



Analysis of New Public Services at the Investment Office One-Stop Integrated Service Labor and Transmigration of Soppeng District

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Abstract. This study aims to determine how the implementation of *New Public Service* at the Investment Office of One-Stop Integrated Services for Labor and Transmigration of Soppeng Regency. The research contained in this study is qualitative, which is research that aims to describe and describe events and phenomena that occur in the field and is presented systematically, factually, and accurately about the facts or phenomena that exist at the research location. The data collection techniques used were observation, interviews, and documentation. The data analysis method used in this research consists of data analysis, data presentation, and conclusion drawing. Data validation checks were carried out by triangulating sources. The results showed that the implementation of the *New public service* at DPMPTSP-Nakertrans Soppeng Regency was running well. Caused by several dimensions of measuring success in the field, *Tangible* (physical evidence), *Reability* (reliability), Responsiveness (responsiveness), *Competencee* (competence), *Access* (Access), *Comunication* (communication). From several dimensions of success, there are still several obstacles found in the field. Of course, the DPMPTSP-Nakertrans will improve services, especially in the licensing sector in the hope of maximizing service to the community.

Keywords: Public Service, *New Public Sevice*, DPMPTSP-Nakertrans.

1 Introduction

One indicator of the successful implementation of regional autonomy is the ability of local governments to provide good public services. Citizen dissatisfaction with public service delivery practices can reduce the legitimacy of power and endanger the continuity of power of a government regime [1]. The real principle is the principle that emphasizes that government affairs are carried out based on duties, authorities and responsibilities [2]. Therefore, the government needs to pay attention to legal provisions and make continuous improvements to improve the quality of public services to the people [3]. Furthermore, public servants must be obliged to have the desire to serve the community. [4]

In the concept of public services, based on the Decree of the Minister of Administrative Reform Number 63 of 2003 [5] concerning guidelines for service delivery, there are public service principles including simplicity, clarity, legal certainty, accuracy of public service products, security, responsibility, completeness of facilities and infrastructure, ease of access and place, discipline, courtesy, friendliness, and also service comfort. The above regulations underlie the stipulation of Law Number 25 of 2009 concerning Public Services in Article 1 that [6] "public service is an activity or series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen and resident for goods, services, and / or administrative services provided by public organizers".

The new public service perspective starts from the recognition of the citizen and his or her position as essential to democratic governance.[7]. There are three views in dissecting public administration, namely Old Public Administration, New Public Management and New Public Service [8]. For decades, we have witnessed how public administration and government institutions have been less responsive to the achievement of overarching goals in providing public services, especially in terms of civil registration document services to the community. [9] Various criticisms about inefficiencies in Indonesia's bureaucratic system, its overly large quantity and rigidity have often been stated openly [10]. The rampant system of brokering, nepotism and the occurrence of various bureaucratic pathologies imply that government bureaucratic reform must be carried out [11]. The Regional Government of Soppeng Regency together with its ranks in the regions as State agencies are authorized to handle various problems and provide public services to the community. Like the research conducted by Prasetyo, which found the findings The quality of licensing through OSS at the DPMPSTP of Binjai city has not been maximized from several assessment indicators [12].

Therefore, the local government issued a regional regulation regarding the Implementation of Public Services which is regulated in Soppeng Regency Regional Regulation No. 15 of 2017 [13]. The regional regulation is expected to be a reference so as to improve the quality of satisfactory service to the community, namely the Office of Investment, One-Stop Integrated Services, Manpower and Transmigration (DPMPSTP-NAKERTRANS) in Soppeng Regency Soppeng Regent Regulation No. 57 of 2022 concerning amendments to the amendment of Soppeng Regent No. 101 of 2019 concerning licensing and non-licensing service standards at the office of investment, one-stop integrated services, Manpower and Transmigration of Soppeng Regency [14]. Because this government agency is an agency that takes care of many community interests in terms of licensing so that it is needed in providing administrative services to the community.

Based on this understanding, the role of government agencies is certainly authorized in handling various problems and providing public services to the community. Starting from the above, it is necessary to have research, so the author raises research with the title "Analysis of New Public Service at the Investment Office, One-Stop Integrated Service, Manpower and Transmigration in Soppeng Regency".

2 Literature Review

Janet V. Denhardt and Robert B. Denhardt [15] entitled *The New Public Service: Serving, not Steering* can be used to determine the development of the classical state administration paradigm to contemporary state administration.

