

## QUALITY OF IMPLEMENTING LICENSING SERVICES IN CIMAHI CITY PUBLIC SERVICE MALLS IN 2022-2023

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### ABSTRACT

This research discusses the quality of licensing services in Cimahi City Public Service Malls in 2022-2023. Public Service Malls are the government's efforts to improve the quality of integrated services. However, public services at the Cimahi City Public Service Mall are not yet fully running well with the desired goals because there are still many complaints from the public and the government. This research aims to determine the quality of public services at *MPP* Cimahi City. This research uses a qualitative descriptive method. The data collection techniques in this research are observation and interviews, while the data analysis techniques involve data reduction, presentation, and conclusion. The results of research in the field show that the quality of licensing services at the Cimahi City Public Service Mall in 2022-2023 is still not optimal, this is because several measures of the quality of good public services have not yet been met.

**Keywords:** *Quality of service, Public Service Mall, Cimahi City One Stop Investment and Integrated Services Service, Public Service Delivery*

### A. INTRODUCTION

Providing public services is one of the functions of the government apart from the regulatory, development and empowerment functions carried out by the apparatus as providers of services to the community, as described in the *Undang-Undang Republik Indonesia Nomor 25 Tahun 2009* concerning public services, that public services are an effort to provide rights to every citizen, including goods, services and administrative services, through improving services, empowering and participating in society as well as increasing competitiveness by paying attention to democratic principles, equality and justice.

In terms of implementation patterns, public services in Indonesia still have various weaknesses, including: (1) less responsive, (2) less informative, (3) less accessible, (4) less coordination, (5) too bureaucratic, (6) less willing to hear complaints/suggestions/aspirations from the community, and (7) inefficiency. Viewed from the human resources side, the main weaknesses are related to professionalism, competence, empathy and ethics. The work patterns used by most of the current apparatus are still influenced by the classic bureaucratic model, namely structured/hierarchical, formal legalistic and closed system ways of working (Mutaqin 2022).

Apart from the implementation side, other weaknesses in the implementation of public services can be seen on the institutional side. The main weakness lies in the organizational design which is not specifically designed for the purpose of providing services to the community, full of hierarchies which make services complicated and uncoordinated. The government still has a tendency to carry out two functions at once, the regulatory function and the administration function, which also causes public services to become inefficient.

Public services are also one of the central topics and the focus of the current government by utilizing existing technological developments and other resources at its disposal. The development of information technology is an idea, practice, or object that is considered new by individuals or other units of adoption. In practice, innovation in public services is one of the government's efforts to support the achievement of the vision of bureaucratic reform. This stems from the reality that most public services still do not meet public expectations and there is still a strong bureaucratic culture that is slow in providing services.

One of the government's efforts to realize good and equitable quality of public services is by optimizing the role of Regional Government by creating breakthrough public service innovations. Innovation in the public service sector is more emphasized on aspects of improvement resulting from innovation activities, namely that the government is able to provide innovation more efficiently, effectively, and has quality and is affordable for the public. (Hartomi, Padma, and Mutiarin 2018)

In order to improve the quality of public services in the regions, the government established Public Service Malls in accordance with the *Peraturan Menteri Reformasi Administrasi dan Birokrasi Nomor 23 Tahun 2017*, one of which is the public service mall in Cimahi City, which is meant by a public service mall is a place where activities or events take place. implementation of public services for goods, services and/or administrative services which is an expansion of integrated service functions both central and regional, as well as services for State-Owned Enterprises/Regional-Owned Enterprises and the private sector in order to provide fast, easy, affordable, safe and comfortable services. (Menpanrb 2022)

Cimahi City Public Service Mall, namely integrated services carried out in one service building, this concept adopts the Integrated Public Service System (IPSS) concept, namely an integrated public service system utilizing stakeholder involvement, building relationships and citizen participation in strengthening service networks and formation of a strategic alliance consisting of an integrative

leadership team to assume responsibility for process integration, network stability, feedback, innovation, resource utilization and growth in integrated public services, this concept is developing in every region in Indonesia and is used in the delivery of public services which is integrated under the name one-stop integrated service and the newest concept is the Public Service Mall.



