

**THE INFLUENCE OF RESPONSIVENESS OF BUSINESS LICENSE
PROCESSING SERVICES ON BUSINESS ACTORS SATISFACTION AT
THE NIAS REGENCY ONE-STOP INVESTMENT AND INTEGRATED
SERVICE OFFICE**

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ABSTRACT

Risk-based business licensing services are an important component in supporting regional economic growth. The quality of responsive services plays an important role in determining the satisfaction of business actors as service users. However, in Nias Regency, the quality of business license services still faces challenges that affect business actor satisfaction. This research uses quantitative methods, and data is collected through questionnaires distributed to 95 business actors who have processed risk-based business licenses in Nias Regency. The analysis method used in the study is SEM (Structural Equation Model) analysis. The data obtained is then analyzed and processed by conducting inferential statistical data analysis measured using SmartPLS (Partial Least Square) software, including model measurement (outer model), which aims to measure the validity and reliability of research instruments, and model structure (inner model) to describe the relationship between latent variables. The results showed that responsiveness in licensing services has a significant impact on business actor satisfaction. Responsiveness has an effect of 80.9% on business actor satisfaction, while the remaining 19.1% is the influence of other variables not examined in this study.

Keywords: *Service quality, responsiveness, entrepreneur satisfaction, business license.*

A. INTRODUCTION

In the era of globalization and increasingly fierce business competition, the role of the One-Stop Integrated Investment and Licensing Service (*DPMPTSP*) in providing business licenses to support business growth and sustainability is crucial. Although the business license service may initially be viewed as an administrative formality, it actually plays an important role as a factor that can affect the satisfaction of business actors.

The level of public satisfaction with public organizations is very important because it is related to public trust. The better the governance and the quality of services provided, the higher the public trust. Public trust will be higher when the community receives good service and feels satisfied with the service (Pasolong, 2010)

According to previous research, the aspects that cause public dissatisfaction with the permitting services are the lack of friendly staff in the service, the insufficient number of staff, and the permitting process that takes a long time and often experiences delays (Kurniawan & Khairusy, 2020). In addition, the public's dissatisfaction with services can be seen in complaints related to complicated, non-transparent services and high costs (Dona, 2018). Other research shows that the community is dissatisfied with the services provided, and this dissatisfaction is due to inadequate support facilities, unfriendly officials, and explanations that are difficult to understand, causing people to wait for long periods of time (Pertwi, 2021)

The government continues to be committed to providing licensing services that make it easier for entrepreneurs to process licenses. This transformation is also supported by advances in information and communication technology that continue to develop. This can be seen from the change in the licensing process, which was initially carried out through a manual process that took a long time, requirements that made it difficult for business actors, then switched to an electronic licensing process to using a risk-based approach.

Improvements in licensing services that have been made are through the implementation of OSS (online single submission system), but the obstacles in this system are the overlapping regulations related to OSS that are unavoidable, so it becomes an obstacle in its implementation (Muazansyah, 2020) until finally to perfect the shortcomings in the OSS system the government began to implement risk-based business licensing.

One approach that is getting more attention is the risk-based approach in providing licensing services. The risk-based business licensing system is expected to reduce overlap between local and central government by clarifying roles and responsibilities, improving coordination, utilizing technology and integrated data, and considering the risks that may be faced by business actors, the One Stop Investment and Integrated Service Office can optimize the licensing process, accelerate service time, and ultimately improve the efficiency and effectiveness of licensing services.

Integrated and risk-based business licensing can help to speed up the licensing process, reduce unnecessary bureaucracy, and improve responsiveness to community business needs. It also helps in creating a more business-friendly environment that can support economic growth and investment. Through a risk-based approach and the use of advanced information technology, business licensing services are expected to become more efficient, transparent, and focused on the interests of license applicants. This will also simplify the process of obtaining business licenses, improve legal certainty, and facilitate the growth of the business sector.

In principle, this effort is in line with the modernization of public services, where the government is expected to provide services that are efficient, transparent, and responsive to the needs of business actors. The Government of Nias Regency as an area that is developing its economic potential is also faced with the challenge of improving the quality of business licensing services. In practice, there are still obstacles that affect the satisfaction of business actors, as documented in complaints found on the official website of the *DPMPTSP* of Nias Regency. The existence of these complaints shows that business actors as service users are not yet satisfied with the services provided. (www.dpmptsp.niaskab.go.id).