The government must also pay attention to the principles of NPS as a basic step if it wants to fully implement the NPS paradigm. The principles of NPS are (1) *Serve citizens, not customers*; (2) *Seek the public interest*; (3) *Value citizenship over entrepreneurship*; (4) *Strategically, act democratically*; (5) *Recognize that accountability is not simple*; (6) *Serve rather than steer*; (7) *Value people, not just productivity*.

Based on this, to measure the level of success of the *New Public Service*, several indicators are needed, including (1) *Tengible*; (2) *Reability*; (3) *Responsiveness*; (4) *Competence*; (5) *Access*; (6) *Communication*. The form of organizational attention to its members can be the spearhead in realizing the goals of the *New Public Service* itself, namely serving the community [4]. 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 [16].

Table 1. Characteristics of New Public Service [17]

| Aspects | New Public Service |
|---------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Theoretical basis and epistemological foundation | Democracy theory |
| Concept of public interest | Public interest is the result of a dialog of various values |
| Responsiveness of public bureaucracy | Citizen's |
| Role of government | Serving |
| Accountability | Multi-faceted: legal accountability, community values, political norms, professional standards |
| Organizational structure | Collaborative structure with multiple internal and external ownership |
| Assumptions about employee and administrator motivation | Public Service with a desire to serve the people |

3 Research methods

The type of research used by the author in the research of *New Public Service Analysis* at the Office of Investment, One-Stop Integrated Services, Manpower, and Transmigration in Soppeng Regency is a qualitative description, Qualitative research method is a research approach that is applied to the natural situation of the object of research where the researcher acts as the main instrument [18]. This research uses Data collection is done through triangulation, data analysis is inductive, and the focus of qualitative research focuses more on understanding meaning than generalization.

4 Research result

This research has presented data on how the implementation of New Public Service at the One-Stop Integrated Service Investment Office for Manpower and Transmigration of Soppeng Regency. This study found the dimensions of the success of New Public Service implemented by DPMPTSP-NAKERTRANS Soppeng Regency, these dimensions include Tangible (physical evidence), Reability, Responsiveness, Competense Access Communication.

4.1 Tangible

This tangible, As an element of service that can be seen or felt, including physical aspects, equipment, employee appearance, and means of communication [19]. Indicator relates to the physical evidence of services, namely the appearance of officers / apparatus, the comfort of the place, the ease of the service process, the ease of customer access in service requests, and the use of tools in services. Based on the results of research conducted to determine the dimensions of the success of the implementation of New Public Sercive at the Investment Office of One-Stop Integrated Services, Manpower and Transmigration of Soppeng Regency, it shows that there is an increase in the feasibility of physical evidence and other supporting facilities in its management. As research conducted by D.Suharnoko, U. Cahyanin, C. Dinata et al [20], in his research found findings in terms of organizational readiness and the current service licensing structure, has reached an adequate level. This can be seen from institutional improvements based on existing regional regulations, supported by written commitments from local government officials in terms of DPMPTSP. Then, this ability is strengthened by the available technology, such as the internet network.

The appearance of officers is one of the indicators assessed in the dimensions of public services, the appearance of officers is related to the use of uniform attributes. Cleanliness and neatness of uniforms are things that should be considered. Officers have a clean and neat appearance and have used uniforms in accordance with established regulations. Public service officers are expected to maximize their appearance for optimal public services.

The use of facilities and infrastructure in the implementation of licensing services at DPMPTSP-Nakertrans Sopeng Regency includes computers, printing equipment, websites, wifi and several other supporting facilities needed in the implementation of licensing services. The existence of newer service aids that are currently being provided to maximize work in the licensing process so that services can be carried out quickly. Therefore, the findings from the provision of supporting facilities have a positive impact on people who want to do licensing. Replacement and addition of other supporting facilities provide an increase in employee morale in carrying out activities. Compared to before the existence of the Public Service Mall still uses the old facilities. Of course, there is still a need to improve facilities in the future to increase comfort for people who want to carry out the licensing process.

4.2 Reability

Reability, the Reliability Reability Indicator is the officer's ability to carry out the promised services precisely, quickly, accurately, reliably, consistently and appropriately in licensing services. Reliability refers to the organization's ability to provide the right service from the start without error and deliver its services according to the specified schedule [21]. To measure the Reability dimension in an effort to find out how the implementation of New Public Service at DPMPTSP-Nakertrans Soppeng Regency. The accuracy of officers in serving licensing service users is very important for service users. If officers are not careful in serving service users, errors will occur and will cause new work. Therefore, officers are expected to be able to be required to be careful in carrying out their duties and responsibilities in order to create a good service and licensing process and can provide satisfaction to the applicant.

