

# Faktor-Faktor yang Mempengaruhi Kesuksesan Layanan Sistem Jakarta Evolution (JAKEVO) pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Provinsi DKI Jakarta = Factors Influencing the Success of Jakarta Evolution (JAKEVO) System at The Investment Board and One Stop Service Agency in

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## Abstrak

Jakarta Evolution (JAKEVO) merupakan sistem pelayanan daring perizinan dan non-perizinan milik Pemerintah Provinsi DKI Jakarta melalui sistem satu pintu yang direncanakan dapat melayani dan memproses sebanyak 296 jenis izin dan non-izin. Berdasarkan Laporan Penyelenggaraan DPMPTSP Provinsi DKI Jakarta Tahun 2020, diketahui bahwa JAKEVO baru dapat melayani 266 jenis izin dan non-izin atau sebesar 90% dari target Rencana Strategis DPMPTSP 2017-2022 pada indikator Persentase Layanan Perizinan dan Non-Perizinan secara Online untuk tahun 2020 yang sebesar 100%. Selain itu berdasarkan besarnya investasi dalam pengembangan JAKEVO, didapatkan data bahwa JAKEVO baru dapat menarik pengguna sebanyak 692.988 user. Berdasarkan penelusuran permasalahan tersebut, maka perlu dilakukan analisis terhadap faktor-faktor yang mempengaruhi kesuksesan layanan dari JAKEVO. Penelitian ini menggunakan modifikasi model kesuksesan Delone and McLean. Metodologi penelitian yang digunakan adalah campuran dimana data kuantitatif didapatkan melalui penyebaran kuesioner terhadap 197 responden dan data kualitatif didapatkan dari hasil wawancara. Pengolahan data kuantitatif dilakukan dengan menggunakan PLS-SEM. Hasil penelitian menunjukkan bahwa sebesar 79.8% model yang digunakan pada penelitian ini dinyatakan fit/baik. Dari 9 faktor dan 17 hipotesis awal yang digunakan pada penelitian ini, dihasilkan 8 faktor yang terbukti signifikan mempengaruhi kesuksesan layanan dari sistem JAKEVO dan 12 hipotesis diterima. Faktor Information Quality, Service Quality, Trust, Perceived Usefulness, User Satisfaction, Intention to Use, EWOM Intention, dan Organization Performance terbukti signifikan mempengaruhi kesuksesan layanan sistem JAKEVO. Rekomendasi yang dapat diberikan yaitu DPMPTSP harus fokus dalam pengembangan dan peningkatan faktor kualitas sistem dari JAKEVO, DPMPTSP juga harus meningkatkan fitur keamanan informasi agar JAKEVO hanya dapat di akses oleh user yang valid saja, JAKEVO harus dapat diakses kapanpun, dan terdapat petugas stand-by 24/7 untuk membantu pengguna yang mengalami kendala dalam menggunakan JAKEVO di luar jam kantor.

.....Jakarta Evolution (JAKEVO) is an online permits and non-permits service system owned by the DKI Jakarta Provincial Government through a one-stop system that is planned to serve and process as many as 296 types of permits and non-permits. Based on the 2020 DKI Jakarta Provincial DPMPTSP Implementation Report, it is known that JAKEVO can only serve 266 types of permits and non-permits or 90% of the target of 2017-2022 DPMPTSP Strategic Plan on the Percentage indicator of Online Permit and Non-Permit Services for 2020 which by 100%. In addition, based on the amount of investment in the development of JAKEVO, data obtained that JAKEVO has only been able to attract 692,988 users. Based on these problems, it is necessary to analyze the factors that influence the success of JAKEVO's services. This study uses a modified Delone and Mclean success model. The research methodology used is mixed methods where quantitative data is obtained from distributing questionnaires to 197 respondents and qualitative data

is obtained from interviews. Quantitative data processing is done by PLS-SEM. The results showed that 79.8% of the models used in this study were declared fit. Of the 9 factors and 17 initial hypotheses used in this research, 8 factors were proven to significantly influence the service success of the JAKEVO system and 12 hypotheses were accepted. Information Quality, Service Quality, Trust, Perceived Usefulness, User Satisfaction, Intention to Use, EWOM Intention, and Organization Performance factors have been shown to significantly influence the success of JAKEVO system services. Recommendations that can be given are DPMPTSP must focus on developing and improving the quality factor of the system from JAKEVO, DPMPTSP must also improve information security features so that JAKEVO can only be accessed by valid users, JAKVEO must be accessible at any time, and there are 24/7 stand-by officers to help users who have problems using JAKEVO outside of office hours.