

ANALYSIS OF THE DEVELOPMENT OF PUBLIC SERVICE MALL ON THE DEVELOPMENT OF SPECIAL ECONOMIC ZONES IN KENDAL REGENCY

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ABSTRACT

The presence of the Public Service Mall (MPP) in Kendal Regency was developed as an effort to encourage licensing services and increase investment as an effort to realize special economic zone development policies such as strengthening the MSME sector, tourism investment and strengthening investment in the Kendal Industrial Estate. The purpose of this study is to analyze the effect of the development of the Public Service Mall (MPP) on the strengthening of special economic zones in the industrial and service sectors in Kendal Regency. The research method used in this study is the mix method, which quantitatively uses linear regression analysis to determine the effect of the Public Service Mall (MPP) on strengthening the development of special economic zones in Kendal Regency, qualitative analysis is carried out to determine the role of MPP in improving public services. The results of this study indicate that the Public Service Mall (MPP) has a significant effect on strengthening the Special Economic Zone (SEZ) in Kendal Regency. These results are in line with the qualitative analysis of the role of the Public Service Mall (MPP) on public services in Kendal Regency which plays a good role.

Keywords: *Public Service Mall, investment, special economic*

A. INTRODUCTION

One of the expectations of the community as service consumers is that they want good, comfortable, fair and equitable service. One form of fair and equitable service is to prepare psychologically for bureaucrats as public servants who must adapt to conditions in the current era of globalization (Widyastuti, 2014). Public services are not only the needs of the community but also the rights of every citizen, the rights of every citizen are the State's obligation to fulfill them. According to Law no. 25 of 2009, public service is an activity or series of activities to fulfill needs in accordance with laws and regulations for every citizen and resident of goods, services, and/or administrative services provided by public service providers. According to (Datamora & Malau, 2019) in that public services are not just storing instruments for the sustainability of the bureaucracy to abort the obligations of the State, more than that public services are the basic essence to realize social justice. Good service according to (Aprilia & Puspitarini, 2021) strategic policy issue because public services are very influential in improving public trust in the government. However, until now improving the quality of public services is still a big task for Indonesia that has

not been completed until now (Mahsyar, 2011). The number of services that have not been integrated between regional organizations is the cause of inefficient and expensive services, this of course makes it difficult for the community. The implementation of public services in Indonesia itself is a strategic policy issue because the improvements tend to run in place. The impact of the slow improvement of public services is very broad because it touches almost all public spaces both in economic, social, political, cultural and other life (Ikhsan et al., 2020). In the economic field, poor public services will have an impact on decreasing investment, this can have an impact on the occurrence of layoffs in industries and not opening up new job opportunities. Meanwhile, the political impact, namely public trust in the government as a public service provider, is getting lower. Public distrust as consumers of public services as a result of the limitations and weaknesses of the government in management which leads to abuse of authority from public servants (Maulana & Widodo, 2020). Based on research (Suryana et al., 2021) the problems that constrain the public service process, including investment services, are the lengthy and costly licensing procedure, low legal certainty, the quality of human resources as public servants, and local regulations that hinder investment. In order to improve public services to the public that are easy and integrated (Lia & Shofwan, 2020) through Ministry of State Civil Apparatus and Bureaucratic Reform the government issued policies related to public services. The policy is contained in the Ministry of State Civil Apparatus and Bureaucratic Reform regulation number 23/2017 concerning the implementation of Public Service Malls both at the center and in the regions. The purpose of the presence of this policy is so that the public can easily get services by service providers in one building, be it licensing services, non-licensing, and service information or complaints about Public Service Mall services. The Public Service Mall is here as a public service innovation for the convenience of doing business.

To find out the effectiveness Ministry of State Civil Apparatus and Bureaucratic Reform regulation Number 23/2017 concerning the implementation of Public Service Mall there are several previous studies to determine its effectiveness. One of the studies conducted by (Datamora & Malau, 2019) regarding the implementation of Public Service Malls, in Padang City, the results of this study indicate that there are still obstacles in the implementation of Public Service Malls, such as the low quality of human resources available at Service Malls. The public service mall, the unavailability of comfortable facilities and infrastructure for service recipients, and the lack of socialization by the government to the public about the existence of the Public Service Mall in Padang City. The results of other research conducted by (Adawiyah, 2018) regarding excellent service through the implementation of Public Service Malls concluded that the effectiveness of Public Service Malls still faces several obstacles related to human resources and not all Public Service Malls provide services with an online system to facilitate services.

