

# The Effectiveness of Micro Business License Services at the Manado City Investment and One Stop Integrated Service Office

Cinta P. Taasiringan<sup>1</sup>, Margareth I. R. Rantung<sup>2\*</sup>, Fitri Mamonto<sup>3</sup>

<sup>1,2,3</sup> Faculty of Social Sciences, Manado State University

**Abstract.** This study aims to describe, interpret and analyze the Effectiveness of Micro Business License Services at the Manado City Investment and One Stop Integrated Service Office the method used is a qualitative research method. The result of this study is that providing service to the community through the Effectiveness of Micro Business License Services at the Manado City Investment and One Stop Integrated Service Office is less effective. This is because the service making business licenses is still constrained because it is not by Standard Operating Procedure (SOP), in terms of completing micro business licenses it takes quite a long time, service mechanisms tend to be slow and convoluted, and the attitude of the waiters is lacking friendly still charged, which should be free inadequate service facilities, and lack of coordination between leaders and subordinates.

**Keywords:** Effectiveness, Service, License, Micro Business.

## 1 Introduction

An effective organization has various orientations and projections for the implementation of the planned work program. In the implementation process in the community, it can be done by providing the best service as an effort in evaluation. Development of the process of running an organization using the concept of effectiveness. Effectiveness can be seen by using a measure that gives a value of how far the results and targets have been obtained, where the target is determined at the beginning when planning before implementation in the field. The public service process can be carried out effectively by providing services by the procedures and provisions so that it can provide the best results for the recipient.

A service activity can be carried out with the ability of the apparatus who can carry out tasks according to their respective parts so that implementation can be adjusted to policies and standard operating procedures. The public service institutions provide guarantees in the form of continuity in carrying out development in terms of service policies and resource management looking at their use, namely from and for the public interest. Management carried out by leaders, in general, must be able to manage resources effectively, according to S.P Siagian, the success of the effectiveness process can be seen from the achievement of the targets that have been set [7]. Actions can determine the leader's ability to achieve effectiveness and can improve service so that in carrying out an effective service process it is determined by the leader himself and the policies are taken as capital

in improving the quality-of-service performance to the public. Mokot, J illustrates that good leadership will arise when the leadership system can provide synergistic, quality, and high-performance results [5]. According to Mantiri, J & Rantung M, an effectiveness value can arise in leadership through a managerial system that moves to achieve predetermined goals through the management function [6]. Based on this, leadership has the ability in each activity in the process of achieving the goals that have been set by the organization.

The various types of services provided to the public lead to new policies to limit certain services. Some basic public services are services in the licensing administration sector which have given many requests such as the permit process for building construction, fishery business permits, industrial business permits, transportation business permits, plantation business permits and if specified there are also micro and small business permits and medium-sized enterprises which have several strategic roles in economic terms due to the provision of goods and services for consumers, especially for consumers who have low to moderate purchasing power. The added value generated is the acquisition of foreign exchange and employment to reduce and alleviate the problem of poverty to be able to raise the people's economy for the better.

According to AR Dilapanga, public service is essentially a right owned by the community so that the state can carry it out according to the mandate that has been given. Therefore, the state has an important function and obligation to complete and fulfill all basic

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\* Corresponding author : [margarethrantung@unima.ac.id](mailto:margarethrantung@unima.ac.id)

rights and obligations by the public service framework [1]. Based on Law No. 20 of 2008 Articles 1 and 6, a micro-enterprise to be able to grow and develop properly requires a permit as part of a role that helps to encourage growth in the micro-business world.

Permits granted to micro-enterprises are an impetus for value growth in society. As a government, permits are used for juridical activities and for controlling the behavior of citizens. The government is obliged to protect and provide facilities in the form of MSMEs as a form of development for micro, small and medium enterprises. Other enforcement is related to Law No. 20 of 2008 which provides information on Micro, Small, and Medium Enterprises (MSMEs).

In the city of Manado, in terms of improving services for the community, the government has prepared mayoral regulation number 40 of 2020 so that licensing and non-licensing are carried out at the One Stop Integrated Service and Investment Service (DPMPTSP). In the initial process, the problems encountered in the service process for Micro business licenses at the Manado City DPMPTSP were the management and issuance of permits to conduct micro businesses.

In its implementation, the standardization of the time that has been set is not within the working timeframe, causing potential delays, in other cases, namely SOPs related to free tariffs, but in practice, the community will be burdened with the cost of obtaining permits by the technical team so that the completion of services is better. This coupled with the working hours that are burdened are not directly proportional to the number of available personnel in the organization. An unsupported facility and infrastructure are that the workspace used for permit management is inadequate and/or not by the capacity of the existing employees. In general, they choose to use the services of other people or insiders to help accelerate the process of obtaining permits, even though the files that have been prepared are not completed. Therefore, professionalism is not optimal and not by the mission of DPMPTSP in Manado City. It was seen based on the increase in effectiveness, time, and problems faced so that researchers developed and raised problems faced by the community with the title "Effectiveness of Micro Business License Services at the Investment Office and One Stop Integrated Service of Manado City".