**Figure 1. Form of Integrated Services**

*Source: Data KemenPANRB RI 2023*

Before the existence of the Public Service Mall, the public was more familiar with public services in One-Stop Integrated Services (PTSA) and One-Stop Integrated Services (PTSP). Effective and efficient implementation of One Stop Integrated Services (PTSP) encourages the expansion of the concept in Public Service Malls. This Public Service Mall is directed at providing easy administrative services for the community. In the *Peraturan Menteri Pemberdayaan Aparatur Negara dan Reformasi Birokrasi Nomor 23 Tahun 2017* concerning the Implementation of Public Service Malls, this is also the basis for improving poor public services in the regions. (Menpanrb 2022) The problem that occurs is that the quality of licensing services at public service malls in Cimahi City is not yet optimal, according to survey data on public satisfaction with the services provided by the Cimahi City Investment and One-Stop Integrated Services Service, which provides licensing services at Public Service Malls, shows the following results below.

Based on the survey data above on the Community Satisfaction Index for recipients of Cimahi City Public Service Mall services regarding licensing services provided by the Cimahi City One Stop Integrated Service and Investment Service, it shows that of the 9 assessment points there are those that fall into the poor category, namely the service time received.

A score of 2,855 quality letter C, which means that service in terms of time is still not good. It turns out that the main factor in this problem is the time required for coordination and technical processes carried out with other OPDs as technical agencies that carry out field surveys, the still low quality of serviceability and non-compliance with service requirements and the behavior of officers in providing services does not meet standardization.

Based on these problems, the importance of public services and community satisfaction provided by the Cimahi City Government is to focus more on implementing permits that have been regulated as an effort to improve service quality. Therefore, this research will focus on discussing the Quality of Licensing Service Delivery at Cimahi City Public Service Malls in 2022-2023.

**Table: Overall Survey per Service Element in 2023**

NO	ELEMENTS OF SERVICE	NRR element	NRR weighted per element
1	Regulation	3,247	0,360
2	Systems, Mechanisms and Procedures	3,221	0,358
3	Service Time	2,855	0,317
4	Cost	3,768	0,418
5	Product Specification Type of Service	3,199	0,355
6	Implementing Competency	3,223	0,358
7	Implementing Behavior	3,271	0,363
8	Facilities and infrastructure	3,173	0,352
9	Handling Complaints, Suggestions and Feedback	3,620	0,402
<b>Index Value (IV)</b>			<b>3,283</b>
<b>SKM value after conversion (Nix25)</b>			<b>82,076</b>

*Source: Cimahi City DPMPTSP Government Agency Performance Accountability Report (LKIP) 2023*

## **B. LITERATURE REVIEW**

### **Public service mall**

In its implementation, one of the main functions that must be carried out by the government, both the Central Government and Regional Government, is to provide public services to the community. Apart from that, public services are the right of every citizen to obtain goods, services and licensing services carried out by relevant government agencies, one of which is licensing services at the Investment Service and one-stop integrated services.

In relation to public services, (Sinambela. 2019) states that "Public services are every activity carried out by the government for a number of people who have every profitable activity in a group or unit, and offer satisfaction even though the results are not tied to a physical product". From the understanding conveyed by Sinambela above, service is one of the efforts to fulfill community needs carried out by relevant government institutions and is an important activity in organizations, especially those engaged in the services and administration sector. The public service activities provided by the relevant government agencies can be profit-making or non-profit for the implementer, namely the government in terms of public services.

The next opinion is according to (Ratminto and Winarsih 2010) where he states that public service is an activity or sequence of activities in order to help meet the needs of the community. This activity can be felt through the relationship between the recipient and the service provider. Service activities are generally carried out using media in the form of organizations or corporate institutions. From the description above, it can be said that public services are efforts made by

government organizational units in order to meet the public needs of society. One of them relates to the administration of permits which is the community's right as guaranteed by applicable laws and regulations and implemented by the One Stop Integrated Services and Investment Service. Public services carried out by the Population and Civil Registration Service must refer to the applicable principles of public service and have been stipulated in Law no. 25 of 2009 concerning Public Services.

The implementation of Public Service Malls is carried out by regional apparatus organizations that carry out duties and functions at the One Stop Investment and Integrated Services Service (*DPMPTSP*) as the leading sector, the scope of public service Malls includes all licensing and non-licensing services as well as services for State-Owned Enterprises/Business Entities Regionally owned or private. Joining the services provided by *MPP* is based on an agreement outlined in a memorandum of understanding.

