

## Analisis kualitas pelayanan perizinan di kota Tangerang (studi pada Kantor Penanaman Modal dan Perizinan kota Tangerang)

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### Abstrak

The quality of Public services provided by government apparatuses to the community as the realization of the functions of state apparatuses as state servants and public servants needs to be continuously improved to keep abreast with the dynamics and progress of the national development. The demand of the society and business community for improved quality of public service rendering is viewed to be of great importance in entering the on-going globalisation and information era as of today. Accordingly, government apparatuses should be more serious in preparing themselves for anticipating the challenges looming ahead so that they will be well able to optimally implement the government and development-related tasks, particularly in providing quality services to the public at large. It is for this reason and in compliance with the spirit and demand of the reform era nowadays that the City Administration of Tangerang has proudly established the City's Office of Investment and License by virtue of the Decree of the Mayor of Tangerang Number 19 of 2001 , on January 2, 2001, on the Organization and Work Procedures of the Investment and License Office.

The main objective of the establishment is to provide easy and convenient procedures in rendering services to the public for processing various permits and licenses in a bid to create conducive business climate for enhancing more promising economic development in the City of Tangerang. To analyse the quality of the license-issuing services at the Investment and Licence-Publishing Office in the City of Tangerang, the researcher has engaged himself in analyzing the quality of license service-rendering on the basis of the Decree of the Minister of State's Apparatuses Empowerment Number KEP125/M.PAN/2/2004 on the Broad Guidelines for Constructing Public Satisfaction Index of the Service Units of the Government Agencies. The aforementioned decree is used as one of the instruments to measure the quality of services offered by various work units/public service offices at both Central and Regional Administrations and tested based on the dimensions like the ones developed by Zeitham et. all, namely : Tangible Dimensions, Responsiveness, Reliability, Assurance, and Emphaty.

From the result of the analysis of license-service rendering at the Investment and Licence Office in the City of Tangerang in terms of how far the quality of license service-rendering offered by Investment and License Office in the City of Tangerang is objectively evaluated by the residents of the City of Tangerang, who have had certain licenses processed and are having such licenses processed ( 150 respondents), it can be concluded that the converted Indeks Kepuasan Masyarakat /Public Satisfaction Index (PSI) index Value x Basic Value =  $2,74 \times 25 = 68,50$ , signifying that the Service Quality is Good (equivalent to B), and the Performance of the Work Unit is Good (B). The establishment of the Investment and License Office in Tangerang, which, in license service-rendering, has adopted integrated patterns of public service, has been able to give birth to prime quality of license-service rendering so that the community at large can satisfactorily enjoy:

1. reasonable, highly-reliable, much better and easier license- procuring process provided by the City Administration Apparatuses.
2. avoidance of high cost economy since they obtain a wide array of services from one-roofed services agency.
3. highly motivated economic activity, particularly among business players due to easier and more convenient process to license procurement.
4. change and improvement in the behavior and attitude of apparatuses of Tangerang City Administration, who give first-scale priority of improved service-rendering to the public.

The Tangerang-based Investment and License Office is expected to be able to disseminate more transparent system and procedure of license-issuing service to the community at large, which among others, include mechanism, system and procedures, license-procuring requirements, and costs as well as time needed to have the license properly processed. With this transparency upheld, it is expected that the community will have more trustworthy and better understanding of matters pertaining to the license-procuring processes offered by the Tangerang-based Investment and Licence Office.