



# Responsiveness of DPMPTSP in Organizing Public Service Mall in Bantaeng Regency

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**Abstract.** Responsiveness is one of the indicators in assessing the quality of public service performance that describes the organization's ability to carry out its mission and objectives, especially to meet community needs. Organizations with low responsiveness automatically have poor performance and vice versa. The Public Service Mall (MPP) is a government effort to improve the quality of integrated services and the ex officio organizer of this MPP is DPMPTSP. DPMPTSP is faced with two tasks, services at DPMPTSP and organizing MPP. MPP Bantaeng Regency with a rapid acceleration of service integration with 129 services from 19 agencies since its establishment in 2019, provides its own challenges as far as the responsiveness of DPMPTSP in organizing MPP Bantaeng Regency. Descriptive qualitative research method. Data collection techniques using observation, interviews and documents were analyzed by data reduction, data presentation and conclusion drawing. The results showed that the responsiveness of DPMPTSP in organizing MPP Bantaeng Regency was quite good as measured by the ability to respond, speed, accuracy and ability to respond to public complaints. Although obstacles are still found, the DPMPTSP of Bantaeng Regency is committed to continuing to make improvements and maximize services to the community.

**Keywords:** Responsiveness, DPMPTSP, MPP Bantaeng Regency.

## 1 Introduction

The government plays an important role in providing public services for various community needs, such as education, health, utilities and others. This role is reinforced in the 1945 Constitution which mandates the state to fulfill the basic needs of each of its citizens. According to Law Number 25 of 2009 concerning Public Services, in Article 1, "public service is an activity or series of activities in fulfilling service needs in accordance with laws and regulations for every citizen and resident regarding goods, services, and/or services provided by public service providers." Moenir (1995) says that public service is an activity carried out by a person or group of people on the basis of factors through certain systems, procedures and methods in order to fulfill the interests of others according to their rights. The essence of public service is the provision of

excellent service to the community which is a manifestation of the obligations of government officials as public servants. According to Umam and Adiarto (2020), public service provision is not just about bureaucratic survival; it goes beyond that and serves as the basis for realizing social justice. The originator of the New Public Service paradigm, Denhart (as cited in Hardiyansyah, 2018), states that public service is the main obligation and responsibility of the government/local government to improve the quality of various services provided to the community. This is because, as stated by Hayat (2017), the provision of effective public services serves as a measure of the success of governance itself.

The government, through Minister of PAN & RB Regulation No. 23/2017, has made an innovation in public service provision known as the Public Service Mall (MPP). MPP is the integration of public services provided by ministries, agencies, provincial and district/city governments, state-owned enterprises, regional-owned enterprises, and the private sector in one place, as an effort to improve speed, convenience, accessibility, comfort, and security of services. There are currently 103 MPPs, and it is targeted that by 2024 there will be 514 MPPs (Liputan6.com). The government of President Joko Widodo and Vice President KH Makruf Amin is fully committed to establishing MPPs throughout Indonesia. This means that in the future, all public services in Indonesia can be accessed through MPPs, and the main party involved in the implementation of MPPs is DPMPTSP (Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu), which is officially regulated in Presidential Regulation No. 89 of 2021. In this situation, DPMPTSP is faced with two tasks, both in DPMPTSP services and in MPP.

Bantaeng is one of the regions in South Sulawesi that has the highest number of services in the Public Service Mall (MPP), with a total of 129 services from 19 participating agencies, and is expected to continue to grow in the future and will provide excellent service to the community. This commitment was emphasized by the Regent of Bantaeng Regency Dr. H. Ilham Syah Azikin, M.Si. that he will continue to make efforts to innovate to accelerate, certainty and ease in providing services to the community (Sindonews.com). The integration effort, which is only five years old, has not only provided its own benefits, but also posed challenges, including problems with service unit discipline and lack of available information, resulting in complaints from service users. These problems, if left unchecked, without fast and good responsiveness from the DPMPTSP of Bantaeng Regency, will lead to community dissatisfaction, impact on service quality and hinder the realization of Good Governance. Therefore, it is important to maintain the quality of performance of public service delivery. One of the indicators of public service quality is responsiveness. Because according to Hassel Nogi S. Tangkilisan (2005: 177) that responsiveness directly describes the ability of public organizations to carry out their missions and objectives, especially to meet community needs. According to Agus Dwiyanto, (2006: 148) that responsiveness is the organization's ability to identify community needs, prioritize needs, and develop into various service programs. Responsiveness measures the responsiveness of the organization to the expectations, desires and aspirations, as well as the demands of service users. Meanwhile, according to Zeithaml (as cited in Rismawati et al., 2015), responsiveness is the willingness to help customers and provide services sincerely, as well as the willingness to help consumers take responsibility for the quality of services provided. This reflects

