims to find out the effectiveness of investment licensing services at DPMPTSP Batam City, using Campbell's theory. This type of research is descriptive qualitative research, the research instruments are interview guidelines, documentation, the data source for this research is the results of interviews. The result is that the implementation of online-based licensing services in Batam City has been running in providing ease of licensing but is still not effective. In terms of program success indicators, there is still weak enthusiasm and understanding of the community as business actors related to OSS, the second indicator of target success, there are still many business actors who don't know the importance of legality for business actors. In the third indicator, satisfaction with the program has a quality community satisfaction index result value and complaints via SPAN Report are immediately responded to by DPMPTSP. In the fourth indicator of input and output, the importance of socializing the public in using the OSS-RBA business permit service, apart from that there are still permits issued that do not comply with the SOP because the OSS system cannot be accessed so DPMPTSP cannot verify. In the fifth indicator of achieving the overall goal, online-based licensing has achieved its goal, although in its implementation there are still several obstacles.

Keywords: *Effectiveness, Service, Licensing*