### **Quality of Public Services**

Service quality is all forms of service carried out by a person, organization, agency or service provider optimally with all excellence in order to meet customer needs and expectations (Christine Mokoginta, Iyam L. Dua 2023). To find out the quality of service that is actually felt by consumers, there are indicators measuring consumer satisfaction which lie in five dimensions of service quality according to what consumers say. These five dimensions are: Tangibles (direct evidence), Quality of service in the form of physical office facilities, computerized administration, waiting rooms, information places, Reliability (reliability), Ability and reliability to provide reliable services, Responsiveness (responsiveness), Ability to help and providing services quickly, precisely and responsively to consumer desires, Assurance (guarantee), Ability and friendliness and courtesy of employees in ensuring consumer trust, Empathy (empathy), Firm, sincere and attentive attitude towards consumers. (Zeithaml, Parasuraman, Berry 2011).

Quality categories that can function as a framework for strategic analysis according to (Garvin dalam Tjiptono dan Diana 2003): *Performance* refers to the main characteristics of an operating product. For a car, for example, performance will include characteristics such as acceleration, handling, cruising speed, and comfort. Because quality dimensions involve measurable attributes, brands can usually rank objectively on individual aspects of performance; overall performance ratings, however, are more difficult to develop, especially when they involve benefits that not every customer needs.

Features are usually secondary aspects of performance, the “bells and whistles” of products and services, characteristics that complement their basic function. The line separating primary performance characteristics from secondary features is often difficult to draw. What is important is that features involve objective and measurable attributes of objective individual needs, not preconceptions, influencing their translation into quality differences. Performance, the main operating characteristics of the core product.

Reliability this dimension reflects the probability of a product being damaged or failing within a certain time period. Among the most common measures of reliability are mean time to first failure, mean time between failures,

and failure rate per unit time. Because these measures require products to be used for a certain period, they are more relevant for durable goods than for products or services that are consumed immediately. *Conformance to specification* is the degree to which product design and operating characteristics meet established standards. The two most common steps of failure to conform are the defect rate at the factory and, once a product is in the hands of the customer, the occurrence of a service call. This ignores measures of other standard deviations, such as misspelled labels or poor construction, that do not leads to service or repair.

Durability is a measure of product life; durability has both economic and technical dimensions. Technically, durability can be defined as the amount of use one gets from a product before it deteriorates. Alternatively, it can be defined as the amount of use one gets from a product before it breaks down and preferable replacement for subsequent repairs. *Serviceability* is speed, courtesy, competence and ease of repair. Consumers worry not only about product breakdowns but also about the time before service is restored, the timeliness with which service appointments are kept, the nature of dealings with service personnel, and the frequency with which service calls or repairs fail to fix outstanding problems. In cases where the problem is not immediately resolved and a complaint is filed, a company's complaint handling procedures are also likely to influence the customer's final assessment of the quality of the service product.

Subjective aesthetics is a dimension of quality. How a product looks, feels, sounds, tastes, or smells is a matter of personal judgment and a reflection of individual preferences. On the quality dimension it may be difficult to please everyone. *Perceived Quality* Consumers do not always have complete information about product or service attributes; indirect measures may be their only basis for comparing brands. A product's durability, for example, can rarely be observed directly, but usually must be inferred from the tangible and intangible aspects of the various products. In such circumstances, images, advertising and brand names - inferences about quality rather than reality itself - can be critical.

The level of service quality measurement in the public sector was stated by (Janet V. Denhardt and Robert B. Denhardt 2007) Despite this complexity, there have been a variety of efforts to define public sector service quality. One especially comprehensive list developer for local government includes the following: Convenience measures the degree to which government services are easily accessible and available to citizens, Security measures the degree to which services are provided in a way that makes citizens feel safe and confident when using them, Reliability assesses the degree to which government services are provided correctly and on time. Personal attention measures the degree to which employees provide information to citizens and work with them to help meet their needs, Problem-solving approach measures the degree to which employees provide information to citizens and work with them to help meet their needs, Fairness measures the degree to which citizens believe that government services are provided in a way that is equitable to all, Fiscal responsibility measures the degree to which citizens believe local government is providing services in a way that uses money responsibly, Citizen influence measures the degree to which citizens feel they can influence the quality of service they receive from the local

government. The research conducted by the author was related to licensing services at the Cimahi City Public Service Mall using the theory put forward by J.V Denhardt dan Robert B.Denhardt in his book *The New Public Services; Serving. Not Steering.*

### **C. METHOD**

This research uses a descriptive method with a qualitative approach. This research is specifically directed towards qualitative case study research design. According to Creswell, states that qualitative research is a process of exploring and understanding the meaning of individual and group behavior, describing problems or humanitarian issues (Creswell 2014). Then, the type of qualitative research in this research is a case study, which is a type of qualitative research, the researcher conducts an in-depth exploration of programs, events, processes, activities, individuals or groups (Sugiyono 2020) In connection with this research, more specifically aimed at the quality of Public Service Mall implementation in the Implementation of Licensing Services in Cimahi City.