the ability of public organizations to fulfill their missions and objectives, especially in meeting the needs of the community. Low responsiveness is indicated by a misalignment between services and community needs.

Therefore, seeing the importance of responsiveness in public service delivery and the problems faced in organizing MPP. So based on this background, the formulation of the problem in this study is how is the Responsiveness of DPMPSTP in the Implementation of the Public Service Mall in Bantaeng Regency? The theory used is Zeithaml's Responsiveness theory which includes the ability to respond, speed, accuracy, and the ability to resolve complaints.

## 2 Literature Review

According to Ratminto & Winarsih (2010: 18) that public services are all service activities carried out by public service providers as an effort to fulfill the needs of service recipients and the implementation of statutory provisions. So that the essence of public service is the provision of excellent service to the community which is a manifestation of the obligations of government officials as public servants. According to LAN (State Administration Institute) in Suwanda dkk (2019), the meaning of good in good governance contains two meanings, namely as follows. a. Values that uphold the wishes / will of the people and values that can increase the ability of the people in achieving (national) goals of sustainable development independence and social justice b. Functional aspects of an effective and efficient government in carrying out its duties to achieve these goals. The objectives of Good Governance according to Tunggal (2012: 40) are the achievement of predetermined goals, government assets are well maintained, the Government carries out its duties properly and healthily, government activities are carried out transparently.

UNDP proposes 9 principles of Good Governance (Sirajuddin 39: 2012) as follows: Participation, Law Enforcement, Transparency, Responsiveness, Consensus-oriented, Fairness, Effectiveness and efficiency, Accountability and Strategic vision. According to Zeithaml. Berry and Parasuraman, (Fandy Tjiptono 2009) state that there are five characteristics used to evaluate service quality, namely: tangibles, reliability, responsiveness, assurance, empathy. According to Fitzsimmons in Sedarmayanti (2004: 90), one of the dimensions to determine service quality is responsiveness. Responsiveness is the awareness or desire to help consumers and provide fast service. Based on the theory from Zeithaml. Berry and Parasuraman, regarding responsiveness. So in this study, the indicators in responsiveness used are Ability to Respond, Speed, Accuracy, Ability to Respond to Public Complaints.

## 3 Research Methods

The method used in this research is qualitative using primary data and secondary data. The data was then analyzed descriptively qualitatively, namely analyzing all the data collected by the author and then displayed in sentence form according to the results of interviews from several informants who had been determined previously. Therefore,

the data collection technique used is triangulation, namely interviews, observation and documentation. The data analysis used is reduction, data display, conclusion drawing.

## 4 Research Results

Public Service Mall as a non-structural institution that provides public services and organizes integrated licensing services to the community as a manifestation of bureaucracy 4.0, namely service acceleration, service accuracy and technology-based work flexibility. According to Hadi Prabowo et al (2022) the Public Service Mall (MPP) is the answer to public expectations about the ease of licensing, speed of service and ultimately encourages ease of doing business, increases the growth of micro industries and the economy at a macro level. Through MPP, the sectoral ego mindset between agencies is transformed into joint cooperation that prioritizes commitment to serve the community.