The officer's ability to provide information to the applicant here is very decisive in the licensing process provided. In the findings of this study, DPMPTSP-Nakertrans service officers have been able to run the tools that have been provided, officers are placed by the head of the agency according to their abilities. The ability of officers to provide information to applicants is very important so that the service process can run well. The officer in charge of the information counter must have communication skills and know the latest information related to the license that will be submitted by the applicant. In addition to ability, the officer's expertise in problem solving is also very important in the licensing process. For example, if there are documents or applicant requirements that are not in accordance with the licensing provisions, the officer is expected to be able to solve the problem as quickly as possible so as not to give a bad impression of the service.

Based on the results of data reduction, officers have the ability in their respective fields that have been given separate duties and authority to provide services to the community. It is hoped that the Soppeng Regency one-stop integrated service investment office for labor and transmigration will improve accuracy in the licensing process in the future.

4.3 Responsiveness

Responsiveness is the community's perception of the ability and reliability of officers to be responsive and alert to various matters including complaints and community needs [22]. The Responsiveness Aspect that must be provided by a bureaucratic organization that serves the community is by providing a good, fast and responsive response in responding to every public complaint and providing optimal public services in every public service including in the licensing process at the Soppeng Regency OneStop Integrated Service Investment Office. This creates satisfaction with the community as service users. The measurement of the Responsiveness dimension in an effort to find out the implementation of the New Public Service at the DPMPTSPNakertrans of Soppeng Regency will be explained further.

Respond to every customer/applicant who wants to get licensing services. Service users will feel appreciated if service officers can provide a good response. Responding quickly to service users or applicants can give a positive impression for the optimization of DPMPTSP-Nankertrans services in Soppeng Regency. Officers respond and respond to service users who want to get licensing services by greeting and asking for the necessary needs, based on the results of interviews with service officers have carried out their duties well by responding to service users who want to carry out the licensing process. Services carried out by DPMPTSP-Nakertrans Soppeng Regency are required to be fast in carrying out tasks, especially when there is a buildup of queues of applicants when they want to carry out licensing. If licensing services can be carried out quickly and precisely, users will feel satisfied with the services provided. The existence of a queuing machine provides assistance in managing if there is a buildup in the waiting room. Fast and accurate service is an interest in service users.

In addition to speed and accuracy, of course, the accuracy of officers also needs to be considered when carrying out the licensing process. This is to avoid possible errors that occur in the licensing process. If officers are not careful in providing services, errors will occur and will cause new work. Accuracy here is not only related to the services produced, but also related to the right completion time according to the promised time. DPMPTSP-Nakertrans Soppeng Regency has tried its best in providing licensing services to provide timeliness of licensing, but sometimes it has obstacles that are faced, causing delays in issuing licenses. Responding to applicant constraints in the licensing process also needs to be considered in implementation, if community complaints are not responded to or handled quickly, it will give a bad impression in the service process. Therefore, feedback from the community is also needed to improve responsiveness to officers so that it can increase the level of responsiveness in the future.

4.4 Competence

Competence, this Competence indicator refers to the abilities, skills and attitudes possessed by officers in the licensing service process to be carried out. Competence includes the match between officer expertise and the existence of training or training for service officers [23]. To measure the Competence dimension in the implementation of the New public service at DPMPTSPNakertrans Soppeng Regency can be seen through the dimensions that will be discussed further. In implementing the service process by prioritizing the interests of the community who have Service Operational Standards carried out by DPMPTSPNakertrans Kab. Soppeng officers. Officers of the Soppeng Regency One-Stop Integrated Service Investment Office have the ability and skills in licensing implementation, the ability of officers to use the tools provided will result in fast service. In the implementation of licensing services, officers are required to be able to carry out their duties properly based on the Service Operational Standards (SOP), by carrying out the implementation of service standards can provide good

quality in service. Officers who deal directly with the public of course also have experience and quality education. The purpose of officers who have experience in their own fields, namely officers who have been able to identify the problems and wishes of the applicant.

In the results of data reduction that has been carried out, officers have their own skills in processing software-based licensing, as well as special equipment needed in the licensing process. So that officers have been equipped with knowledge and abilities through special training in managing software related to licensing services to make it easier for work to run quickly. From the results of interviews conducted, DPMPTSPNakertrans still needs more experts in software management issues that are under the direct auspices of the agency. In addition to ability, skills also need to be considered in the process of providing licensing services to applicants, skills here are not only in software management, but also related to the self-development of officers. Public service officers can adapt to existing challenges and changes. The Soppeng Regency One-Stop Integrated Service Investment Office for Labor and Transmigration certainly also needs to improve coordination with external parties related to the smooth implementation of licensing so that when licensing is required involving other departments it can produce more optimal work so as to reduce delays in issuing licenses. In addition, it is also necessary to reward or intensively reward employees who have worked well in carrying out their duties to increase enthusiasm at work.