Efforts that have been made by the government to simplify the permit processing process through policy implementation have not been able to fully provide satisfaction to business actors who apply for business licenses. There are still complaints about the long time for issuing licenses, limited facilities and infrastructure that are not yet adequate, causing the implementation process to be hampered.

Another problem is related to applications or sites that experience interference. Maintenance is carried out at unpredictable times and there is no notification to the regions when maintenance is being carried out. This causes entrepreneurs who apply for licenses on that day to have to wait until the process is completed. Moreover, if there are entrepreneurs who come to get direct service, these entrepreneurs must return to the Nias Regency *DPM-PTSP* Office the next day, this is certainly not very effective and efficient.

Data-entry problems also plague the organization of business licensing services. Inaccurate data entry ultimately requires additional time to correct, so if the data entered does not match and the permit cannot be issued on the same day, the permit administrator must come at a later time to wait for the permit to be issued. The inability of agencies to provide fast and accurate services shows that the services provided still do not meet the needs of effective and efficient permit processing.

Based on these problems, it can be seen that the services provided still do not satisfy the business actors as service users. It can be seen that the responsiveness of the agency is still not maximized. The need to provide quality service so that service users can feel satisfied. When the community as service users feel satisfied, trust in the government increases.

Zeithaml & Bitner (2013) state that service quality is a determining factor in community satisfaction. When service users feel dissatisfied, it can be seen that the services provided are not of high quality. A service is said to be of quality when it is able to provide responsive service. An agency or organization must be responsive in providing services to consumers. Responsiveness in this case refers to the willingness to help and provide quick or responsive service (Zeithaml & Bitner, 2013). Responsive service emphasizes the importance of an agency or organization's attention, willingness, and ability to respond quickly and appropriately to customer needs and requests. When an agency is able to provide responsive or responsive services, the services provided can be of high quality.

When service users receive quality service, it will result in a feeling of satisfaction after receiving the service.

Responsiveness is one of the important aspects in providing quality service to meet the needs of service users, in this case the community as business actors. The problems that have been mentioned show that the responsiveness aspect must be a concern in providing quality service.

Previous research has shown that service quality plays an important role in determining community satisfaction. However, research that specifically examines the effect of responsiveness in the quality of licensing services in a risk-based context on business actor satisfaction at the local level is still very limited. To fill the gap in previous studies, the researcher focuses on risk-based business licensing services. Risk-based licensing services are different from previous licensing services that still use a manual service system. Risk-based business licensing services are licensing services that are electronically integrated, and licensing is done by considering the level of business risk. In addition, what distinguishes this research from previous research is that the analyst uses SEM (Structural Equation Model). Therefore, this study will focus on the effect of responsiveness of risk-based business license management service quality on business satisfaction at the Investment and One-Stop Integrated Service Office of Nias Regency. This research needs to be done so that the results of this research can be input for the Investment and One-Stop Integrated Service Office of Nias Regency to increase the satisfaction of business actors and as an evaluation material to improve service quality.

The research questions in this study is whether responsiveness in the quality of risk-based business license services affects the satisfaction of business actors at the Investment and One-Stop Integrated Service Office of Nias Regency.

The hypothesis of this study:

H₀: Responsiveness in the quality of risk-based business license processing services does not have a positive effect on business actor satisfaction.

H_a: Responsiveness in the quality of risk-based business license processing services has a positive effect on business actor satisfaction.

B. RESEARCH METHOD

According to Kerlinger (Newman & Benz, 1908) "Quantitative research is often referred to as hypothesis testing research", through this opinion it can be understood that quantitative research is known as research conducted to test hypotheses as conducted in this study.

The population in this study was business actors who had processed risk-based business licensing at the *DPM-PTSP* Office of Nias Regency, totaling 1878 entrepreneurs. The sampling technique in this study used the Slovin formula as follows:

$$n = \frac{N}{1 + Nd^2}$$

Notes:

n = Number of Samples

N = Total Population

d2 = Percent leeway for sample withdrawal

The calculation of the number of respondent samples is as follows:

$$\begin{aligned}
 n &= \frac{N}{1 + Nd^2} \\
 n &= \frac{1878}{1 + 1878(0,1)^2} \\
 n &= \frac{1878}{1 + 1878(0,01)} \\
 n &= \frac{1878}{1 + 18,78} \\
 n &= \frac{1878}{19,78} \\
 n &= 94,94 \\
 n &= 95
 \end{aligned}$$

The above calculation results in a sample size of 95 people.