One area that has organized a Public Service Mall in Indonesia is Kendal Regency. Kendal Regency as one of the special economic zones that encourages the entry of investment both nationally and internationally, besides that Kendal

Regency has also been applied as a Kendal Industrial Estate (KIK) as development at the regional or regional level. This has prompted Kendal Regency to immediately inaugurate the Public Service Mall to cut down the bureaucracy including the licensing bureaucracy for business establishment and investment, thus it is hoped that the Public Service Mall can support regional economic growth and attract investors. Public services in Kendal Regency that have occurred so far, especially in the Integrated Licensing and Investment Agency of Kendal Regency, according to service users, experience several obstacles that cause services to be hampered and make it difficult for service users. These problems such as when the community will take care of business licensing, there are still many people who do not know the service procedures, the community does not know what agency or agency handles the required permits, complicated licensing procedures that cause high costs to come out and also quite a long time to process obtain permits (El-Ghafur & Kurniawati, 2020). The lack of socialization from the government to the public as service consumers is one of the causes, as well as the complicated procedures that make people who use service confused (Ratnaningsih & Lestari, 2020). The obstacles experienced by the community as consumers of services in Kendal Regency are of course the cause of the inhibition of business establishment, investment, or other public services (Kaitan et al., 2021). Based on these problems, this study aims to analyze the development of the Public Service Mall towards the strengthening of special economic areas in Kendal Regency.

B. LITERATURE REVIEW

Public service Concept

Operator is any State administrative institution, corporation, independent institution established by law for public service activities and other legal entities established for public service activities. The organizers and all organizations related to public services are responsible for the implementation of services and failures in providing services. The definition of service according to (Mahsyar, 2011) is any action or activity that can be offered by one party to another. According to (Mahsyar, 2011) public service is an effort by the State to fulfill the basic needs and civil rights of citizens for goods, services and administrative services provided by public service providers. According to (Datamora & Malau, 2019) public service is the provision of services or serving what is needed by people who have an interest in certain organizations in accordance with the basic rules and procedures that have been set.

According to (Ismayanti, 2015) excellent public service so that it can achieve the goal of satisfying the community is reflected in several things including:

- a. Transparent, namely services that are open, easy and accessible to all parties who need and are provided adequately and easily understood.
- b. Accountability, namely services that can be accounted for in accordance with the provisions of the legislation.
- c. Conditional, namely services that are in accordance with the conditions and abilities of service providers and recipients while still adhering to the

principles of efficiency and effectiveness.

- d. Participatory, namely services that can encourage community participation in the implementation of public services by taking into account the aspirations, needs and expectations of the community.
- e. Equality of rights, namely services that do not discriminate from any aspect, especially ethnicity, race, religion, and others.

All service activities carried out by public service providers as an effort to fulfill service recipients by following service procedures, completion times, service costs, service products, service facilities and infrastructure, and the competence of service officers..

Investment Licensing

Licensing is a form of implementing the regulatory and controlling functions that the government has on community activities. The forms of licensing can be in the form of registration, certification, determination of quotas, recommendations, and permits to build a type of business (Umam & Adianto, 2020). The permit can be granted by a certain authorized official or agency. Licensing has two functions, namely controlling fungus and regulating function, licensing as a controlling function aims to ensure that any permits or places of business, buildings, or other community activities do not conflict. Licensing as a regulatory function aims to allow licensing to be carried out in accordance with its designation (Haryani & Puryatama, 2020). The word investment comes from the word invest which means to invest or invest money or capital. Investment or what is also known as investment is defined as a business or activity carried out by individuals or individuals or legal entities in an effort to increase the value of their capital, whether in the form of cash, equipment, immovable assets, intellectual property rights and expertise (Roma'tusyadiah). & Suratman, 2009). According to (Ristiani, 2020) the definition of investment is all income spent by companies or government agencies for capital goods that will be used in productive activities.