The data collection method that the author uses in this research is observation, which states that qualitative observation is used to understand the background with different functions, including objective, interactive interpretive and grounded interpretive. Free qualitative observation examines the concepts and categories of each event and then gives meaning to the subject of research or observation (Hasanah 2016), an interview is a conversation with a specific purpose, this conversation is carried out by two parties, the interviewer who asks questions and the interviewee who provides answers. That question. The interview technique used in this research is in-depth interviews.

In-depth interviews are a way of collecting data or information by directly meeting the informant face to face, with the aim of getting a complete picture of the topic being studied. The data analysis technique in this research uses the Miles and Huberman model of data analysis, namely the analysis activity consists of three activity flows that occur simultaneously, namely data reduction, data presentation, and drawing conclusions/verification. Occurring simultaneously means data reduction, data presentation, and drawing conclusions/verification as something that is intertwined and is a cyclical process and interaction before, during, and after data collection in a parallel form that builds a general insight called analysis which aims to answer problems regarding the quality of Public Service Mall implementation in the Implementation of Licensing Services in Cimahi City.

### **D. EXPLANATION**

#### **Conditions of Cimahi City licensing services**

Licensing services carried out by the Regional Government of Cimahi City have changed every year from the initial formation of Cimahi City to a government that has its own regional autonomy, established in 2001 and has begun pioneering efforts to improve public services that provide appreciation to the community. The Cimahi City Government on March 7 2007 inaugurated the One Stop Integrated Licensing Service (*PPTSP*) which is under the Cimahi City

Investment Service, as one of the institutions that functionally provides investment licensing services in the region, where with this reform effort it is hoped that activities will be implemented services to the public and business world regarding the need for easy, fast and transparent licensing in accordance with the provisions of applicable laws and regulations.

In 2015, the one-stop integrated service institution took the form of the Integrated Licensing Services Office (*KPPT*) which was led by the Head of the Office located below and responsible to the Mayor through the Regional Secretary. The Cimahi City *KPPT* was formed based on the *Peraturan Daerah Kota Cimahi Nomor 9 Tahun 2008* concerning Regional Technical Institutions and the Cimahi City Integrated Licensing Service Office (Cimahi City Regional Gazette of 2008 Number 90 series D).

In 2016 the *PTSP* institution changed to the One Stop Integrated Investment and Services Agency (*BPMPTSP*), which is a merger of the Integrated Licensing Services Office (*KPPT*) and the Cimahi City Investment Office. *BPMPTSP* is led by the Head of the Agency who is responsible to the Mayor. Cimahi City *BPMPTSP* was formed based on the *Peraturan Daerah Kota Cimahi Nomor 6 Tahun 2015* concerning Regional Technical Institutions. In 2017, the *BPMPTSP* institution changed to the One Stop Integrated Services and Investment Service (*DPMPTSP*) based on the *Peraturan Daerah Kota Cimahi Nomor 6 Tahun 2016* concerning the Formation and Composition of Cimahi City Regional Apparatus. The government's efforts in organizing licensing services are very proactive, namely with the issuance of the *Peraturan Presiden Nomor 97 Tahun 2014* concerning the Implementation of One-Stop Integrated Services which explicitly provides answers for ease and simplicity in carrying out investments in the regions in an effort to provide guidelines for service providers and service users (the public) investing in area.

The results of several studies conducted by foreign and Indonesian parties, show that obstacles in the licensing process in Indonesia include: The costs for obtaining permits are quite high, licensing procedures are complicated, licensing requirements are quite numerous and complicated, the permit completion time is quite long and not sure. Anticipatory steps that need to be taken by regions are firstly improving public services from their human resources, namely the State Civil Apparatus as servants of the nation, state and community servants, secondly creating public service innovations through technological and information developments, as well as building Public Service Malls as the government's answer to improving fast, easy and comfortable public services in one integrated service building.

#### **Quality of licensing services for the Cimahi City Public Service Mall**

The development of One Stop Integrated Services in Cimahi City is intended as an effort by the regional government to create a conducive business climate, by placing service emphasis on the aspects of simplicity of service, clarity, security, transparency, efficiency, economy, timeliness of service with the goal to be achieved, namely realizing licensing services. Excellence, improving the image of government officials by providing easy, fast, safe, transparent, comfortable, friendly and sure services, increasing community participation in



development through licensing services, increasing the competency and professionalism of Human Resources (HR) in the field of licensing services, encourages creating a conducive business climate in Cimahi City.