MPP is a medium to build an intact and synergized work system to practice a change in work culture that serves, representing the presence of the state to provide broad benefits for the interests and prosperity of the community. Seeing the importance of the existence of MPP and the complexity of services contained in MPP, it requires strong responsiveness from DPMPTSP as a public service provider. According to the OECD (Haning et al., 2017), responsiveness is an explicit element of trust that reflects a core objective in public administration: the task of public administrators is to serve the public, not be served. Responsiveness is not only related to how the public receives public services, but also relates to the openness of the government to listen and respond to feedback from the public. Therefore, responsiveness can be interpreted as not only service availability, accessibility, and schedules, but also service equality, involvement, and responsibility.

The task of DPMPTSP as the MPP organizer is to coordinate the implementation of services and the provision of facilities at Service Outlets. While its functions are a. provision of facilities, places, and/or service rooms; b. structuring and regulating service patterns in the implementation of MPP; c. coordinating the availability of Service Standards for all services at MPP; d. guaranteeing service quality at MPP in accordance with Service Standards; e. providing rules of order; f. providing mechanisms, managing, and resolving public complaints that are integrated or connected to the national public service complaints management system in the implementation of MPP; and g. monitoring and evaluating the implementation of MPP.

On this basis, DPMPTSP is at the forefront as an MPP organizer in providing responsive services in ensuring service quality. Responsiveness here according to Parasuraman (Nawi, 2017) that responsiveness is the willingness to help customers and provide appropriate services. This view emphasizes the level of sensitivity and readiness of government officials to have attention and readiness in handling requests, questions, complaints and the public as customers of government products. According to Esman in Dr. Chaizi Nasucha (2004: 122) states that responsiveness is an important aspect in improving the performance of the state bureaucracy. Responsiveness reflects

the ability of the state bureaucracy to respond to community needs quickly and appropriately in accordance with applicable legal provisions. This also includes the willingness and ability to help clients or society by providing services according to their wishes. These client desires can relate to various aspects, including issues of time, accessibility, and quality of communication between service providers and the community receiving services. In the context of public services, responsiveness is a very relevant indicator in measuring the quality of services provided by the government or public organizations. The level of responsiveness reflects the extent to which the government or organization can meet the expectations and needs of its citizens. Good responsiveness shows that the state bureaucracy is ready and able to respond to requests and problems that arise in society efficiently and effectively.

In implementing the Public Service Mall (MPP) in Bantaeng Regency, responsiveness is one of the key aspects that is given great attention. DPMPTSP (Department of Investment and One Stop Integrated Services) as the MPP organizer in Bantaeng Regency has an important role in determining the level of responsiveness. Responsiveness here refers to DPMPTSP's ability to respond to requests, questions and problems faced by the community in the process of obtaining public services at MPP. This ability includes a positive attitude, effective communication, and a willingness to help and make things easier for the community. This refers to the extent of DPMPTSP's responsiveness in carrying out its duties and functions as stated in Presidential Regulation of the Republic of Indonesia (Perpres RI) Number 89 of 2021 concerning the Implementation of Public Service Malls which consists of coordination, provision of facilities and infrastructure, governance, structuring and organizing service pattern spaces, providing complaint services, monitoring and evaluating the implementation of MPP. These duties and functions are clarified between sections in the organizational structure as stated in Bantaeng Regent Regulation Number 61 of 2019 concerning the Implementation of Public Service Malls (MPP). Apart from that, it is also explained in the Cooperation Agreement (PKS) between DPMPTSP and the agency that places the service unit at the Bantaeng Regency MPP. Through this, this research aims to determine the extent of DPMPTSP's responsiveness in implementing MPP based on five indicators, namely responsiveness, speed, accuracy and ability to respond to public complaints. The results of this research are that the responsiveness of DPMPTSP is quite good, the explanation is:

#### **4.1 Ability to Respond**

Responsive ability is DPMPTSP's ability to respond to service units in the MPP and the community as demonstrated by good attitudes and communication based on shared commitment. Apart from that, it provides information that can be understood by being a liaison between service users and service units at MPP Bantaeng Regency. The results found that DPMPTSP has the ability to respond well to service users with a polite and friendly attitude and understandable communication. DPMPTSP's ability to respond to service integration is also running well, as proven in the 5 year period, there are 19 agencies with 129 services in the Bantaeng Regency MPP. This is proven by the attitude of the DPMPTSP which actively invites agencies to join the MPP.