Public Service Mall

Entering the era of growing globalization, the Indonesian government is also intensively carrying out transformations in various ways, including in public services (Ristiani, 2020). Public services that were originally complicated and caused difficulties for service recipients, now the government continues to improve and transform services into an integrated system. Based on Presidential Regulation of the Republic of Indonesia Number 91 of 2017 concerning the acceleration of business services or abbreviated as PTSP, services are integrated in a unified process starting from the application stage to the stage of completing service products through one door, both in the form of permits and business registration marks. The Public Service Mall has a function as a place for carrying out public service activities for goods, services, and or administrative services which is an expansion of the function of integrated services both centrally and regionally, in order to provide fast, affordable, easy, safe and comfortable services (Aprilia & Puspitarini, 2021).

The objectives of the establishment of the Public Service Mall are:

- a. Providing convenience, affordability, speed, security, and comfort to the public in service.

- b. Increasing global competitiveness in providing ease of entrepreneurship in Indonesia.

Meanwhile, in the context of economic development carried out in Kendal Regency, Public Service Malls have benefits for the implementation of public services for goods, services and administrative services which are the expansion of integrated service functions carried out with the principles of integration, efficiency, coordination, accountability, accessibility, convenience, and efficiency. free from extortion (Elkesaki et al., 2021). This concept plays a very important role in improving development goals in Kendal Regency to develop investment in various types of economic sectors through the ease of licensing to build a business (Hidayah, 2020).

C. METHOD

The method used in this study is the *mix method*, which is quantitatively using linear regression analysis to determine the effect of Public Service Malls (MPP) on strengthening the development of special economic zones in Kendal Regency. Simple linear regression has the following formula:

$$y = \beta_0 + \beta_1 x + \varepsilon$$

Parameters 0 (intercept) and 1 (slope) are unknown parameters, while is random error following a normal distribution with $E(\varepsilon) = 0$ and $Var(\varepsilon) = \sigma^2$ (Baihaqi et al., 2019).

The statistical test was carried out by filling out questionnaires to 100 respondents who had used public service mall services in Kendal Regency. Some of the indicators used in the preparation of the questionnaire are integration of services and procedures, speed of service, ease of service, ease of obtaining investment permits, low cost of services, service behavior, suitability of service procedures and competence of officers. Meanwhile, qualitative analysis was conducted to determine the role of MPP in improving public services. The evaluation that has been carried out is then carried out in-depth analysis of the Kendal Regency public service mall service case. The cases were limited by time and activity, and the researcher collected complete information using various data collection procedures based on the allotted time. The form of analysis on the role of public service malls in strengthening economic development in Kendal Regency will be identified through survey data conducted by managers who are observed through service trends over time.

D. EXPLANATION

Establishment of a Public Service Mall (MPP) as an Effort to Integrate Public Services in Kendal Regency

Kendal Regency is one area that has economic potential that can grow rapidly if it is managed properly. Its economic potential is natural potential, land and infrastructure potential such as ports, industrial areas and transportation routes that connect various cities in the north coast of Java. The economic development of Kendal Regency which is used as a special economic area is expected to continue to grow and can absorb more than 20 thousand workers. To facilitate the

realization of this goal, the Kendal Regency government seeks to improve the quality of public services, which previously had become an inhibiting factor related to investment licensing that entered Kendal Regency. Therefore, Kendal Regency has built a Public Service Mall as an integrated service system. Kendal Regency officially implemented a Public Service Mall on June 2, 2020. Kendal Regency established the 42nd Public Service Mall in Indonesia and the 8th in Central Java Province. Kendal Regency Public Service Mall is regulated in Regent Regulation number 58 of 2020. An integrated service system and making it easier for the public to use services is one of the goals of the Kendal Regency Public Service Mall. The community will only visit one location in obtaining permits according to the type of needs they want. The Kendal Regency Public Service Mall (MPP) presents 308 types of services originating from 21 types of agencies such as the investment office and one-stop integrated service, the public works and spatial planning department, the manpower office, the environment service, regional financial agencies, and even start-up companies. -up such as Grab, Gojek, and Tokopedia.