The targets to be achieved from developing One Stop Integrated Services through Public Service Malls are increasing investment and capital investment activities, increasing the quality of licensing and investment services, increasing public awareness in processing business permits. Challenges and opportunities for developing licensing services at Public Service Malls can be identified in *DPMPTSP* through Internal Environmental Analysis (*ALI*), namely: Strengths elements include: Adequate human resource quality, shown by the high level of education of employees at *DPMPTSP*, support from regional leaders, which is an important factor in achieving organizational goals, Organizational Structure and Work Procedures (*SOTK*) and Main Duties and clear functions, which provide guidance in carrying out service tasks to the community, completeness of facilities and infrastructure to support the implementation of official duties.

Elements of Weaknesses, include: There is still a lack of quantity of human resources in providing services to the community so that it influences the provision of services to the community to take longer, there is still a lack of accurate data about regional potential in the investment sector, limited land because Cimahi City only has an area 4,025.73 hectares which administratively consists of 3 sub-districts and 15 sub-districts, limited supporting infrastructure, low public awareness about the importance of completing permit requirements for legality in carrying out business activities and low business culture in the people of Cimahi City.

Elements of Opportunities include: good deregulation and debureaucratization policies, the existence of a *TNI* education center and universities in Cimahi City, including General Achmad Yani University, the Education Teacher Training College (*STKIP*) which can be partners in contributing thoughts and actions to government in an effort to improve the quality of good public services to the community. Based on internal analysis, this is closely related to the government's role in improving the human resources of government officials, both policy makers and their implementation, which still do not provide maximum results. This condition is also related to the level of public satisfaction in receiving services.

Based on the results of research in the field, it shows that the implementation of licensing services at the Cimahi City Public Service Mall is still not optimal in terms of the level of service quality measures in the public sector stated by (Janet V. Denhardt and Robert B. Denhardt 2007) namely: Convenience, Security, Reliability, Personal attention, Problem solving approach, Fairness, Fiscal responsibility, Citizen influence. Convenience measures relate to measures that indicate the extent to which services provided by the government can be accessed and are easily available to the public, including service procedures, service requirements and the condition of service facilities and infrastructure that are clean, neat and orderly so that they can provide comfort for recipients service.

The Cimahi City Investment and One-Stop Integrated Services Service has prepared all related information which has become its duties and functions, both relating to licensing and non-licensing services, investment and capital investment and other administration. There are room facilities that are used to provide consultation services and service complaints, all of which can be used free of charge. However, in reality, there are still many people who have not experienced comfortable licensing services, there are still people who are still confused about how the process flows for obtaining licensing services at *MPP*, who are starting to use registration via application/online, people who are elderly and don't have cellphones find it difficult.

Security is a measure that shows the degree to which the services provided to the public are safe and confident when using them. Service security is a guarantee of the level of security in the environment of the service provider unit or facilities used so that the public feels calm about getting services against the risks caused by the provision of services. Public service standards in Public Service Malls in terms of the quality of the performance of the agencies within them, namely those officers in providing services must have knowledge and insight in order to create confidence in customers that what they are doing is safe. The security provided by the Cimahi City Investment and One-Stop Integrated Services Service in providing licensing services at the Public Service Mall has been felt by the public from the first time they enter until they leave the Cimahi City *MPP* building.

Reliability assesses the level to which government services can be provided correctly and on time, the implementation of licensing services at the Cimahi City One Stop Investment and Integrated Services Service which is carried out at the Cimahi City Public Service Mall, that the services provided to the community are still complicated. The process flow is long because it involves other agencies as direct verifiers in the field, causing the file publishing process to take longer. This is what people complain about who needs services that are easy, fast, effective and efficient.

Personal attention: measures the extent to which government services can be properly informed by the authorities, citizens and officials can work together with them to help meet their needs, the results of interviews and observations in the field show that the implementation of licensing services at the One Investment and Integrated Services Service The Cimahi City Door which was carried out at the Cimahi City Public Service Mall from the performance provided by the service providing officers was still inadequate as evidenced by the number of staff composition of the *DPMPTSP*, both civil servants and contract employees, which was still less than the standard between the people who requested the service and the officers who served, thus causing the provision of services to the community to take longer.