The Investment and One-Stop Integrated Service Office of Nias Regency is the research site and involved 95 respondents as samples using random probability sampling techniques. Data was collected through a questionnaire containing questions or statements distributed to respondents who were business actors who had completed the business license process at the *DPM-PTSP* Office of Nias Regency.

The data obtained is then analyzed and processed by conducting inferential statistical data analysis measured using SmartPLS (Partial Least Square) software, including model measurement (outer model), which aims to measure the validity and reliability of research instruments, and model structure (inner model) to describe the relationship between latent variables.

The coefficient of determination (R^2) test is used to assess how much the model is able to explain the dependent variable in the form of a proportion or percentage. The coefficient of determination ranges from zero to one ($0 \leq R^2 \leq 1$). If the R^2 value is closer to 1, it can be concluded that the independent variable (X) has a significant influence on the dependent variable (Y).

The hypothesis is tested by comparing the values of the T-table and the T-statistic. If the T-statistic is greater than the T-table value, it means that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. In this study, for a confidence level of 95%, the T-table value for a one-tailed hypothesis is > 1.66 .

C. LITERATUR REVIEW

Public service is one of the key elements in carrying out government functions which aims to meet the needs and expectations of the community. This is as stated by Subarsono that public service is a series of activities organized by the public bureaucracy in order to meet the needs of the community as public service users (Haryanto & Sembiring, 2021).

Public satisfaction will determine the success of the government in implementing public services. According to Oliver (Zeithaml & Bitner, 2013) "Satisfaction is the customer fulfillment response. It is a judgment that a product

or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment” in other words satisfaction is the customer fulfillment response. It is an assessment that a product or service feature, or the product or service itself, provides a pleasant level of consumption-related fulfillment. Based on Oliver's opinion, it can be seen that satisfaction will arise when the needs of service users are met so that both services and products provide a pleasant experience to service recipients.

According to Zeithaml & Bitner (2013) in determining public satisfaction, namely as follows:

1. Product Quality, Satisfaction with the product is influenced by the service user's evaluation of the product components.
2. Service Quality, Service users will feel satisfied if they get good service or as expected.
3. Emotional factor, this includes the emotional state of customers, which can be seen through feelings of pride, satisfaction, and admiration for agencies that are seen as “responsive and fast”. For example, namely customer feelings (pride, admiration) for the services provided.
4. Situational, is the situation and conditions as well as the experience of getting to the service place are included in the situational aspects of service user satisfaction.
5. Cost, refers to the money or effort required to obtain a particular product or service.

According to Zeithaml, providing a feeling of satisfaction to service users must be accompanied by providing quality service (Zeithaml & Bitner, 2013). It means satisfaction will increase if the services provided are of high quality. Quality service is service that is responsive.. An agency or organization must be responsive in providing services to consumers. The response referred to in this case is the willingness to help and provide fast service (Zeithaml & Bitner, 2013).

D. EXPLANATION

1. Model Measurement (outer model)

The following are the results of model measurement (outer model) aimed at testing the validity and reliability of research instruments.

1.1 Outer Loading Validity Test

According to Arikunto (Firdaus, 2021) validity is a measure that shows the extent to which the instrument used can be considered valid. According to Garson (2016) a good outer loading value is around 0.5.

Table 1 shows below the results of testing the outer validity of the Responsiveness variable has reached the validity standard value according to (Garson, 2016) of 0.05.

Table 1. Outer Loading Validity Test Results Responsiveness of Business Licensing Service Quality (X)

	Responsiveness (X)	Description
X1	0.878	Valid
X2	0.926	Valid
X3	0.776	Valid
X4	0.779	Valid
X5	0.772	Valid
X6	0.914	Valid
X7	0.730	Valid
X8	0.879	Valid

Source: Data Processing, 2023.

Table 2. Outer Loading Validity Test Results Business Actor Satisfaction Variable (Y)

	Business Actor Satisfaction (Y)	Description
Y1	0.759	Valid
Y2	0.698	Valid
Y3	0.737	Valid
Y4	0.859	Valid
Y5	0.799	Valid
Y6	0.889	Valid
Y7	0.751	Valid
Y8	0.853	Valid
Y9	0.718	Valid
Y10	0.720	Valid
Y11	0.818	Valid
Y12	0.743	Valid

Source: Data Processing, 2023.