## **4.2 Speed**

The speed of organizing the Public Service Mall (MPP) by DPMPTSP Bantaeng Regency is an important aspect in responding to community needs and in responding to service units operating at MPP. This speed can be seen from the DPMPTSP response time to service users and service units at MPP starting from coordination, availability of service information consisting of the time it takes to receive services, queues, and providing fast information to the public. The research found is the speed in coordination which is carried out at any time through Whatsapp groups, telephone calls, and direct directions to related agencies. Maintaining service quality with the speed of availability of fast information to the public and service units is in accordance with the observations found and also from the existing SOPs at the agency in this case Samsat Bantaeng.

## **4.3 Accuracy**

The accuracy of DPMPTSP in the implementation of the Bantaeng Regency MPP includes the extent of compliance with the rules, regulations and standards that apply in the implementation of the MPP. This refers to the extent to which DPMPTSP can comply with its rights and obligations as stated in the Cooperation Agreement between service units to ensure the quality of services received to the community. Apart from that, DPMPTSP is also accurate in carrying out its duties and functions as in Presidential Decree No.89 of 2021 which is clarified in Perbup No.61 of 2019. The results found in the field are that some of the rights and obligations of DPMPTSP are quite correct, but they need to be further improved, especially in the monitoring and evaluation section of MPP implementation by explaining it through SOPs.

## **4.4 Ability to Respond to Community Complaints**

The ability of DPMPTSP as an MPP organizer in Bantaeng Regency to respond to public complaints is very important in maintaining service quality and public trust. This is because according to Kotler (in Yohanitas, 2018) it is a form of expression of customer or service recipient dissatisfaction with the service actions provided by the service provider. However, from the search conducted, the Bantaeng Regency MPP which was formed in 2019 only started providing complaint services at the MPP at the end of September 2023. In fact, as Perpres No. 89 of 2021, there are functions that must be carried out by DPMPTSP. This has resulted in several community complaints not being properly accommodated, as evidenced by the data on visits to the Bantaeng Samsat service unit where there are people who are not served. This is also due to the fact that the performance monitoring and evaluation function has not been optimized.

## 5 Conclusion and Suggestions

The conclusion in this research is that DPMPTSP's responsiveness in organizing Public Service Malls in Bantaeng Regency has gone quite well. Especially in terms of capability and speed of response, including coordination between organizers and service unit employees, availability of information, infrastructure/means, and service integration at the Bantaeng Regency MPP. In just 5 years, there have been 129 services from 19 agencies. Meanwhile, in terms of accuracy in implementing the Bantaeng Regency MPP, better efforts are needed so that every task and function can run optimally. This will help increase the responsiveness of DPMPTSP in implementing the Bantaeng Regency MPP. It cannot be denied that there are inhibiting factors in this implementation, including communication between agencies which is still limited, especially in finding ways for services at the MPP to increase community visits, limited human resources from the service units that are members of the Bantaeng Regency MPP which has an impact on efforts DPMPTSP in providing services in accordance with community expectations.

There is a need for innovation among leaders so that services at MPP Bantaeng Regency can be more effective. This is also influenced by the culture of the people who still choose to visit the relevant agencies to get services because they think it is easier and they are used to it. Author's Suggestions 1). Explore further the duties and functions of both Presidential Decree 89 of 2021 and Regent's Regulation 61 of 2019 and explain them through SOPs so that the implementation of the MPP can be clearer, especially in the monitoring and evaluation aspects. The aim is that the responsiveness of DPMPTSP can increase. 2). Increase outreach to the community to increase service users so that the placement of service units in MPP can be more effective. 3). Improve coordination with SKD which is part of the MPP between leadership levels regarding the service situation at the Bantaeng Regency MPP. Because the presence of MPP is not just about placing service units in one building, but more than just integrating these services so that service users experience speed, convenience, reach, comfort and security of service.

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