The problem solving approach measures the extent to which service officials are able to provide information for the public to find out the problem, the results of interviews and observations in the field that the implementation of licensing services at the Cimahi City One Stop Investment and Integrated Services Service is carried out at the Cimahi City Public Service Mall The services carried

out by the front office have been carried out in accordance with procedures starting from the entrance, where officers have greeted them and given a welcoming speech and asked what services the public wanted and directed the public to the service counter. Fairness: a measure to assess the extent to which the public believes that the government has provided services in a fair manner for everyone, from the results of interviews and observations in the field that the implementation of licensing services at the Cimahi City Investment and One-Stop Integrated Service Office carried out at the Cimahi City Public Service Mall, the services provided are in accordance with service procedures starting from registration using a queue number, the services provided are the same without differentiating the status and position of the service recipient.

Fiscal responsibility is a measure to assess the extent to which citizens believe that the government has provided services by using public money responsibly. Based on the results of interviews and field observations, the implementation of licensing services at the Cimahi City Investment and One-Stop Integrated Services Service which is carried out at the Cimahi City Public Service Mall, the facilities provided are completely free and can be utilized by the public.

Citizen influence: measures the extent to which citizens feels that they can influence the quality of services they receive from the government, assessment of community satisfaction is still low on indicators of long and lengthy service periods and procedures, providing input in the form of criticism and suggestions to the government for improve the quality of public services.

### **Realization of Quality Public Service Mall Licensing Services**

Based on data obtained from research results, it shows that the implementation of licensing services at Public Service Malls has been carried out in accordance with the *Undang-Undang Nomor 25 Tahun 2009* concerning public services. The implementation process involving other agencies as technical services which have the task of verifying data in the field is still not effective and efficient, causing the permit issuance process to take a long time. The development of information technology must be accompanied by an increase in the knowledge and capabilities of human resources in the apparatus in dealing with the desires of a dynamic society.

With the various problems faced by the Cimahi City *DPMPTSP*, government officials/government bureaucracy has made efforts to overcome these problems. The efforts made are as follows:

1. Conduct training/courses for human resources/service officers in stages and in rotation, even though it is not routine.
2. Submit a shortage of employees to the Cimahi City Personnel and Human Resources Development Agency.
3. Conduct comparative studies regarding minimum service standards for Public Service Malls to other areas, for example to *MPP Sumedang Regency* and *MPP Bandung City*.
4. Providing information and outreach to the public about the importance of obtaining permits and procedures to obtain good public services.

Based on this description, evaluation steps towards the implementation of public services at the Cimahi City Public Service Mall are carried out to minimize

errors and with the hope that the services provided to the community will be better and of higher quality, because with the quality of the services provided to the community, the level of community satisfaction will increase, and services will be in accordance with community expectations.

## E. CONCLUSION

Based on the description of the results and previous discussion and referring to the theory of service quality measurement levels in the public sector put forward by (Janet V. Denhardt and Robert B. Denhardt 2007) the overall conclusion can be drawn that the quality of licensing services at the Cimahi City Public Service Mall is implemented since 2022-2023 it is still not optimal in relation to existing licensing services in Cimahi City. This is due to the failure to fulfill several quality measures as follows:

1. Convenience in the implementation of licensing services at the Cimahi City Public Service Mall can be interpreted as still not good, this can be seen from the lack of facilities and infrastructure owned as well as inadequate equipment and supplies, which can result in delays in the service process to the public. This needs to be given more serious attention considering that providing services is one of the essential functions of government.
2. Security is good and is felt directly by the community receiving services.
3. Reliability is still not good because the service procedures provided are still complicated with a long process flow because it involves other agencies as direct verifiers in the field, causing the file issuance process to take longer.
4. Personal attention is not good because the service officers are still inadequate as evidenced by the number of staff composition of the *DPMPTSP*, both civil servants and contract employees, which is still less than the standard between the people who request services and the officers who serve them.
5. The problem solving approach is quite good, and is felt by the community receiving the service, the first service carried out by the front office has been carried out according to procedures starting from the entrance and has been greeted by officers giving a welcome and asking what service they want. by the community and directing the community to the service counter.
6. Fairness is good enough, the services provided are in accordance with service procedures from the start of registration using the serial number according to the queue, the services provided are the same without discriminating against the status and position of the service recipient.
7. Fiscal responsibility is quite good based on the facilities that are provided completely free of charge and can be used by the community.
8. Citizen influence is still not good because the assessment of community satisfaction is still low on indicators of long service periods and procedures.

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