Before the presence of the Public Service Mall in Kendal Regency, it took a long time to take care of permits from these agencies because they were not in one building, now after the presence of the Public Service Mall the process has become easier because it is in one building or so-called already integrated. Now, after the presence of the Public Service Mall in Kendal Regency, the printing service of Resident Identity Cards (KTP) can be done independently so that it is much easier and faster than before the presence of the Public Service Mall. The involvement of Start-Up companies at the Public Service Mall in Kendal Regency helps MSMEs. The concept of the Public Service Mall is to integrate all types of public services in one building. So, in the Public Service Mall, there are activities to provide public services in the form of goods, services, or administrative services provided by the government. As explained above Public Service Mall (MPP) in Kendal Regency there are 308 types of services from 21 types of institutions, this makes it easier for service consumers, namely the Kendal Regency community to take care of various licensing needs because the service system is already integrated. The Kendal Regency Public Service Mall also conducted a service satisfaction survey to people who had used the service. The Kendal Regency Public Service Mall building is also equipped with various facilities for the convenience of service users such as information center facilities, complaints and consultation rooms, lactation rooms, prayer rooms, meeting rooms, children's play rooms, disability support facilities, and reading corners.

The Kendal Regency public service mall has several advantages including: *Accessible Everywhere* means that the public and investors can register and submit applications that can be done in various locations and are not limited but must have an internet network. *Paperless* means licensing services through a full online system and required file uploaded in softcopy (scanned) form without the need to submit physical documents. *Online verification and scanning* means that the file verification and scanning application process is carried out in full online without the need for physical files which can incur additional costs. *Online validation* means that the validation process by authorized officials is carried out

online. *Client complaint services* are various types of services provided by agencies that will be integrated with public complaints services while receiving services. The Public Service Mall, Kendal Regency has the ability to review various ongoing strategies and programs (Carmia Diahloka & Achmad Bardjan shaleh, 2013). The review is in the form of the results achieved from the use of strategies and programs that have met the expectations of many parties or need to be redesigned to get better quality results. Time frame for review starting from the ongoing service of the Kendal Regency Public Service Mall since it was inaugurated until the period of validity of the strategy and program is complete. A review is carried out on things that have happened, including the use of data, new information, predetermined standards, legacy problems from a program, and feedback received. The Public Service Mall is expected to create an innovative approach to issues that arise in the process of implementing special economic development in Kendal Regency as well as being able to Kendal Regency and investors.

The Effect of Public Service Malls in Supporting Special Economic Development in Kendal Regency

Public service administration reform is considered the best way to realize a quality service. Public services were chosen to be the main engine of administrative reform as an effort to realize the values of good government. The strengthening of the economic sector will also not be separated from the influence of public services, especially investment licensing. In an effort to see the influence of the importance of the existence of public service malls in Kendal Regency as a driver of administrative reform for the development of special economic sectors, an analysis test was conducted using a regression model that describes the effect of Public Service Malls on Special Economic Development, which is defined as Y as Special Economic Development and X as Malls. Public service. The values of Y and X are the total valid and reliable statements.

Table 3 Regression Test Results of the Effect of Public Service Malls on Special Economic Development

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	,510	,720		,708	,481
Mal Pelayanan Publik	,552	,044	,782	12,425	,000

a. Dependent Variable: Special Economic Development

Sources: *Analysis Secondary Data, 2021*

From the coefficients table obtained a regression model that describes the influence of Public Service Malls on Special Economic Development.

$$Y = 0.510 + 0.552X + e$$

To test how far the significant effect of the independent variable, namely Public Service Malls (X) on the dependent variable of Special Economic Development (Y) at the level of $\alpha = 0.05$, the significant test and t-test were used. Because $Sig = 0.00 < 0.05$, the Public Service Mall has a significant effect on special economic development. It is known that $N = 100$, $k = 1$, and from the table of coefficients it is known that $t_{count} = 12.45$. Using a two-way test, get $t_{table} = t_{0,025;98} = 1.98447$. If $t_{tabel} < t_{hitung}$ then the Public Service Mall has a significant effect on Special Economic Development.