Table 2 shows the results of testing the outer validity of the Business Actor Satisfaction variable has reached the validity standard value according to Garson (2016) of 0.05.

2. Reliability Test (*Cronbach Alpha dan Composite Relability*)

Reliability testing aims to test whether a research instrument can be used more than once with the same respondents (Sugiyono, 2019). Through this test, the results of the Cronbach alpha coefficient value of each instrument can be known. The variable is declared reliable if the result of the Cronbach Alpha value is greater than 0.7 (Haryono, 2017).

Table 3. Reliability Test Results (*Cronbach Alpha dan Composite Realibility*)

	Cronbach's alpha	Composite reliability	Description
Responsiveness (X)	0.937	0.945	Reliable
Business Actor Satisfaction (Y)	0.941	0.944	Reliable

Source: Data Processing, 2023.

Table 3 is the result of the reliability test. In table 3, it can be seen that the Cronbach's alpha and composite reliability values have reached the predetermined standard value of 0.7, in this case the two variables have reached the reliability assumption.

3. Determination Coefficient Test

Testing the coefficient of determination (R^2) is used to measure the proportion or percentage of the model's ability to explain the dependent variable. The coefficient of determination ranges from zero to one $0 \leq R^2 \leq 1$. If R^2 is getting bigger close to one, it can be said that the influence of the independent variable (X) is large on the dependent variable (Y).

Table 4. Coefficient of Determination Test

	R-square adjusted
Business Actors Satisfaction (Y)	0.809

Source: Data Processing, 2023.

Table 4 presents the results of testing the coefficient of determination. The R-square value is 0.809 which shows that responsiveness in the quality of business license services has an effect of 80.9% on business actor satisfaction while the other 19.1% is the influence of other variables not examined in this study.

4. Hypothesis Test

At the hypothesis testing stage, it will be determined whether the hypothesis is rejected or accepted. A measure of the significance of hypothesis support can be used by comparing the T-table and T-statistic values. If the T-statistic is greater than the T-table value, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. The confidence level in this study is 95%, so the T-table value for the one-tailed hypothesis is > 1.66 . The Partial Least Squares (PLS) analysis method applied in the study uses SmartPLS 4 software which is run on a computer as a medium for implementation.

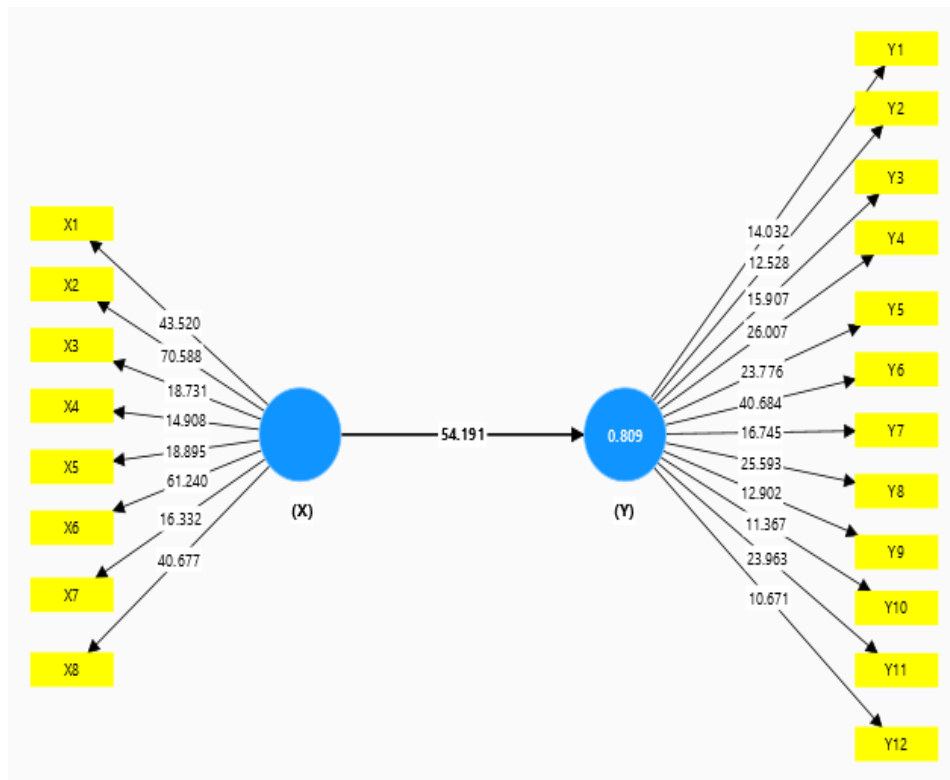


Figure 1. Hypothesis Test Results (Source: Data Processing, 2023).