## 2 Research Method

The research was carried out using a qualitative approach by prioritizing an Afrizal process method, which is a qualitative method that combines social science and then collected and analyzed the data obtained using a series of words both orally and in writing then a process of human actions and researchers will be carried out so as not to try to calculate or try to qualify the results of the qualitative data that has been obtained to no longer perform analysis on numbers. The main focus is to establish a micro business process at the Investment Office and one-stop integrated services in

the Manado City area which he divides into 5 parameters as follows:

- a. Service Effectiveness. Effectiveness in the service is carried out by using a comparison process that best determines the results of the outputs as well as the inputs. The use of this permit service is carried out by indicators of efficiency, namely:
  - The processing time for the implementation of a license for micro-enterprises is opened during the service process according to a predetermined schedule
  - Micro business license fees are charged based on services performed within a deadline according to the procedures and regulations that have been in force
- b. Service procedures and mechanisms are carried out to provide various conveniences at many stages of service in the form of a trading business license which is granted with several requirements by the service flow
- c. Employee responsiveness, an employee response is the responsiveness of employees to hear various complaints and provide several services to the community. this will have an impact on the ability to provide hospitality to the officers of the Investment Office and a one-stop integrated service for the city of Manado to develop micro business licenses
- d. Coordination between leaders and subordinates is carried out to provide a good relationship between the two in coordinating the implementation of micro business permits.
- e. Facilities and infrastructure have a big role in terms of facilities and availability of supporting processes at the Manado City DPMPTSP, some other scopes are supporting facilities to provide convenience and smoothness in the service process and convenience for service users.

The author conducted research at the investment office and one-stop integrated service in Manado City, the selection of this location was based on the source of the data used, obtained from this location, then all the records obtained at that location can be analyzed on the data accompanied by the collection of information that reflects the training. in ethnography.

## 3 Result and Discussion

Effectiveness is carried out to be able to take measures related to the success of the results for the goals that have been targeted. This is done as a step to measure effectiveness in the organization, measuring effectiveness in the organization is not a simple thing because the series contained in effectiveness is obtained from several different points of view and with whom this gal is assessed and implemented next. several measurements to carry out the effectiveness process can be done to see a work result that will be achieved next.

The value of effectiveness can be said to be successful if an organization can achieve several goals. In today's era with the influence of globalization, the government in carrying out its mandate for the problems faced by the people is expected to be more concerned so that it can prioritize the obligation to solve the problems faced by the community. Accuracy and concern for problem-solving are expected to be resolved quickly. Some administrative matters that are the responsibility of the government, namely Family Cards, SIM, STNK, and several others must be resolved immediately. In the government sector, it is common for extortion and bureaus to exist, so improvements are needed so that efficiency and effectiveness can be felt so that public services can run well.

Based on the results of the interview, it was found that some of the services available at the Manado City Investment and One Stop Integrated Service Office found that there were things that needed to be addressed, for example in the management of permits, but the employees on duty were not in place to serve the community. Furthermore, the time for service management at the Manado City DPMPTSP is three working days but the reality is that it takes one to three weeks to take care of it, this problem is a challenge to be addressed. Another example is illegal levies or management monasteries, which are a nominal one hundred and fifty thousand to three hundred and fifty thousand even though those contained in the SOP are free of charge.

### **3.1 Service Procedures and Mechanisms**

Regarding service procedures, according to KEPMEN PAN Number 63/Kep/M. Pan/7/2003, that the system and procedures for public services must at least contain the following: Procedures for handling services, Procedures for submitting requests for services, Procedures for submitting service complaints, and procedures for delivering service results. The explanation regarding the four procedures referred to in KEPMEN PAN No. 63/Kep/M. Pan/7/2003 can be understood by understanding the service procedures that have been made, thus conclusions can be made on public service procedures that have been processed and finalized, then so that public service policies are in line with expectations, and clarity and certainty need to be determined so that it can be a guide for the next service. The stages that have been prepared should be evaluated in stages regarding the procedures to the process of administering public services, so that they contain core components, namely procedures and services starting from the stage of submitting a request for service, handling, and delivery of service results, the clarity that has been obtained serves to According to Wijanan in his book entitled Management of Pension Funds, the procedure is a series of activities or steps that are interrelated to form an essential capability by taking a functional approach [8]. The procedure that has been explained when viewed from the meaning contained means that the production procedure is a product that cannot be seen in its shape or form but can last a long

time or for a moment and is also felt by the recipient of the service.

The results obtained indicate that a procedure has a mechanism in providing services to the Manado City Investment and One-Stop Integrated Service Office to carry out a management process for a business license with the conditions that the community must have an ID card, a certificate from the village, and family card. At the stage of the process, it is clear that the obstacle that the applicant has is the processing of a business license when he comes to the office of the employee who will serve but is not available.