Because

$$t_{table} = 1.98447 < 12.45 = t_{count}$$

So the Public Service Mall (MPP) has a significant effect on Special Economic Development. The one-stop integrated service that comes through the MPP is an effort from the government to facilitate investment. With the investment can open up new jobs for the community so as to improve the welfare of the community (Ismayanti, 2015). To find out whether the Public Service Mall has a significant overall effect on Special Economic Development, the F test is used, the following are the results:

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	154,953	1	154,953	154,391	,000 ^b
	Residual	98,357	98	1,004		
	Total	253,310	99			

a. Dependent Variable: Special Economic Development

b. Predictors: (Constant), Public Services Mall

Known $N = 100$, $k = 1$, and from the anova table it is known $F_{hitung} = 154.391$. Using the two-way test obtained

$$F_{tabel} = F_{0.025(1;98)} = 5.181823.$$

Because $F_{table} = 5.181823 < 154,391 = F_{count}$

Based on the results of the ANOVA table, it can be explained that the Public Service Mall has a significant overall effect on Special Economic Development. Excellent public services including investment services have become a community need, the presence of public service innovations that cut bureaucracy so that it becomes faster and service consumers, namely the community can be served well, these innovations are present through the Public Service Mall in Kendal Regency (Abdussamad, 2019).A service can be said to have a role

depending on the service received by the service recipient, in this case the Kendal Regency community. In this study assessing several aspects of the Public Service Mall in Kendal Regency, the Public Service Mall in Kendal Regency can be assessed as showing a role if the public as service users are satisfied with the services that have been provided, public satisfaction with public services at the Kendal Regency Public Service Mall is seen from several elements of satisfaction in accordance with the principle of satisfaction of public services regulated in the Minister of Religious Affairs Decree No. 25 of 2004 which consists of the integration of service procedures, conformity with the type of service requirements, competencies possessed by public service officers, the speed of service provided, the reasonableness of the costs stipulated in the service, and service security.

The elements of public service satisfaction felt by service users based on the results of the analysis are generally in good condition, meaning that service users are satisfied with the services provided at the Kendal Regency Public Service Mall in helping with the required permits. In terms of complaint handling services reported by service users at the Kendal Regency Public Service Mall, based on the results of research from 100 respondents there were 10 people (10%) poor complaint handling, 35 (35%) good complaint handling, and 55 people (55%) described complaint handling as very good. The service for handling customer complaints or service users has been running well and in accordance with established procedures. One of the Public Service Malls aims to facilitate the licensing process for opening a business, because the existing public service problems in the business establishment process are complicated, time-consuming and expensive.

The business licensing process at the Public Service Mall of Kendal Regency based on the results of research on the licensing process for business establishment in Kendal Regency has been going well than before. An easy and uncomplicated business establishment permit will encourage the growth of the Kendal Economic Zone (KEK) properly. The presence of Start-Up companies also makes it easier for MSME actors. The ease of business licensing also has an impact on the ease of making investments (Carmia Diahloka & Achmad Bardjan shaleh, 2013). Based on this research, it can be said that the presence of the Public Service Mall (MPP) in Kendal Regency plays a role in the ease of making investments. So far, what has been an obstacle in investing in Kendal Regency is because of the complicated licensing bureaucracy and very high extortion actions (R. Jumiyaniti, 2018). In terms of the construction of the Public Service Mall project in Kendal Regency, it can be used as a momentum for the development of a special economic zone in Kendal Regency to run which can absorb more and more workers. The ease of applying for a business license, integrated procedures and transparent costs make the whole process look easier and will certainly have a positive impact on investors' willingness to invest and are very important for the progress of economic development in Kendal Regency. The Public Service Mall in Kendal Regency is an important policy transition as an effort to streamline costs and reduce corruption in realizing administrative reform.

E. CONCLUSION

The results of this study indicate that the development of the Public Service Mall (MPP) on the strengthening of special economic zones in Kendal Regency, based on the results of the regression test has a significant effect on the development of special economic zones in Kendal Regency. While the role of Public Service Malls on public services in the study, there are several aspects examined including handling complaints, conformity of service products to service quality, reasonableness of tariff fees, behavior of public servants, conformity of service requirements with types of services, speed of service, competence of officers. in service, business license process, integration of procedures, acceleration of business opening, ease of making investments, project based development, research and development permits, and involvement of start-up companies. Of the 14 aspects studied, based on the results of the analysis, it was stated that the role of the Public Service Mall in public services played a good role, seen from the element of customer satisfaction, most of which said it was good, the presence of the Public Service Mall in Kendal Regency also facilitated the licensing process for establishment business which has an impact on the ease of doing investment licensing.

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