The results of hypothesis testing in Figure 1.1 indicate that the t-statistic value was 54.191, while the T-table value was 1.66. This suggests that the responsiveness variable has a positive effect on the satisfaction of business actors in managing business licenses. This can be observed based on the t-statistic value, which is greater than the T-table value.

Public services consist of various services provided by the government to its citizens, including in the fields of health, education, licensing, and various other administrative services. The services provided must be of high quality. The quality of public services is the main indicator of the government's success in carrying out its duties, because good services will increase public trust in public institutions and strengthen the relationship between government and society.

Public satisfaction is one of the important aspects that must be of concern to public service providers. Activities carried out by public agencies, especially public services, will lead to the value given by the community regarding satisfaction with the services provided. Public satisfaction will determine the success of the government in implementing public services. Satisfaction will arise when the needs of service users are met so that both services and products provide a pleasant experience to service recipients. Service recipients in this study are the community as entrepreneurs who get business license processing services at the Investment and One-Stop Integrated Service Office of Nias Regency.

Public service is very important. Public services are actually intended to meet the needs and expectations of the community which leads to community satisfaction as the recipient of these services. But more than that, the government

must strive to organize public services as well as possible so that people remain loyal to using the services provided so that when community loyalty can be maintained, it can be said that the government as an agent is able to fulfill public trust (principal).

An agency or organization must be able to provide assistance and services that are fast, precise, and responsive to service needs is very important. This can be done by showing a strong commitment from employees in providing services to the community. Employees must be ready to give full devotion to the country by providing the best service to the community (Epriadi et al., 2023)

Responsiveness emphasizes the importance of the willingness and ability of agencies or organizations to respond quickly and appropriately to the needs and requests of service users. This involves readiness to provide assistance and services that are responsive to various situations and needs of service users.

Responsiveness also emphasizes attention and accuracy in handling service user requests, questions, complaints and problems. Responsiveness is communicated to service recipients by the length of time they have to wait for assistance, answers to questions or attention to problems. Responsiveness also captures the idea of flexibility and the ability to tailor services to customer needs.

The service is said to be responsive if the officer or apparatus performs services quickly, precisely, carefully, with the right time, and responds to all service user complaints (Hardiyansyah, 2018). In addition, the responsiveness assessment includes officer notification to service users regarding the services provided, providing services quickly, the willingness of officers to provide assistance to consumers and officers never feel busy to serve consumer requests (Semil, 2018)

Based on these descriptions, it can be said that an organization is said to be responsive if the organization or agency responds immediately to customer needs. If an organization is responsive in providing services, the services provided can be of high quality. Responsiveness emphasizes the importance of agencies that are responsive and alert in providing services to consumers by showing a willingness to help and providing fast service.

Determining public satisfaction is seen from product quality, service quality, emotional factors, situational factors, and costs (Zeithaml & Bitner, 2013). The results of the frequency distribution based on filling out the questionnaire obtained that the satisfaction of business actors with the lowest value is in the service quality indicator, seen from the requirements and procedures for taking care of business licenses with a value of 3.64, this shows that the requirements and procedures are still burdensome for the community, seen from the aspect of understanding and employee services that suit the needs of business actors obtained a value of 3.62. In addition, the low score based on the emotional factor indicator is seen from the satisfaction of business actors with interactions with employees obtaining a score of 3.74 and satisfaction with feeling good when receiving services with a score of 3.72. Meanwhile, satisfaction with the fees that are not charged in processing business licenses gets the highest score with a value of 4.56.