4.5 Access

Access, this dimension relates to *access* in the context of services that refers to the ability of individuals, groups, or communities to obtain and use licensing services. Access to public services should be available to all levels of society, so that every individual can easily access every service provided by the government at all levels, from the central government, local governments, to village governments [24]. Ease of access in service is one of the supporting factors for service users to provide a good assessment of the services provided. If the service provider's ability to provide convenience, there will be a good relationship between licensing service officers and the community in receiving services. To see the dimensions of success related to the access that has been provided, it will be discussed further.

The main priority in a service is service user satisfaction. All the needs that the applicant wants can be provided easily related to licensing at the DPMPTSP-Nakertrans of Soppeng Regency must receive top priority and must be what is needed by service users. Officers in providing services guarantee the exact time of completion of licensing, if the applicant's documents related to licensing are complete. However, if the applicant's documents have obstacles, it will certainly hamper the performance of the licensing issuance. Officers have worked professionally in providing access to licensing by opening service hours according to office hours, this shows that officers carry out their duties in accordance with applicable regulations.

Online services that can be accessed 24 hours and clarity in service time are good steps in providing licensing services. In addition, officers also guarantee that there is no discriminatory element against who and what licensing services they want to use, which is a positive value for service users if they want to carry out licensing. This must be obeyed by officers because it has been stated in the service edict of the DPMPTSPNakertrans of Soppeng Regency. The existence of access to extra hours if the applicant needs a license is also sometimes given to the community if there is an urgent need. Service is a rule that has been standardized in the implementation of licensing services.

4.6 Communication

Communication in the Communication dimension of public services includes various metrics used to evaluate the effectiveness of communication between service providers and service users. Good communication is the key to understanding community needs and providing relevant and quality services at the Soppeng Regency One-Stop Integrated Service Investment Office for Labor and Transmigration. Communication is an important part of licensing services because in this section communication will be seen to what extent and what is made by officers to explain to applicants. Friendliness and the ability to communicate well by officers can be an element that supports service users to give a positive assessment of the services provided [25]. To measure the Communication dimension in this service will be discussed further.

By strengthening communication services, it will enable the public to understand licensing services, which also has an impact on officers so that if the applicant wants to take care of the completeness that needs to be provided before carrying out the licensing process, the public no longer asks about the completeness of the documents needed. Education at this time needs to be carried out regularly to the community because it is still common for people to return to complete their documents because they do not know in advance what completeness needs to be prepared.

Based on the results of the research conducted, interactive socialization to the community and agencies related to the licensing service process needs to be improved so that the licensing issuance process can run quickly. Of course, it requires a strategy with related parties to improve communication. DPMPTSP-Nakertrans is currently still trying to expand the network by providing training to village officials with the aim that the community no longer needs to come to process licenses at the head office but only in the local village. This will cut the time and distance for applicants when they want to issue licenses.

In addition to strengthening the network, interactive communication systems also need to be improved in reporting and assisting the community if they need assistance or experience obstacles in the process of issuing or renewing licenses. Telephone-based communication is currently also a program of the agency, to provide maximum service to the community. Of course, from this there are still some shortcomings and obstacles that are often encountered in the licensing process. In addition, there is also a need for

improvement in website management so that the features inside can be fully accessed by the community. Faced with this, DPMPTSP-Nakertrans annually conducts a community satisfaction survey related to the services provided. To provide work evaluation material related to existing shortcomings, the objectives of licensing services can run and be achieved in accordance with work targets.

5 Conclusion and Suggestions

The licensing implementation at the Soppeng Regency One-Stop Integrated Service Investment Office for Manpower and Transmigration has carried out New Public quite well. Where in the application of NPS seen from several dimensions of achievements that have been made by carrying out the licensing process quickly and precisely. Judging from the physical evidence of the services carried out, it has increased at this time which provides satisfaction to the community with its services. In the dimensions of Tangible, Reability, Responsiveness, competence, access, and communication are considered quite optimal in providing licensing services to the community. However, of course it is still necessary to improve some services and socialization to the community so that the services provided will be maximized and make it easier for the community, besides that improving the quality of human resources in management and recruiting technical personnel needs to be done to maximize the available service units.

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