### **3.2 Employee Responsiveness**

According to Dwiyanto in an explanation related to responsiveness or can be said as responsiveness is crucial in the ability of an organization to carry out an identification process based on community needs, then a process of preparation based on needs is carried out and carried out on various service programs [4]. On a responsiveness value, it can be seen the value of harmony between programs and activities needed by the community so that a programming process is carried out and can be carried out by responsive public organizations. Furthermore, an organization will become better. In some organizations, the ability to deal with responsiveness is a form of imposing on the needs of the community and several service programs owned by the public and some of the needs and aspirations of the community. so that public services can work. Another thing is the ability of services to be provided as well as the friendliness of employees, behavior and some additional employee skills in the service of micro business permits.

Based on the results of the study which showed that an employee's response to taking care of services and being able to carry out a permit is still relatively slow and some complaints are very difficult to serve, this causes a variety of complaints that accumulate when they come to the office to take care of a business license. required for the permit cannot be realized because the supervisor is not in the office and is asked to come the next day. The applicant will wait a long time to be served to make the permit, some of the responsiveness that is considered still lacking is friendliness in providing services that are considered less good and less friendly.

### **3.3 Coordination between Leaders and Subordinates**

Coordination is carried out as a form of integrity based on the unification and synchronization of all group members to provide a common understanding to act and do work together. According to Charles Worth, coordination is carried out as an effort to integrate into several parts that are carried out regularly to achieve common goals [3]. Management actions are carried out to achieve and coordinate the basic functions, namely, the planning process followed by organizing, placing, then integrating with the direction and control process,

therefore a coordination process is expected to be carried out in harmony by all group members, both individual tasks and goals. group, and is the key to a series of processes leading to successful management, managers act as conductors to coordinate all group members to have a coherent rhythm and harmony. Some indicators of coordination value are as follows:

- a. Coordination of planning by carrying out the planning process based on coordination facilities and integration of various plans through a process of discussion and exchange of ideas. An example is a coordination related to spending budgets.
- b. Organizing coordination by carrying out the organizing process as part of the core of the organization, grouping is done by managers and supervising subordinates to be able to coordinate between departments
- c. Coordination of personnel by carrying out the staffing process by understanding the rights of employees in several positions and skills so that the work carried out is appropriate to the skills
- d. Coordination of direction by carrying out an order with instructions to guide subordinates to achieve harmony between superiors and subordinates
- e. Coordination of control by controlling the manager and coordinating the results of real performance based on SOPs so that organizational goals can be achieved, this is discussed to emphasize the form of core coordination in management

The results obtained are coordination that provides convenience between superiors and subordinates to work together to improve all conveniences and not complicate the community which makes the process long, coordination is carried out by following all the rules and directions and following the existing mechanisms in the organization so that when there are obstacles can be handled well.

### 3.4 Facilities and infrastructure

Facilities and infrastructure are all tools and materials that can be used to achieve or support the goals of a production process or other activity. Like everything related to tools: stationery, desks, pens, and more. According to Moenir, facilities and infrastructure are all types of equipment, work equipment, and facilities that have a function as the main tool and assistant in carrying out work as well as important things that are also related to work organization [2]. The scope of what happens to Facilities and Infrastructure is by where it is used. For example, facilities and infrastructure in the office, course, the facilities, and infrastructure are pens, pencils, tables, chairs, office buildings, land, parking lots, and others.

Facilities and Infrastructure have the main function in it, which is by the scope of what happens in it such as: in the office, are as follows:

- a. Can speed up the process of carrying out work in the office to save time as efficiently as possible.
- b. It will increase the productivity of both goods and services.
- c. The work will be of higher quality and guaranteed.

- d. It can be simpler or easier in the movement of users and actors in these activities.
- e. There is a determination of the composition of the stability of workers that will be more guaranteed and detailed.
- f. Can cause a sense of comfort and a sense of satisfaction to the people who have an interest in or use it.

Based on the results of the study, it was found that the facilities and infrastructure at the Manado City Investment and One-Stop Service Office were not adequate, the existing facilities were complete, but only a few computers to make all matters in the manufacture of permits functioned on the grounds of damage and had not been repaired. This causes the permit completion process to be slow.

## 4 Conclusion

Based on the results of data analysis and discussion of this research, it can be concluded that the effectiveness of Micro Business License Services at the Manado City Investment and One Stop Integrated Service Office is still less effective. This is more because the service in making business licenses is still constrained. After all, it does not comply with Standard Operating Procedures (SOP), in terms of completing micro business licenses it takes quite a long time; service mechanisms tend to be slow and convoluted, the attitude of the waiters is not friendly, and fees are still charged, lack of coordination between leaders and subordinates and inadequate service facilities.

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