For the responsiveness variable, the lowest score was obtained, namely, the speed and ease of providing solutions to problems and complaints of business actors obtained a score of 3.66, the permit was completed on time obtained a score of 3.68. In addition, the process of verifying the license application file obtained a score of 3.73 and providing information on the certainty of business license issuance time obtained a score of 3.77. Meanwhile, the highest score for employee response when business actors arrive at the office to apply for a business license with a score of 4.40 indicates that employees respond and welcome business actors who apply for licenses quickly once they arrive at the office.

Based on the results of the analysis using SEM-PLS, it is found that responsiveness has a positive and significant effect on the business actor satisfaction variable. These results are in accordance with the results of hypothesis testing found a t-statistic value of 54.191 while the T-table value is 1.66. These results indicate that the responsiveness variable has a positive effect on the satisfaction of business actors in managing risk-based business licenses. This can be seen based on the t-statistic value which is greater than the T-table value. Based on the results of hypothesis testing, it can be stated that the hypothesis in this study is accepted, namely (H_a) responsiveness in the quality of risk-based business license services has a positive effect on the satisfaction of business actors in managing business licenses at the Nias Regency Investment and One-Stop Integrated Service Office. It was found that responsiveness had an effect of 80.9% on the satisfaction of business actors while the other 19.1% was the influence of other variables not examined in this study.

The results of the hypothesis tests that have been conducted show that there is an effect of responsiveness in the quality of risk-based business licensing services on the satisfaction of business actors. Thus, this is in line with what Zeithaml & Bitner (2013) stated that the determining factor of satisfaction is the quality of service, which includes physical evidence, responsiveness, assurance, empathy, and reliability. In the case of this study, this suggests that responsiveness is not only a component of service quality, but can also be an important key factor in influencing service user satisfaction. The implications of this research add to the understanding of the importance of responsiveness in creating positive experiences for service users, and confirm the relevance of Zeithaml & Bitner (2013) theory in the context of business satisfaction. A service is said to be of high quality if the service provided to the service recipient is a responsive service. Therefore, public service providers need to provide responsive service in order to increase the satisfaction of service recipients. The implications of these results contribute that improving responsiveness in service quality can be an important strategy to increase service user satisfaction; This paves the way for further research to explore other variables that might contribute to satisfaction as well as how the interaction between responsiveness and other variables can affect overall customer satisfaction.

E. CONCLUSION

Based on the results of the study, responsiveness has an effect of 80.9% on business actor's satisfaction while the other 19.1% is the influence of other

variables not examined in this study. The test results show a positive influence between responsiveness on business actor's satisfaction. It can be understood that responsive service will give a feeling of satisfaction to business actors as service users. So if you want to increase the satisfaction of business actors, responsiveness in service quality must be improved.

Responsiveness in risk-based business license processing services in Nias Regency has an important role in determining the level of business actor satisfaction. By increasing responsiveness in business license services, the Investment and One-Stop Integrated Service Office of Nias Regency can provide better services so that it will increase the satisfaction of business actors. When business actors receive responsive services, business actors will be facilitated in running their businesses which will ultimately contribute to regional economic growth.

The suggestions for improving responsiveness in this study are that the Investment and One-Stop Integrated Service Office of Nias Regency is expected to complete the facilities and infrastructure to support business licensing services, such as safe and adequate parking lots, generators, Wi-Fi. Expected to implement an electronic or online queuing system to reduce waiting time as well as the public to see their position in the queue and estimated waiting time in real-time. This provides transparency to the service process and gives people a clearer understanding of when they will be served.

Relevant staff was trained to improve their understanding of risk-based business license services. Simplify inefficient requirements and procedures. Clear communication between employees in the licensing sector is expected. Clear communication among employees when there is a vacancy in service other capable employees can temporarily replace so that the community's time becomes shorter.

The *DPM-PTSP* Office of Nias Regency is expected to adopt innovations in automatic notification of permit status via SMS using an SMS Gateway connected to the licensing management system to automatically send notification of permit status to applicants. Once the evaluation and verification process is complete, the system will send an SMS to the applicant containing information on the status of their application. This is to make it easier for license administrators because not all of them understand the ins and outs of the website and can be an advantage considering that the SMS gateway does not require an internet network, especially since the Nias Regency area still does not have a stable internet network.

Through these suggestions, it is hoped that the Investment and One-Stop Integrated Service Office of Nias Regency can provide responsive services to make it easier for business actors to run their businesses and further increase business actor satisfaction which will ultimately contribute to regional economic growth.

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